



Australian Government

SITEEVT037 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, production 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 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. 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 including 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. |
| 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

Reading skills to:

- interpret and develop complex and varied exhibition management documentation.

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| Writing skills to: | <ul style="list-style-type: none">• develop comprehensive, cohesive and complex exhibitor documentation. |
| Oral communication skills to: | <ul style="list-style-type: none">• articulate stakeholder requirements and conduct meetings. |
| 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. |
| Initiative and enterprise skills to: | <ul style="list-style-type: none">• maximise return on investment and deliver on metrics for stakeholder groups. |
| Planning and organising skills to: | <ul style="list-style-type: none">• establish and manage cohesive operational procedures and systems. |
| Self-management skills to: | <ul style="list-style-type: none">• meet required timelines. |

Unit Mapping Information

Supersedes and is equivalent to SITEEVT019 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>

Assessment Requirements for SITEEVT037 Recruit and manage exhibitors

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

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