



Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT015A Manage exhibitions

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and implement plans and procedures for the management and operation of exhibitions. All other Events units are applicable to exhibition management. This unit focuses only on the issues specific to commercial exhibitions.

Application of the Unit

This unit applies to individuals responsible for the development and implementation of exhibition plans and procedures in any industry or community context.

Exhibitions are events that bring buyers and sellers together to view and sell products and services. They may be trade or consumer focused.

This unit focuses on the application of the specific knowledge and skills required for exhibition management. In particular, it includes establishing systems and formats for bringing buyers and sellers together, recruiting and managing exhibitors, and setting up physical exhibitions.

Exhibition management requires the application of significant communication, planning and organisational skills underpinned by detailed knowledge of exhibition operations. A senior coordinator or manager undertakes this role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Nil

Employability Skills Information

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

Elements and Performance Criteria

Element	Performance Criteria
1 Establish overall exhibition scope and format.	1.1 Assess proposed exhibition concept to determine planning and operational requirements.
	1.2 Consult with key stakeholders and agree on exhibition objectives .
	1.3 Develop overall format in consultation with stakeholders.
2 Establish and manage exhibition layouts and floor plans.	2.1 Assess the physical characteristics of the exhibition space in relation to its capacity to meet requirements.
	2.2 Assess safety, risk and environmental issues that may impact on exhibition layouts.
	2.3 Establish criteria for the allocation of space according to exhibition objectives and in consultation with stakeholders.
	2.4 Allocate space according to agreed criteria.
	2.5 Identify, negotiate and resolve any conflicting demands for exhibition space according to agreed criteria.
	2.6 Organise development of accurate and complete floor plans based on agreed layouts and criteria.
3 Establish and manage format for buyer and seller interaction.	3.1 Determine most appropriate format for buyer and seller interaction based on analysis of exhibition objectives, operational constraints and consultation with key stakeholders.
	3.2 Establish and monitor procedures and systems for

- one-to-one appointment scheduling when required.
- 3.3 Generate and distribute reports and schedules of interaction to buyers and sellers.
- 4 Recruit and manage exhibitors.
- 4.1 Develop clear, concise and professional exhibitor prospectus, including full breakdown of costs, benefits and other relevant exhibitor information.
- 4.2 Distribute and present **exhibitor prospectus** according to agreed targets and marketing plan.
- 4.3 Undertake follow-up promotion and negotiation as required.
- 4.4 Execute exhibitor contracts and agreements to include full details of commitments made by both parties.
- 4.5 Provide or organise **exhibitor support services**.
- 4.6 Develop and distribute accurate and complete **exhibitor kits** at appropriate time prior to exhibition.
- 4.7 Provide or organise exhibitor operational support, including **briefings and debriefings** according to agreements.
- 5 Evaluate exhibition operations.
- 5.1 Evaluate exhibition effectiveness based on agreed **evaluation criteria**.
- 5.2 Ensure outcomes of evaluation are incorporated into future exhibition planning.

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:

planning and organisational skills to establish and manage cohesive operational procedures and systems

communication skills to consult, liaise and negotiate with a wide range of stakeholders on complex planning and operational issues

critical thinking skills to evaluate complex information from multiple sources, and to develop management approaches based on those evaluations

literacy skills to interpret and develop complex and varied exhibition management documentation

numeracy skills to work with budgets and spatial planning issues.

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

detailed knowledge of the exhibitions sector, including different types of exhibitions, key planning and operational components and industry networks

broader event management issues that affect exhibition planning and management

issues and challenges commonly encountered in exhibition and exhibitor management

formats and options for bringing buyers and sellers together, including suitability of different formats for different types of exhibition

current exhibition technology and equipment options

legislation, regulations and industry codes that affect commercial exhibitions

specific risk management issues for commercial exhibitions

resource requirements for different exhibition components and activities, including financial, human and physical resources.

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:

- detailed knowledge of exhibition planning and operations
- demonstration of skills through management of an exhibition.

Context of and specific resources for assessment

Assessment must ensure:

- access to venues for staging of exhibitions
- use of current information on which to base planning
- involvement of and interaction with stakeholders as part of the planning process.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of exhibition plans and procedures developed by the candidate
- case studies to assess candidate's ability to develop approaches for a range of exhibition styles and contexts
- 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.

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.

Exhibition may be:

trade
consumer
combination trade and consumer.

Stakeholders may include:

organising committees
industry bodies
seller representatives.

Exhibition objectives may relate to:	industry exposure sponsor exposure numbers and ratios of buyers and sellers profile of buyers and sellers (e.g. balance between small and large, generalist and specialist, etc.) media coverage industry education dollar value of business completed.
Safety, risk and environmental issues may relate to:	access maximum numbers of exhibitors space requirements to avoid overcrowding waste management technical issues, including cabling and power sources food safety requirements and impact on space.
Criteria for the allocation of space may relate to:	exhibitor participation level required balance and variety of exhibitors sponsorship arrangements placement or proximity of equipment required by different exhibitors guidelines on proximity of exhibitors in direct competition exhibition layout themes or overall schemas.

Format for buyer and seller interaction may be:	free flow prearranged appointments appointments made during exhibition period scheduled presentations, including plenary, workshops and carousel combination of different formats.
Exhibitor prospectus may include information on:	overall market context venue details and features marketing plans attendance expectations previous performance data participation costs, at different levels sample layouts and floor plans buyer and seller interaction format, such as free flow and prearranged appointments benefits of participation endorsements sponsor material or information support services, including travel and accommodation information on transport of materials and equipment.
Exhibitor support services may include:	travel accommodation assistance with additional promotions answering general enquiries providing updated information.

Exhibitor kits may include:

venue details
detailed floor plans
access information
delivery details for materials and equipment
technical services information or contacts
confirmation of travel or accommodation arrangements
confirmation of buyer appointment schedules
times of exhibitor presentations
sponsor material or information.

Briefings and debriefings may include:

location and venue maps
summary exhibition information and support materials
emergency procedures, including emergency telephone contacts.

Evaluation criteria may relate to:

exhibitor, buyer and sponsor feedback
operational efficiency
number of attending buyers
venue service levels.

Unit Sector(s)

Cross-Sector

Competency field

Event Management