

1. Title	Formulate overall strategies and related measures for exhibitions		
2. Code	BEZZMS605A		
3. Range	This unit of competency is applicable in beauty exhibitions or related workplaces. Practitioners should be capable to communicate with managerial staff, customers, display designers, contractors and the organizer to analyze all kinds of information (including: the design of the exhibition venue, product display, venue facilities, customers' expectation and corporate image, etc.), so as to formulate overall strategies and related measures for exhibitions, thus achieving marketing purpose and enhancing the image of the organization.		
4. Level	6		
5. Credit	9 (for reference only)		
6. Competency		<u>Performance Requirements</u>	
	6.1	Knowledge about exhibition	<ul style="list-style-type: none"> ◆ Understand the close relation between industrial design and exhibition design, including the importance of exhibitions to products ◆ Understand the design of the exhibition venue, such as: <ul style="list-style-type: none"> • Architectural space • Environmental art • Activities embodying vision transmission and multi-design arts • The art of beauty product display ◆ Master the information on the venue ◆ Construct the design of the venue, including: <ul style="list-style-type: none"> • Design with creative thinking • The technique of graphic design
	6.2	Formulate overall strategies and related measures for exhibitions	<ul style="list-style-type: none"> ◆ Select suitable exhibition venue ◆ Analyze the popularity/ society's or industry's knowledge of the exhibition, such as the exhibits, attendance, etc. ◆ Master the designing process of the exhibition venue, including: <ul style="list-style-type: none"> • Prepare creative design layouts, including floor plan, front view and side view for illustration • Communicate with display designers, contractors and technicians of the organizer • Effect tight time management and venue arrangement • Monitor the designing progress of the exhibition venue

	<ul style="list-style-type: none"> ◆ Introduce the design concept to the managerial staff and customers <ul style="list-style-type: none"> • Identify the preference and requirements of the managerial staff and customers • Prepare design proposals • Strengthen communication with display designers, managerial staff and customers ◆ Enhance company and product image through exhibitions so as to give customers a vivid impression on the company ◆ Develop company brands and corporate image
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to communicate with managerial staff, customers, display designers, contractors and the organizer to effectively formulate overall strategies and related measures for beauty product exhibitions; and</p> <p>(ii) Capable to lead relevant personnel to participate in the exhibitions and enhance company and product image through the exhibitions, so as to achieve marketing purpose.</p>
8. Remarks	