



Australian Government

SITEEVT036 Plan and allocate exhibition space

Release: 1

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Modification History

Not applicable.

Application

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.

Exhibitions 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. Identify purpose and scope of the exhibition.

PERFORMANCE CRITERIA

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

- 1.1. Consult with stakeholders to clarify exhibition purpose and objectives.
- 1.2. Liaise with stakeholders to determine specific operational

- requirements for exhibition.
- 1.3. Develop overall format for exhibition.
2. Establish exhibition floor plans.
- 2.1. Assess physical characteristics of exhibition space and capacity to meet requirements.
- 2.2. Assess safety, security and environmental risks for impacts on exhibition floor plan.
- 2.3. Plan exhibition layout to maximise exhibitor space and profitability.
- 2.4. Incorporate exhibitor formats and sizes to meet exhibitor requirements.
- 2.5. Allocate space for ancillary services 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 criteria for the allocation of space according to exhibition objectives.
- 3.2. Liaise with stakeholders to allocate space according to agreed criteria.
- 3.3. Analyse buyer and seller interaction requirements and allocate space accordingly.
- 3.4. Resolve conflicting demands for exhibitor space according to profile of exhibitor.
4. Evaluate operational success of exhibition.
- 4.1. Obtain feedback from exhibitors and stakeholders according to predetermined evaluation criteria.
- 4.2. Seek input from personnel and contractors on exhibition operations.
- 4.3. Analyse and evaluate operational problems.
- 4.4. Use all information to enhance future exhibition planning activities.

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 complex exhibition planning documents. |
| Writing skills to: | • document criteria for the allocation of exhibitor space. |
| Numeracy skills to: | • calculate complex spatial designs for exhibitor formats and sizes. |

- | | |
|--------------------------------------|---|
| Initiative and enterprise skills to: | • identify exhibition profit expectations and establish floor plans that maximise profitability. |
| Teamwork skills to: | • integrate the needs of all stakeholders when establishing floor plans. |
| Planning and organising skills to: | • access and collate all information required to establish floor plans and to allocate space within designated deadlines. |

Unit Mapping Information

Supersedes and is equivalent to SITEEVT018 Plan and allocate exhibition space.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SITEEVT036 Plan and allocate exhibition space

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 exhibition
- 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
- analyse of the following in developing the above floor plan:
 - access limitations
 - food safety requirements
 - noise
 - spacing of exhibition stands and visitor traffic areas to avoid overcrowding
 - protection from weather
 - access to safe cabling and power sources

- theft prevention measures
- apply evaluation criteria and seek feedback on the above 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, purpose and objectives of different types of exhibitions:
 - 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
- evaluation and performance measurement systems for events:
 - formats and systems
 - qualitative and quantitative evaluation criteria and ways to evaluate having achieved them.

Assessment Conditions

Skills must be demonstrated in:

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

Assessment must ensure access to:

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

- technical production and production specifications
- formal communication plans
- an exhibition operations team and 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.

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