



Australian Government

SITXEVT608 Plan and allocate exhibition space

Release 1

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	<p>N</p> <p>Replaces but not equivalent to SITXEVT015B Manage exhibitions.</p> <p>Previously a large unit that described many processes for exhibition planning. Unit has been split into two. Re-worked Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content. Re-worked Evidence Guide to better articulate rigorous assessment requirements.</p>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to establish exhibition floor plans and allocate exhibitor and service space. It requires the ability to liaise closely with exhibition stakeholders to determine operational requirements and meet exhibitor and consumer expectations.

Application of the Unit

Exhibitions are diverse in nature and this unit is relevant to any type of exhibition coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors.

Exhibitions are events that bring any type of sellers and buyers together. They could be trade or consumer focussed, and may be stand-alone exhibitions or a component of other events such as fairs, expos, conferences and festivals.

This unit applies to exhibition managers who operate with significant autonomy and who are responsible for making a range of strategic exhibition management decisions. They may work in exhibition management companies, in event venues or for organisations such as industry bodies that stage exhibitions.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

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

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|--|---|
| 1. Identify purpose and scope of the exhibition. | 1.1 Consult with <i>stakeholders</i> to clarify exhibition purpose and <i>objectives</i> .
1.2 Liaise with stakeholders to determine specific <i>operational requirements</i> for exhibition.
1.3 Develop overall format in consultation with stakeholders. |
| 2. Establish exhibition floor plans. | 2.1 Assess physical characteristics of exhibition space and capacity to meet requirements.
2.2 Assess <i>safety, security and environmental risks</i> for impacts on exhibition floor plan.
2.3 Plan exhibition layout to maximise exhibitor space and profitability.
2.4 Incorporate a range of exhibitor formats and sizes to meet different exhibitor requirements.
2.5 Allocate space for <i>ancillary services</i> and resolve conflicting demands for exhibition space.
2.6 Organise development of accurate and complete floor plans. |
| 3. Allocate exhibitor space. | 3.1 Consult with stakeholders and establish and document <i>criteria for the allocation of space</i> according to exhibition objectives.
3.2 Liaise with stakeholders to allocate space according to agreed criteria.
3.3 Identify <i>buyer and seller interaction requirements</i> when allocating space.
3.4 Resolve conflicting demands for exhibitor space according to <i>profile of exhibitor</i> . |
| 4. Evaluate operational success of exhibition. | 4.1 Obtain feedback from exhibitors and stakeholders according to predetermined <i>evaluation criteria</i> .
4.2 Seek input from personnel and contractors on exhibition operations.
4.3 Reflect on and evaluate operational problems.
4.4 Use all information to enhance future exhibition planning activities. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to consult, liaise and negotiate with a wide range of stakeholders on complex planning and operational issues
- critical thinking skills to evaluate operational requirements for exhibitions
- initiative and enterprise skills to identify exhibition profit expectations and establish floor plans which maximise profitability
- literacy skills to:
 - read and interpret complex exhibition planning documents
 - write criteria for the allocation of exhibitor space
- numeracy skills to calculate complex spatial designs for exhibitor formats and sizes
- planning and organising skills to access and collate all information required to establish floor plans and to allocate space within designated deadlines
- problem-solving skills to:
 - assess safety, security and environmental risks and plan layouts to minimise these
 - identify and resolve conflicting demands for exhibitor space
- teamwork skills to:
 - integrate the needs of all stakeholders when establishing floor plans
 - consult on the allocation of exhibitor space
 - seek feedback from personnel and contractors on exhibition operations.

Required knowledge

- characteristics of different types of exhibitions; their purpose and objectives
- 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 and methods of managing these when designing exhibition floor plans
- buyer and seller interaction formats and methods to incorporate requirements into exhibition floor plans
- a range of formats for and inclusions of:
 - criteria for the allocation of exhibitor space
 - floor plans
- for the 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 operated at exhibition venues
- profiles for exhibitors involved in the specific exhibition

- environmentally sound disposal methods for all types of waste and in particular for recycling high levels of paper based resources associated with exhibitions.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- plan and allocate exhibition space for exhibitions involving:
 - comprehensive exhibition plans
 - dedicated exhibition budgets
 - formal communications plans
 - multiple operational components
 - an exhibition operations team
 - a wide range of stakeholders
- establish exhibition floor plans and allocate exhibitor and service space for multiple and diverse exhibitions
- liaise closely with exhibition stakeholders throughout the planning process
- integrate knowledge of:
 - characteristics of, purpose and objectives for different types of exhibitions
 - spatial design techniques for maximising exhibitor space and profitability
 - exhibitor formats and sizes to meet different exhibitor requirements
 - key features and functions of ancillary exhibition services operated at exhibition venues
- plan and allocate exhibition space within commercial time constraints and exhibition deadlines.

Context of and specific resources for assessment

Assessment must ensure use of:

- actual exhibitions for which space is planned and allocated. Exhibitions may be created for the specific purpose of skills assessment, but must still meet the requirements outlined under Critical aspects of assessment, and have commercial, community or business relevance.
- venues and sites where exhibitions are staged; these can be:
 - real exhibition venues and sites
 - exhibition venues and sites operated within a training organisation where real exhibitions are staged
- exhibition stakeholders with whom the individual consults

- comprehensive exhibition plans
- dedicated exhibition budgets
- exhibitor profiles
- current and comprehensive exhibition venue information:
 - product information within sales kits, brochures, product manuals, supplier information kits or information databases
 - site specifications, operational and capacity information
 - technical production and staging specifications
- accurate and complete exhibition floor plans for venues and sites.

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

- direct observation, using role plays, of the individual liaising with exhibition stakeholders to plan and allocate space
- case studies that allow the individual to analyse operational requirements and plan layouts for multiple and diverse exhibitions
- evaluation of exhibition floor plans developed by the individual
- review of a comprehensive portfolio prepared by the individual that documents the entire planning process for exhibition layouts including notes on discussions with stakeholders, notes on the exhibition purpose and objectives, evaluation of operational requirements, issues taken into account when assessing safety, security and environmental risks, draft and final floor plan and rationale for the final layout
- problem-solving exercises to allow the individual to analyse and respond to conflicting demands for exhibitor space
- written or oral questioning to assess knowledge of:
 - characteristics of, purpose and objectives for different types of exhibitions
 - spatial design techniques for maximising exhibitor space and profitability
 - exhibitor formats and sizes to meet different exhibitor requirements
 - key features and functions of ancillary exhibition services operated at exhibition venues
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example:

- SITXEVT502 Select event venues and sites

- SITXEVT606 Develop crowd management plans
- SITXWHS301 Identify hazards, assess and control safety risks.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Stakeholders may include:

- corporate clients
- exhibition or event management companies
- industry associations
- media organisations
- organising committees
- seller representatives.

Objectives may relate to:

- dollar value of business completed
- exposure of:
 - industry
 - product
 - sponsor
- industry education
- product sales
- media coverage
- numbers and ratios of buyers and sellers
- profile of buyers and sellers:
 - generalist
 - large
 - small
 - specialist.

Operational requirements may relate to:

- entertainment
- crowd control
- food and beverage outlets
- format, style and duration of exhibition
- infrastructure
- exhibition program
- expectations for:
 - attendance
 - exhibitor take-up
- 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:
 - audio-visual
 - rigging
 - sound and lighting
 - special effects
 - stage design and construction
 - venue styling.
- access limitations
- crowd control
- food safety requirements
- lifestyle of neighbouring residents
- negative environmental impacts due to:
 - inefficient use of energy, water and other resources during exhibition set-up, operation and break-down
 - overcrowding of site
 - unsafe disposal of all waste, especially hazardous substances
- noise
- overcrowding of exhibition stands and customer traffic areas
- protection from weather
- technical issues, including cabling and power sources
- theft.
- attendee seating for consumption of food and beverage
- business and communication hubs:
 - access to the Internet
 - computers
 - printers
- entertainment stages
- food and beverage outlets
- food storage and preparation areas
- media areas
- meeting rooms
- on-site registration or ticketing area
- staff facilities
- storage

Safety, security and environmental risks may relate to:

Ancillary services may be:

Criteria for the allocation of space may involve:

- toilet facilities
- waste disposal and recycling.
- consumer demand for exhibitor products and services
- exhibition themes
- exhibitor or sponsor participation level, gold, silver, bronze etc
- proximity of:
 - equipment required by different exhibitors
 - exhibitors in direct competition
- required balance and variety of exhibitors
- size of products to be exhibited.

Buyer and seller interaction requirements may be:

- free flow
- prearranged appointments
- scheduled presentations and promotions.

Profile of exhibitor may involve:

- exhibitor or sponsor participation level, gold, silver, bronze etc
- number of exhibition areas or stands purchased by exhibitor
- participation costs, at different levels
- previous performance data.

Evaluation criteria may relate to:

- effective use of resources to minimise waste and environmental impacts
- exhibitor, buyer and sponsor success
- number of attending buyers
- operational efficiency
- success in meeting exhibition objectives
- profitability of the exhibition
- venue service levels.

Unit Sector(s)

Cross-Sector

Competency Field

Events