



Australian Government

Department of Education, Employment and Workplace Relations

SITXMPR002A Create a promotional display or stand

Revision Number: 1

SITXMPR002A Create a promotional display or stand

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to create a display or stand for the promotion of a product or service. It requires the ability to identify the objectives of the promotion, determine who the audience will be, select all display components and assemble the display or stand.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit describes a fundamental sales and marketing skill for those working within the service industries and applies to the full range of industry sectors and environments.

Promotional displays or stands are set up and operated in a range of contexts, including trade or consumer shows, meeting or conference events, in-house promotions, window displays, visitor information centre displays and shopping centre promotions. They might be used to promote any product, service, or event; a group of products being cooperatively marketed; or even a whole city, region or tourist precinct.

This unit does not include all the skills of a specialist display designer or visual merchandiser. Rather, it reflects the more general display skills needed by a large range of service industry personnel involved in sales and marketing activities. Frontline sales and marketing personnel who operate with some level of autonomy or under limited supervision and guidance from others would be responsible for setting up displays or stands.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
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ELEMENT	PERFORMANCE CRITERIA
1 Make preparations for display or stand.	<ul style="list-style-type: none">1.1 Identify display or stand objectives in consultation with appropriate colleagues.1.2 Obtain operational <i>information to assist in display or stand preparation</i> to allow time for adequate planning.1.3 Plan display or stand to meet the needs of target audience.1.4 Select and organise adequate <i>display supplies</i> and transportation arrangements according to display plan.1.5 Identify the need for and seek assistance from display specialists where appropriate.
2 Create the display.	<ul style="list-style-type: none">2.1 Create or dress the display or stand, making creative use of available materials and supplies.2.2 Use established <i>display techniques</i> to maximise the visual appeal of the display and reflect the nature of product or service being sold.2.3 Use display equipment correctly and safely.2.4 Check display or stand to ensure safety of colleagues and customers.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- safe OHS practices that relate to transporting, carrying, assembling and monitoring the display or stand
- basic visual merchandising techniques for creating displays with typically available materials, including techniques for maximising the effectiveness of commonly-used collateral in displays, including brochures and posters
- literacy skills to collect and interpret information about the needs of the target audience and operational aspects of the display or stand.

The following knowledge must be assessed as part of this unit:

- typical tourism industry contexts in which displays are used, such as trade and consumer shows, shopping centre promotions, information centre displays, window displays and promotional functions
- range of materials and equipment used for display in different locations and settings, such as stages, exhibition booths, permanent displays and window displays.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- creation of a display or dressing of a promotional stand to meet specific objectives using accepted display techniques
- ability to create display or stand in a well-organised and safe manner
- creation of a display or dressing of a promotional stand within typical workplace time constraints that meet

EVIDENCE GUIDE

determined deadlines.

Context of and specific resources for assessment

Assessment must ensure:

- creation of a display or promotional stand within commercially realistic promotional environments
- use of display and promotional material commonly used by tourism and hospitality organisations.

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to create a promotional display or stand. The following examples are appropriate for this unit:

- evaluation of the creativity and visual appeal of a display created by the candidate
- case studies to assess application of different display techniques to typical industry promotional situations
- written and oral questioning or interview to test knowledge of basic and different visual merchandising techniques
- written and oral questioning or interview to test knowledge of safe working practices
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITXMPR004A Coordinate marketing activities
- SITXCOM005A Make presentations.

EVIDENCE GUIDE

Assessing employability skills Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Information to assist in display or stand preparation may include:

- nature of display area, including booth and stage
- floor plans
- type of surface on which display is to be created
- set-up times and duration
- OHS requirements
- budget allocation
- need for utilities, such as electricity and water
- need for waste management
- security.

RANGE STATEMENT

- Display supplies* may include:
- furniture
 - collateral materials, such as brochures, posters, banners and organisational colours and logo
 - scissors
 - adhesives and velcro
 - pins
 - string
 - audiovisual systems, including videos and sound systems
 - floral arrangements and potted plants
 - balloons and other decorations
 - mobiles
 - computers.

- Display techniques* must include the use of:
- fabric
 - flags
 - signs
 - printed materials
 - three-dimensional materials
 - freestanding display options
 - product samples
 - local produce
 - cultural artefacts.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Marketing and Public Relations