



**Australian Government**

# **SITEEVT018 Plan and allocate exhibition space**

**Release: 1**

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## **Modification History**

Not applicable.

## **Application**

This unit describes the performance outcomes, skills and knowledge required to establish exhibition floor plans and allocate exhibitor and service space. It requires the ability to liaise closely with exhibition stakeholders to determine operational requirements, and meet exhibitor and consumer expectations.

Exhibitions are events that bring sellers and buyers together. They could be trade or consumer-focused, and may be stand-alone exhibitions or a component of other events such as fairs, expositions, conferences and festivals. This unit is relevant to exhibitions that are diverse in nature and are coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors.

It applies to exhibition managers who operate with significant autonomy and who are responsible for making strategic exhibition management decisions. They may work in exhibition management companies, in event venues or for organisations such as industry bodies that stage exhibitions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

## **Pre-requisite Unit**

Nil

## **Competency Field**

Events

## **Unit Sector**

Events

## **Elements and Performance Criteria**

### **ELEMENTS**

Elements describe the essential outcomes.

### **PERFORMANCE CRITERIA**

Performance criteria describe the performance needed to demonstrate achievement of the element.

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|--|---|
| 1. Identify purpose and scope of the exhibition. | 1.1.Consult with stakeholders to clarify exhibition purpose and objectives.<br>1.2.Liaise with stakeholders to determine specific operational requirements for exhibition.<br>1.3.Develop overall format for exhibition.  |
| 2. Establish exhibition floor plans.             | 2.1.Assess physical characteristics of exhibition space and capacity to meet requirements.<br>2.2.Assess safety, security and environmental risks for impacts on exhibition floor plan.<br>2.3.Plan exhibition layout to maximise exhibitor space and profitability.<br>2.4.Incorporate a range of exhibitor formats and sizes to meet different exhibitor requirements.<br>2.5.Allocate space for ancillary services and resolve conflicting demands for exhibition space.<br>2.6.Organise development of accurate and complete floor plans. |
| 3. Allocate exhibitor space.                     | 3.1.Consult with stakeholders and establish and document criteria for the allocation of space according to exhibition objectives.<br>3.2.Liaise with stakeholders to allocate space according to agreed criteria.<br>3.3.Analyse buyer and seller interaction requirements and allocate space accordingly.<br>3.4.Resolve conflicting demands for exhibitor space according to profile of exhibitor.  |
| 4. Evaluate operational success of exhibition.   | 4.1.Obtain feedback from exhibitors and stakeholders according to predetermined evaluation criteria.<br>4.2.Seek input from personnel and contractors on exhibition operations.<br>4.3.Analyse and evaluate operational problems.<br>4.4.Use all information to enhance future exhibition planning activities.  |

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

### SKILLS

### DESCRIPTION

Reading skills to:

- interpret complex exhibition planning documents.

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|--------------------------------------|---|
| Writing skills to:                   | • document criteria for the allocation of exhibitor space.  |
| Oral communication skills to:        | • consult, liaise and negotiate with stakeholders on complex planning and operational issues.                             |
| Numeracy skills to:                  | • calculate complex spatial designs for exhibitor formats and sizes.  |
| Problem-solving skills to:           | • evaluate operational requirements for exhibitions.  |
| Initiative and enterprise skills to: | • identify exhibition profit expectations and establish floor plans that maximise profitability.                          |
| Teamwork skills to:                  | • integrate the needs of all stakeholders when establishing floor plans.  |
| Planning and organising skills to:   | • access and collate all information required to establish floor plans and to allocate space within designated deadlines. |

## Unit Mapping Information

SITXEVT608 Plan and allocate exhibition space

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>