



Australian Government

SITEEVT037 Recruit and manage exhibitors

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to recruit and work with exhibitors during the planning, production and follow-up phases of an exhibition.

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 workers 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.

The skills in this unit of competency must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Unit Sector

Events

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Confirm exhibition scope and format.

PERFORMANCE CRITERIA

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

- 1.1. Assess proposed exhibition concept to determine planning and operational requirements.
- 1.2. Clarify exhibition objectives with key stakeholders.
- 1.3. Develop overall format in consultation with stakeholders.

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| | 1.4. Develop a work schedule to address exhibitor recruitment and management requirements. |
| 2. Establish format for buyer and seller interaction. | 2.1. Determine most appropriate format for buyer and seller interaction.
2.2. Establish and monitor procedures and systems for one-to-one appointment scheduling when required.
2.3. Liaise with colleagues and stakeholders to ensure format, systems and procedures integrate well with other exhibition components and considerations. |
| 3. Recruit exhibitors. | 3.1. Develop a clear, professional and legally compliant exhibitor prospectus that includes breakdown of costs, benefits and relevant exhibitor information.
3.2. Distribute and present exhibitor prospectus according to agreed targets and marketing plan.
3.3. Maximise take-up of space and profitability through follow-up promotion and negotiation as required.
3.4. Execute exhibitor contracts and agreements including full details of commitments made by both parties. |
| 4. Support exhibitors. | 4.1. Organise or provide exhibitor support services.
4.2. Develop and distribute accurate and complete exhibitor kits at appropriate time.
4.3. Organise or provide exhibitor operational support, briefings and debriefings according to agreements.
4.4. Liaise with exhibitors to identify issues and resolve as required. |
| 5. Manage post-exhibition activities. | 5.1. Evaluate effectiveness of buyer and seller interactions based on agreed evaluation criteria.
5.2. Follow up with exhibitors according to agreements, and seek feedback on exhibition operation.
5.3. Incorporate outcomes of evaluation into future exhibition planning. |

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 and develop complex and varied exhibition management documentation.

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| Writing skills to: | <ul style="list-style-type: none">• develop comprehensive, cohesive and complex exhibitor documentation. |
| Oral communication skills to: | <ul style="list-style-type: none">• articulate stakeholder requirements and conduct meetings. |
| Problem-solving skills to: | <ul style="list-style-type: none">• anticipate and respond to operational challenges when developing exhibition formats• take responsibility for resolving exhibitor problems during the exhibition. |
| Initiative and enterprise skills to: | <ul style="list-style-type: none">• maximise return on investment and deliver on metrics for stakeholder groups. |
| Planning and organising skills to: | <ul style="list-style-type: none">• establish and manage cohesive operational procedures and systems. |
| Self-management skills to: | <ul style="list-style-type: none">• meet required timelines. |

Unit Mapping Information

Supersedes and is equivalent to SITEEVT019 Recruit and manage exhibitors.

Links

Companion Volume implementation guides are found in VETNet -

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