



Australian Government

SITEEVT019 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, staging 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 exhibition managers 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.

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

Pre-requisite Unit

Nil

Competency Field

Events

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 to include 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.
4.5.Reduce negative environmental impacts through minimising use of printed materials. |
| 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
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| Reading skills to: | <ul style="list-style-type: none">• interpret and develop complex and varied exhibition management documentation. |
| Writing skills to: | <ul style="list-style-type: none">• develop comprehensive, cohesive and complex exhibitor documentation. |
| 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. |
| Planning and organising skills to: | <ul style="list-style-type: none">• establish and manage cohesive operational procedures and systems. |

Unit Mapping Information

SITXEVT609 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>