



**Australian Government**

# **Assessment Requirements for SITEEVT018**

## **Plan and allocate exhibition space**

**Release: 1**

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## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- consult with stakeholders to develop exhibition operational requirements for at least one type of exhibition from the list in the knowledge evidence
- document the following details of the operational requirements for the above exhibition:
  - entertainment
  - crowd control
  - food and beverage outlets
  - format, style and duration of exhibition
  - infrastructure
  - exhibition program
  - minimum and maximum numbers of exhibitors
  - on-site registration of attendees
  - security
  - size and set-up of:
    - client displays and livery
    - exhibitor stands
    - merchandising stands
    - sponsor stands
    - seating
    - tables
  - technical equipment and services
  - venue styling
- develop floor plan for the above exhibition with pre-allocated space for the ancillary services listed in the knowledge evidence
- demonstrate analysis of the following in developing the above floor plan:
  - access limitations
  - food safety requirements
  - noise
  - spacing of exhibition stands and customer traffic areas to avoid overcrowding
  - protection from weather

- access to safe cabling and power sources
- theft prevention measures
- develop evaluation criteria and seek feedback on the exhibition, covering:
  - exhibitor, buyer and sponsor success
  - number of attending buyers
  - operational efficiency
  - success in meeting exhibition objectives
  - profitability of the exhibition
  - venue service levels.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- characteristics of different types of exhibitions; their purpose and objectives:
  - trade or industry
  - consumer
  - commercial
  - non-commercial
- roles, responsibilities and hierarchy of control of different stakeholders in the exhibition planning process
- spatial design techniques for maximising exhibitor space and profitability
- safety, security and environmental risks associated with events, and methods of managing them when designing exhibition floor plans
- induction requirements applicable to venue or event
- buyer and seller interaction formats and methods to incorporate requirements into exhibition floor plans, covering:
  - free flow
  - prearranged appointments
  - scheduled presentations and promotions
- formats for and inclusions in exhibition floor plans
- criteria for allocating space to exhibitions:
  - anticipated consumer demand for exhibitor products and services
  - exhibition themes
  - exhibitor or sponsor participation level
  - proximity of:
    - equipment required by different exhibitors
    - exhibitors in direct competition
  - required balance and variety of exhibitors
  - size of products to be exhibited
- for specific industry sector:

- overall exhibition layout themes and schemas
- exhibitor formats and sizes to meet different exhibitor requirements
- key features and functions of ancillary exhibition services at exhibition venues:
  - attendee seating for consumption of food and beverage
  - business and communication hubs
  - entertainment stages
  - food and beverage outlets
  - food storage and preparation areas
  - media areas
  - meeting rooms
  - on-site registration or ticketing area
  - staff facilities
  - storage
  - toilet facilities
  - waste disposal and recycling
- profiles for exhibitors involved in the specific exhibition
- key environmental and social impacts of exhibition delivery, and minimal impact procedures to reduce them:
  - reducing the impact on lifestyle of neighbouring residents
  - maintaining natural and cultural integrity
  - recycling and disposing of waste, especially hazardous substances
  - safety for crowds and the movement of large numbers of attendees
  - use of energy, water and other resources during event set-up, operation and break-down.

## Assessment Conditions

Skills must be demonstrated in an operational events context where exhibition planning and space allocation is required. This can be:

- a live exhibition
- a simulated exhibition set up for the purpose of skills assessment.

Assessment must ensure access to:

- venues and sites where exhibitions are staged
- dedicated exhibition budgets
- exhibition objectives
- exhibitor profiles
- current and comprehensive exhibition venue information:
  - site specifications, floor plans, operational and capacity information
  - technical production and staging specifications

- formal communication plans
- an exhibition operations team
- exhibition stakeholders with whom the individual consults; these can be:
  - those in an industry workplace who are assisted by the individual during the assessment process; or
  - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

## Links

Companion Volume implementation guides are found in VETNet -

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