



Australian Government

SITXEVT609 Recruit and manage exhibitors

Release 1

SITX EVT 609 Recruit and manage exhibitors

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	N Replaces but not equivalent to SITX EVT 015B Manage exhibitions. 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.

Unit Descriptor

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.

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. Confirm exhibition scope and format. | 1.1 Assess proposed exhibition concept to determine planning and operational requirements.
1.2 Consult with key <i>stakeholders</i> about <i>exhibition objectives</i> .
1.3 Develop overall format in consultation with stakeholders.
1.4 Develop a work schedule to address exhibitor recruitment and management requirements identifying key activities, interrelationships and timelines. |
| 2. Establish format for buyer and seller interaction. | 2.1 Determine most appropriate <i>format for buyer and seller interaction</i> based on analysis of exhibition objectives, operational constraints and consultation with key stakeholders.
2.2 Establish and monitor procedures and systems for one to one appointment scheduling when required.
2.3 Ensure format, systems and procedures integrate well with other exhibition components and considerations through liaison with colleagues and stakeholders. |
| 3. Recruit exhibitors. | 3.1 Develop clear, professional and legally compliant exhibitor prospectus, including breakdown of costs, benefits and other relevant exhibitor information.
3.2 Distribute and present <i>exhibitor prospectus</i> 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 Provide or organise <i>exhibitor support services</i> .
4.2 Develop and distribute accurate and complete <i>exhibitor kits</i> at appropriate time.
4.3 Provide or organise exhibitor operational support, including <i>briefings and debriefings</i> according to agreements.
4.4 Pro-actively liaise with exhibitors and identify and resolve issues as required.
4.5 Reduce negative environmental impacts through judicious use on printed materials. |
| 5. Manage post | 5.1 Evaluate effectiveness of buyer and seller interactions based on |

exhibition
activities.

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.

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 exhibitors and other stakeholders on complex planning and operational issues
- critical thinking skills to evaluate options and develop preferred approaches to exhibition formats
- literacy skills to:
 - interpret and develop complex and varied exhibition management documentation
 - develop cohesive and complex exhibitor documentation
- numeracy skills to work with budgets and concepts around scheduling and physical space
- planning and organising skills to establish and manage cohesive operational procedures and systems
- problem-solving skills to:
 - anticipate and respond to operational challenges when designing exhibition formats
 - take responsibility for resolving exhibitor problems during the exhibition.

Required knowledge

- characteristics of different types of exhibitions, their purposes and objectives
- 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, features and inclusions for exhibitor documentation:
 - exhibitor prospectus
 - exhibitor kit
 - feedback documentation
- 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 these.

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:

- recruit and manage exhibitors for exhibitions involving:
 - comprehensive exhibition plans
 - dedicated budgets
 - formal communications plans
 - multiple operational components
 - an exhibition operations team
 - a wide range of stakeholders
- recruit and manage exhibitors for multiple and diverse exhibitions
- liaise with exhibitors and other stakeholders during the planning and operation of exhibitions
- integrate knowledge of:
 - characteristics of different types of exhibitions, their purposes and objectives
 - formats and options for bringing buyers and sellers together:
 - formats, features and inclusions for exhibitor documentation
 - risks, issues and challenges commonly encountered in exhibitor management and ways to avoid and manage these.

Context of and specific resources for assessment

Assessment must ensure use of:

- actual exhibitions for which exhibitors are recruited. 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 event budgets.

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:

- evaluation of exhibition documentation developed by the individual
- questioning of exhibitors about their experience as a participant in the exhibition
- use of case studies to assess individual's ability to develop approaches for a range of different exhibitions with varying exhibitor profiles
- written or oral questioning to assess knowledge of exhibition formats, options and management challenges
- 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:

- SITX EVT 608 Plan and allocate exhibition space.

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:

- artists
- designers
- industry bodies
- organising committees
- seller representatives.

Exhibition objectives may relate to:

- dollar value of business completed
- industry education
- industry exposure
- media coverage
- numbers and ratios of buyers and sellers
- profile of buyers and sellers (e.g. balance between small and large, generalist and specialist, etc)
- sponsor exposure.

Format for buyer and seller interaction may be:

- appointments made during exhibition period
- combination of different formats
- free flow
- prearranged appointments
- scheduled presentations, including plenary, workshops and carousel.

Exhibitor prospectus may include information on:

- attendance:
 - expectations
 - profile
- endorsements and sponsorships
- features and benefits
- format
- marketing initiatives
- participation costs, at different levels
- previous performance data
- sample layouts and floor plans
- support services:
 - accommodation
 - technology
 - travel
- venue:
 - exhibition layouts

- general information.
- Exhibitor support services*** may include:
 - accommodation
 - answering general enquiries
 - assistance with additional promotions
 - providing updated information
 - travel.
- Exhibitor kits*** may include information on:
 - access
 - arrangements
 - delivery details
 - floor plans
 - sponsors
 - technical services
 - times and schedules
 - travel arrangements
 - venues.
- Briefings and debriefings*** may include:
 - emergency procedures
 - exhibition information
 - maps:
 - location
 - venue
 - support materials.
- Evaluation criteria*** may relate to:
 - exhibitor, buyer and sponsor feedback
 - number of attending buyers
 - operational efficiency
 - profitability
 - venue service levels.

Unit Sector(s)

Cross-Sector

Competency Field

Events