



Australian Government

Assessment Requirements for SITEEV037 Recruit and manage exhibitors

Release: 1

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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 and develop the exhibition format and work schedule for one exhibition with multiple operational components which covers:
 - key exhibition activities
 - interrelationships between exhibitors, organisers and stakeholders
 - exhibition timelines
- analyse operational constraints, review exhibition objectives, and consult with exhibition stakeholders to determine an appropriate buyer and seller format for the above exhibition
- develop and distribute exhibitor prospectus for above exhibition that includes information on:
 - attendance expectations and profile
 - bump in and bump out details
 - contact details
 - exhibition
 - features and benefits of participation
 - insurance requirements
 - marketing initiatives and exhibition promotion
 - participation costs and levels
 - previous exhibition performance data
 - sponsorship details
 - venue layout, floor plans and general information
- follow up with prospective exhibitors and prospectus recipients to maximise take-up of space and exhibition profitability for above exhibition
- develop evaluation criteria and evaluate exhibition effectiveness for the above exhibition by measuring:
 - exhibitor, buyer and sponsor feedback
 - number of attending buyers
 - operational efficiency
 - profitability
 - venue service levels.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- characteristics of different types of exhibitions, their purposes and objectives:
 - trade or industry
 - consumer
 - commercial
 - non-commercial
- roles, responsibilities, interrelationships and hierarchy of control of different stakeholders in exhibition planning and operation
- formats and options for bringing buyers and sellers together:
 - suitability of different formats for different types of exhibition
 - advantages and disadvantages of different formats
 - exhibition layouts in the relevant industry context
- formats for buyer and seller interactions:
 - appointments made during exhibition period
 - combination of different formats
 - free flow
 - prearranged appointments
 - scheduled presentations
- formats, features and inclusions for exhibitor prospectus kit and feedback documentation
- exhibitor support services:
 - accommodation
 - answering general enquiries
 - assistance with additional promotions
 - briefings and debriefings
 - providing updated information
 - travel
- information included in exhibitor kits:
 - access
 - delivery details
 - floor plans
 - sponsors
 - technical services
 - times and schedules
 - travel arrangements
 - venues
- legal considerations for exhibitor recruitment and management:
 - consumer protection

- public liability and duty of care
- risks, issues and challenges commonly encountered in exhibitor management and ways to avoid and manage them
- 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 plans
- formal communication plans
- exhibitor contracts and agreements
- exhibitor kits
- exhibition stakeholders with whom the individual can consult and liaise with during the planning and operation of exhibitions and an exhibition operations team. 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.

Links

Companion Volume implementation guides are found in VETNet -

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