

**CARAVAN INDUSTRY NATIONAL COMPETENCY
STANDARDS**

**GENERAL
MARKETING AND BUSINESS RELATIONS**

Unit THHGCS02A

Promote Products and Services to Customers

Unit Descriptor This unit deals with the skills and knowledge required to promote products and services to customers. It relates to situations where the sales function is not the primary focus of work activity. This unit has a link to unit THTSOP04A, Sell Tourism Products and Services, where this sales function is a primary focus of work activity.

Element	Performance Criteria
<p>1 Develop product/service and market knowledge</p>	<ul style="list-style-type: none"> • Opportunities are taken to develop product/service knowledge. • Informal and formal research is used to update knowledge. • Customer feedback and workplace observation is used to evaluate products, services and promotional initiatives. • Knowledge obtained is shared with colleagues to enhance the sales-effectiveness of the team. • Information gained from workplace experience and direct customer contact is passed to the appropriate person for consideration in future planning. • Changes in customer preferences are identified. • Ideas for product and service adjustments to meet customer needs are suggested to the appropriate person in accordance with enterprise policy.
<p>2 Encourage customers to use and buy products and services</p>	<ul style="list-style-type: none"> • Accurate information about products and services is offered to customers. • Selling techniques are employed to encourage usage and purchase. • Customers are made aware of possible 'extras' and 'add-ons'. • Products and services are promoted in accordance with current enterprise goals and promotional focus.

Range of Variables

- This unit applies to all hospitality and tourism sectors.
- Informal and formal research may include but is not limited to:
 - discussions with colleagues
 - reading enterprise information
 - research of product and service information brochures
 - general media.
- Products and services may include but are not limited to:
 - tours and transport
 - conferences and conventions
 - function facilities
 - entertainment
 - shopping services
 - restaurant facilities
 - food and beverage
 - ‘add-on’ services.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - any legal issues which impact on the sale of products and services
 - in-depth knowledge of enterprise products and services
 - selling techniques.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through a simulation. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to use selling techniques to promote products and services within a specific tourism or hospitality context
 - knowledge of contexts in which this promotion could apply.

Linkages to Other Units:

- This unit should be assessed with or after the following units:
 - THHGGA01A Communicate on the Telephone
 - operational/service skills units which apply to particular industry sectors.
- Depending upon the industry sector and workplace, combined training may also be appropriate.
- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector-specific delivery, training should be tailored to meet the needs of that sector.

Competency Standards

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	2
Communicating Ideas and Information	2
Planning and Organising Activities	1
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	1
Solving Problems	2
Using Technology	1

Unit THHGCS04A

Make Presentations

Unit Descriptor This unit deals with the skills and knowledge required to make effective presentations. This unit applies to a variety of people across all tourism and hospitality sectors.

Element	Performance Criteria
<p>1 Prepare for presentations</p>	<ul style="list-style-type: none"> • The presentation is planned in advance. • Material is researched and selected according to: <ul style="list-style-type: none"> • purpose and objectives • audience characteristics • occasion • venue. • Material is organised in a clear and logical manner. • Supporting materials such as slides or overheads are created and organised within appropriate timeframes.
<p>2 Make presentations</p>	<ul style="list-style-type: none"> • Information presented is current, accurate and relevant. • Information is presented in a clear and concise manner. • Appropriate protocol is observed. • Recognised public speaking techniques are employed during the presentation. • Humour is appropriately used. • Visual aids and equipment are correctly used. • Where audience is external, the enterprise is promoted throughout the presentation. • Where possible the audience is involved in the presentation and feedback is encouraged. • Audience needs are quickly identified and any adjustments to presentation made accordingly. • Presentations are followed up with action as required.

Range of Variables

- This unit applies to all tourism and hospitality sectors.
- Presentations may be internal or external and include but are not limited to:
 - sales presentations
 - training delivery
 - presentations within meetings
 - conference addresses
 - staff briefings.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - presentation planning
 - public speaking techniques
 - knowledge of subject matter for presentation.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through a simulation. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to apply established techniques in the preparation of a presentation
 - ability to deliver a logical well-structured presentation that shows effective use of public speaking techniques
 - ability to tailor the presentation to specific audience needs.

Linkages to Other Units:

- This unit underpins effective performance in a range of sales and management units. Depending upon the industry sector and workplace, combined delivery/assessment may be appropriate. Examples include but are not limited to:
 - THHGCS06A Plan and Implement Sales Activities
 - THHGCS07A Co-ordinate Marketing Activities
 - THHGCS08A Establish and Conduct Business Relationships
 - all training units
 - all leadership units.
- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector-specific delivery, training should be tailored to meet the needs of that sector.

Competency Standards

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	3
Communicating Ideas and Information	3
Planning and Organising Activities	2
Working with Others and in Teams	2
Using Mathematical Ideas and Techniques	-
Solving Problems	2
Using Technology	1

Unit THHGCS05A**Organise Functions**

Unit Descriptor This unit deals with the skills and knowledge required to organise functions within a hospitality or tourism enterprise.

Element	Performance Criteria
<p>1 Co-ordinate function bookings</p>	<ul style="list-style-type: none"> • Enquiries for function bookings are courteously and correctly answered. • Size and style of facilities are considered and explained to the customers before accepting bookings for functions. • Where appropriate, facilities are shown to customers. • Bookings are accurately recorded and confirmed with the customer in accordance with enterprise procedures.
<p>2 Establish customer requirements</p>	<ul style="list-style-type: none"> • Function requirements are discussed with customers including: <ul style="list-style-type: none"> • menus • style and format of occasion • layout of room • technical requirements • timing details including access and break down. • Courteous advice is offered to customers to assist them in planning the function. • Where necessary consultations are held with colleagues to discuss customer requirements and how these can be met. • Details are agreed with the customer and confirmed in writing including deposit and final payment requirements.

Competency Standards

- 3 Arrange function details**
- Information is passed to all appropriate colleagues to ensure effective planning of function elements.
 - Staffing needs are accurately identified and organised.
 - Possible effects of special functions on other customers are considered and appropriate action is taken.
 - Where appropriate, the need for the services of external suppliers is identified and bookings are made and confirmed in writing.
 - Special stock requirements are organised in a timely fashion.
 - The function sheet is prepared in consultation with appropriate colleagues.
 - All details on the function sheet are confirmed with the customer.
 - Function sheets are distributed in accordance with function and enterprise requirements.
 - Where appropriate, briefings are held to ensure the smooth running of the function.
- 4 Monitor and evaluate functions**
- Set up and conduct of the function is monitored to ensure service meet customer needs and is in accordance with agreed requirements.
 - Feedback is obtained from customers and operations staff and information used in future function organisation.
 - Functions are finalised in accordance with enterprise procedures.

Range of Variables

- This unit applies to various tourism and hospitality sectors.
- Functions may include but are not limited to:
 - breakfasts
 - lunches
 - dinners
 - seminars/conferences
 - cocktail parties
 - weddings
 - product launches.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - organisational skills in terms of event planning
 - knowledge of typical function requirements including:
 - food and beverage
 - technical
 - typical function layouts.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through a simulation. Portfolios of evidence relating to workplace experience may be appropriate. Simulated activities must take allow the candidate to address the ongoing organisational and monitoring aspects of this unit. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to conduct the entire function organisation process and ensure function services meet the agreed requirements of customers
 - accuracy in the presentation of function information and the ability to tailor the services of the establishment to meet customer needs
 - knowledge of the types and range of function services that may be required.

Linkages to Other Units:

- There is a strong link between this unit and other meeting, sales, and food and beverage service units in both the tourism and hospitality training packages.
- Depending upon the industry sector and workplace, combined delivery/assessment may be appropriate.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	3
Communicating Ideas and Information	3
Planning and Organising Activities	3
Working with Others and in Teams	3
Using Mathematical Ideas and Techniques	1
Solving Problems	3
Using Technology	1

Unit THHGCS06A

Plan and Implement Sales Activities

Unit Descriptor This unit deals with the skills and knowledge required to plan and implement sales activities in a tourism and hospitality context. It closely reflects the role of a sales executive.

Element	Performance Criteria
1 Plan sales activities	<ul style="list-style-type: none">• Sales activities are planned and scheduled in accordance with the marketing plan or other enterprise systems.• Sales planning includes consideration of both existing and potential customers.• Information is identified, analysed and incorporated into sales planning including:<ul style="list-style-type: none">• sales and marketing reports• financial statistics• market trends• competitive activity.• Prospects are pro-actively sourced and profiles created.• Potential revenue is estimated in consultation with appropriate colleagues.• Activities are planned to maximise opportunities to meet individual and team targets.• Sales call patterns are established according to the following as appropriate:<ul style="list-style-type: none">• specific sales and revenue targets• call intensity required• geographic considerations and restraints• current enterprise priorities• need for administration and reporting time.
2 Prepare for sales calls	<ul style="list-style-type: none">• Where appropriate, appointments are made in advance.• Sales call strategies and tactics are developed based on market knowledge, current sales focus and consultation with appropriate operational colleagues.• Specific information, data and support materials are gathered for individual sales calls.

- 3 Make sales calls**
- Sales calls are made according to agreed call patterns.
 - Relationships are built with customers through the use of effective interpersonal communication styles.
 - Customer trust and confidence is developed through the demonstration of personal and professional integrity.
 - A proactive approach is taken in identifying and resolving customer issues and problems.
 - Selling techniques are used to maximise opportunities to meet and exceed sales targets.
 - Information on product features and benefits is current, accurate and relevant to customer needs.
 - Sales calls takes account of the current enterprise marketing focus.
 - Feedback from customers is encouraged and market intelligence is pro-actively sought.
- 4 Review and report on sales activities**
- Sales reports are prepared in accordance with required timelines and enterprise procedures.
 - Market intelligence is presented in a manner which provides clear and concise information to those responsible for sales and marketing planning.
 - Market intelligence is shared with relevant colleagues.
 - All activities are reviewed in accordance with agreed evaluation methods and the results incorporated into future sales planning.

Competency Standards

Range of Variables

- This unit applies to all tourism and hospitality sectors.
- Sales activities may be face-to-face or on the telephone.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - in-depth product knowledge
 - knowledge of the legal issues that affect the sales executive role in the Australian tourism industry
 - industry and market knowledge as appropriate to the sector/enterprise including:
 - industry marketing and sales networks and distribution systems
 - customer trends and preferences
 - links between sales and areas of tourism operations
 - knowledge of sales and marketing principles and ability to interpret a marketing plan
 - sales techniques
 - planning and organisational skills in specific relation to sales activities.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through a simulation. Portfolios of evidence relating to workplace experience may be appropriate. Simulated activities must closely reflect the workplace and may need to take place over a period of time to allow the candidate to address the ongoing implementation and monitoring aspects of this unit. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to plan and implement sales activities within a specific tourism and hospitality context
 - logical and thorough planning which takes account of specific industry issues
 - ability to integrate preparation with actual conduct of a sales call.

Competency Standards

Linkages to Other Units:

- This unit should be assessed with or after the following units:
 - THHGCS04A Make Presentations
 - THHGCS08A Establish and Conduct Business Relationships.
- There is also a very strong link between this unit and the following units:
 - THHGCS07A Coordinate Marketing Activities
 - THHGLE03A Develop and Implement Operational Plans.
- Depending upon the industry sector and workplace combined training may also be appropriate with the above units.
- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector specific delivery, training should be tailored to meet the needs of that sector.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	3
Communicating Ideas and Information	3
Planning and Organising Activities	3
Working with Others and in Teams	2
Using Mathematical Ideas and Techniques	1
Solving Problems	3
Using Technology	1

Unit THHGCS07A**Co-ordinate Marketing Activities**

Unit Descriptor This unit deals with the skills and knowledge required to co-ordinate a range of marketing and promotional activities in a tourism and hospitality context.

Element	Performance Criteria
<p>1 Plan marketing and promotional activities</p>	<ul style="list-style-type: none"> • Promotional activities are planned and scheduled in accordance with the marketing plan or other enterprise systems. • Overall objectives for activities are agreed with appropriate colleagues. • Relevant information is identified, analysed and incorporated into short-term planning including: <ul style="list-style-type: none"> • marketing reports • sales reports • financial statistics • marketplace trends • competitive activity. • Detailed action plans for promotional activities are developed and implemented at the appropriate time.
<p>2 Co-ordinate participation in trade and consumer shows</p>	<ul style="list-style-type: none"> • Invitations to participate in trade and consumer shows are evaluated to take account of the following factors: <ul style="list-style-type: none"> • consistency with overall marketing direction • level of exposure to be achieved • matching of attendees to target markets • financial resources issues • human resource requirements • timing of event. • When participation is confirmed, a plan is created to ensure timely attention to the following issues: <ul style="list-style-type: none"> • staffing requirements and briefings • availability of brochures and display materials • contracting of other services (eg. display) • travel arrangements • strategies to ensure maximum benefits • fulfilling administrative and procedural requirements. • Participation is reviewed for effectiveness, and future amendments made accordingly.

Competency Standards

- 3 Co-ordinate in house promotions**
- In-house promotions are scheduled and organised according to the marketing plan.
 - A plan for promotions is created and implemented to take account of the following issues:
 - objectives of the promotion
 - venue and location
 - duration
 - date selection
 - style and format of event
 - technical equipment required
 - number of invitees
 - who to invite
 - promotional materials required
 - budget available
 - public relations implications
 - design and distribution of invitations
 - co-ordination of RSVP's
 - need for external assistance
 - staffing implications
 - strategies for maximising attendance and impact
 - possible co-operative approaches.
 - Promotions are reviewed for effectiveness and future amendments made accordingly.
- 4 Co-ordinate familiarizations**
- Familiarisation programs are developed and conducted both in response to particular requests and as proactive projects to take account of:
 - potential enterprise benefit
 - current enterprise promotional focus
 - agreements with other organisations and suppliers
 - matching of itineraries to individual or group needs
 - use of new or unusual products to create maximum impact
 - FOC negotiations with product suppliers
 - operational and budgetary constraints.
 - Appropriate participants are selected according to promotional objectives.
 - Administrative and booking details are efficiently organised.
 - Where appropriate familiarizations are escorted in a professional and friendly manner.
 - Familiarizations are reviewed for effectiveness and future amendments made accordingly.

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| 5 | Undertake a general public relations role | <ul style="list-style-type: none">• Relationships with industry and media colleagues are established and conducted in a manner that enhances the positive image of the organisation.• Networks are used to assist in the implementation of promotional activities.• Where appropriate, public relations resources are developed including media releases and industry/media support materials. |
| 6 | Develop special products to meet customer needs | <ul style="list-style-type: none">• Opportunities to develop products to meet particular customer needs are identified.• Specific needs are established through consultation with the customer.• Development of products is agreed within scope of individual responsibility.• Products are developed in conjunction with appropriate colleagues. |
| 7 | Review and report on promotional activities | <ul style="list-style-type: none">• Reports are prepared in accordance with enterprise policy and required timeframes.• Market intelligence is presented in a manner which provides clear and concise information to those responsible for sales and marketing planning.• Informal reports are made to relevant colleagues to maximise opportunity to meet team targets.• All activities are reviewed in accordance with agreed evaluation methods, and the results incorporated into future planning. |

Range of Variables

- This unit applies to all tourism and hospitality sectors.
- Marketing and promotional activities may include but is not limited to:
 - promotional events
 - display and signage initiatives
 - trade and journalist familiarisations
 - limited product development within scope of individual responsibility
 - market research
 - advertising
 - industry and public relations activities.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - in-depth product knowledge
 - knowledge of the legal issues that affect marketing activities in the Australian tourism industry
 - industry and market knowledge including:
 - industry marketing and sales networks and distribution systems
 - customer trends and preferences
 - knowledge of sales and marketing principles and ability to interpret a marketing plan
 - general knowledge of promotional activities in the tourism industry including trade shows, in-house promotions, advertising, public relations, familiarisations, signage and display
 - planning and organisational skills in specific relation to marketing activities.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through a simulation. Portfolios of evidence relating to workplace experience may be appropriate. Simulated activities must closely reflect the workplace and may need to take place over a period of time to allow the candidate to address the ongoing implementation and monitoring aspects of this unit. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to co-ordinate and organise a number of promotional activities within a specific tourism and hospitality context
 - logical and thorough activity planning including development of supporting organisational systems.
 - knowledge of marketing principles and their application to practical workplace contexts.

Linkages to Other Units:

- This unit should be assessed with or after the following units:
 - THHGCS07A Make Presentations
 - THHGCS08A Establish and Conduct Business Relationships.

Competency Standards

- There is also a very strong link between this unit and the following units:
 - THHGCS06A Plan and Implement Sales Activities
 - THHGLE03A Develop and Implement Operational Plans.
- Depending upon the industry sector and workplace combined training may also be appropriate.
- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector - specific delivery, training should be tailored to meet the needs of that sector.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	3
Communicating Ideas and Information	3
Planning and Organising Activities	3
Working with Others and in Teams	2
Using Mathematical Ideas and Techniques	1
Solving Problems	3
Using Technology	1

Unit THHGCS08A

Establish and Conduct Business Relationships

Unit Descriptor This unit deals with the skills and knowledge required to manage business relationships within a tourism or hospitality context. It focuses on the relationship building and negotiation skills required by specialist sales operators and managers in the industry.

Element	Performance Criteria
<p>1 Establish and conduct business relationships</p>	<ul style="list-style-type: none"> • Relationships are established within the appropriate cultural context in a manner which promotes goodwill and trust between the enterprise, its customers and suppliers. • Effective communication skills and techniques are employed in relationships to build trust and respect. • Opportunities to maintain contact with customers and suppliers are taken up wherever possible.
<p>2 Conduct negotiations</p>	<ul style="list-style-type: none"> • Negotiations are conducted in a business-like and professional manner within the relevant cultural context. • Negotiations are conducted using techniques to maximise benefits for all parties in the context of establishing long term relationships. • Negotiations take account of input from colleagues. • Negotiations are conducted in the context of the current enterprise marketing focus. • The results of negotiations are communicated to appropriate persons within appropriate timeframes.
<p>3 Make formal business agreements</p>	<ul style="list-style-type: none"> • Agreements are confirmed in writing with contracts drawn up in accordance with enterprise requirements. • All aspects of formal agreement are checked and approved in accordance with enterprise procedures. • Specialist advice is sought in the development of contracts where appropriate.

Competency Standards

4 Foster and maintain business relationships

- Information needed to maintain sound business relationships is pro-actively sought, reviewed and acted upon.
- Agreements are honoured within the scope of individual responsibility.
- Adjustments to agreements are made in consultation with the customer/supplier and information is shared with appropriate colleagues.
- Relationships are nurtured through regular contact and use of effective interpersonal and communication styles.

Range of Variables

- This unit applies to all tourism and hospitality sectors.
- Negotiations and contracts may relate to quite broad and significant commercial dealings including but not limited to:
 - corporate accounts
 - service contracts
 - agency agreements
 - venue contracts
 - rate negotiations
 - marketing agreements.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - knowledge of the tourism and/or hospitality industry including:
 - major industry marketing issues
 - current competitive environment
 - knowledge of the legal issues that affect negotiations and contracts in the Australian tourism industry
 - knowledge of internal enterprise environments including
 - internal service capabilities
 - current marketing focus
 - negotiation skills, including the skills to conduct negotiations of significant commercial value
 - general knowledge of contracts as appropriate to different industry sectors.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through a simulation. Portfolios of evidence relating to workplace experience may be appropriate. Simulated activities must closely reflect the workplace and may need to take place over a period of time to allow the candidate to address the ongoing aspects of this unit. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Evidence must be collected in relation to a range of different negotiations.
- Look for:
 - ability to conduct business negotiations within a specific tourism and hospitality context.
 - knowledge and understanding of the current environment in which tourism and/or hospitality businesses operate, and the major industry issues of relevance to the particular sector
 - knowledge and understanding of contracts.

Linkages to Other Units:

- This unit underpins effective performance in a range of other sales and management units. Depending upon the industry sector and workplace combined delivery/assessment may be appropriate. Examples include but are not limited to:
 - THHGCS06A Plan and Implement Sales Activities
 - THHGCS07A Co-ordinate Marketing Activities
 - all leadership units.

- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector-specific delivery, training should be tailored to meet the needs of that sector.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	3
Communicating Ideas and Information	3
Planning and Organising Activities	3
Working with Others and in Teams	3
Using Mathematical Ideas and Techniques	1
Solving Problems	3
Using Technology	1

Unit THTSMA01A

Coordinate the Production of Brochures and Marketing Materials

Unit Descriptor This unit deals with the skills and knowledge required to coordinate the development of promotional brochures and other printed marketing materials.

Element	Performance Criteria
1 Plan the production of brochures and marketing materials	<ul style="list-style-type: none">• Production is effectively planned with appropriate actions designed to take account of the following factors:<ul style="list-style-type: none">• objectives of the material• market for which material is required• review of competitive materials• style and size of material• time parameters• budget available• in-house production capabilities• distribution considerations - internal and external• availability of required information• any legal requirements or restrictions.
2 Produce information for inclusion	<ul style="list-style-type: none">• Accurate and complete information is produced or obtained from the appropriate source.• Information is presented in a clear and easily understood format.• Information is presented in a culturally appropriate way.
3 Obtain quotations for artwork and printing as appropriate	<ul style="list-style-type: none">• Accurate specifications are provided to quoting organisations covering the following areas:<ul style="list-style-type: none">• size• number of colours• type of paper• number of photographs• layout and style of text• total number required• conditions of contract• production and delivery deadlines.• Comprehensive quotations are obtained with full details of potential variations to cost and conditions which may apply.

- 4 Develop final copy for brochures and marketing materials**
- Copy is developed using basic creative writing techniques where appropriate to sell the products presented.
 - Copy is accurate regarding practical and operational details.
 - All costs are accurately presented with notes about conditions which may apply.
 - General conditions applying to information are clearly and accurately presented according to company policy.
 - All copy is thoroughly checked for accuracy prior to submission to external/internal arthouse or printers.
- 5 Coordinate the production of brochures and marketing materials**
- Liaison is undertaken with production house or responsible staff member in a manner which permits accurate monitoring of production schedule.
 - All production work is fully checked and corrected as required.
 - All copy is re-checked and approved by appropriate authority only when totally accurate.
 - Artwork is approved according to company guidelines prior to commencement of printing.
 - Brochures and marketing materials are obtained on schedule.
 - Contingency plans are put in place to allow for situations where timelines may be exceeded.

Range of Variables

- This unit applies to all tourism industry sectors.
- Actual production/printing may be conducted either in-house or by an external agency.
- Brochures and marketing materials may include but are not limited to:
 - product brochures
 - destinational guides
 - promotional flyers and leaflets
 - conference programs/registration forms
 - event prospectus
 - display materials
 - product support manuals
 - advertising materials
 - direct mail pieces
 - invitations.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following is required:
 - market context for the materials being produced
 - print production processes and terminology
 - principles of planning
 - creative writing
 - methods for researching, preparation and proofing of copy
 - legal issues that affect the production of printed materials as appropriate to individual sectors/workplaces including copyright laws.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.
- For this unit simulated workplace activities must be undertaken through the actual production of brochures and marketing materials.

Critical Aspects of Assessment:

- Look for:
 - ability to co-ordinate all elements of the brochure development process
 - ability to produce materials that meet stated objectives, provide current and accurate information and are free of error
 - knowledge and understanding of production processes and terminology.

Competency Standards

Linkages to Other Units:

- There is a strong link between this unit and the following units:
 - THHGCS07A Coordinate Marketing Activities.
- Combined delivery/assessment may be appropriate.
- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector- specific delivery, training should be tailored to meet the needs of that sector.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	3
Communicating Ideas and Information	3
Planning and Organising Activities	3
Working with Others and in Teams	2
Using Mathematical Ideas and Techniques	1
Solving Problems	2
Using Technology	1

Unit THTSMA02A***Create a Promotional Display/Stand***

Unit Descriptor This unit deals with the skills and knowledge required to create a promotional display/stand in a range of different tourism and hospitality contexts. This unit does not include all the skills of a display professional – rather it reflects the more general display skills needed by a large range of tourism industry personnel.

Element	Performance Criteria
1 Make preparations for display/stand	<ul style="list-style-type: none"> • Display/stand objectives are clearly identified in consultation with appropriate colleagues. • Information to assist in display/stand preparation is obtained at the appropriate time. • Display/stand is planned and adequate supplies of materials are selected and organised in accordance with the needs of the target market. • Assistance from display specialists is sought where appropriate. • Where appropriate, staff are rostered/employed and briefed to operate the display/stand.
2 Set up display	<ul style="list-style-type: none"> • Display/stand is created/dressed in professional manner using recognised display techniques. • Display/stand is checked to ensure customer safety.
3 Provide customer to support the display	<ul style="list-style-type: none"> • Customers are provided with information on the products/services being promoted in accordance with enterprise service standards. • Promotional materials are selected and provided to customers in accordance with their needs. • Details of potential customers are accurately recorded for future follow-up.

Competency Standards

4 Follow up sales opportunities

- Potential sales opportunities are followed up within an appropriate timeframe.
- Style of the follow up activity is selected in accordance with the nature of the opportunity.
- Colleagues are consulted on follow up where appropriate.

Range of Variables.

- This unit applies all tourism and hospitality sectors.
- Promotional displays/stands are set up and operated in a range of contexts including:
 - trade/consumer show
 - stand at meeting or conference event
 - in-house promotion
 - window display
 - shopping centre promotion.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - general display techniques as they apply to typical tourism industry contexts.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.
- For this unit simulated workplace activities must be undertaken through the actual creation of a display stand.

Critical Aspects of Assessment:

- Look for:
 - ability to create a display or dress a promotional stand to meet specific objectives using accepted display techniques.

Linkages to Other Units:

- There is a strong link between this unit and the following units:
 - THHGCS07A Coordinate Marketing Activities.
- Care should be taken in developing training to meet the requirements of this unit. For generic pre-vocational training, organisations should provide training which takes into consideration the full range of industry contexts with no bias towards individual sectors. The Range of Variables will assist in this regard. For sector-specific delivery, training should be tailored to meet the needs of that sector.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	2
Communicating Ideas and Information	2
Planning and Organising Activities	2
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	1
Solving Problems	2
Using Technology	2