

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Formulate plan for exhibitions
Code	105261L4
Range	This unit of competency is applicable to practitioners in the import and export industry to formulate plan to participate in exhibitions in accordance with the company's business needs.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge relevant to exhibitions <ul style="list-style-type: none"> • Use a range of techniques to formulate strategies to participate in exhibition • Employ a range of skills to develop plans for exhibitions 2.1. Formulate plans for exhibitions <ul style="list-style-type: none"> • Identify business needs for exhibitions • Select exhibitions to participate in accordance with business needs • Set goals of the event • Determine budget for the event • Identify and select staff to manage the event 2.2. Organise exhibition activities <ul style="list-style-type: none"> • Determine exhibit needs • Plan exhibition activities (e.g., venue, promotion, decoration and presentation, booth and exhibit design, select suppliers, etc.) • Schedule exhibition activities (e.g., staff training, arrange rehearsals, travel arrangements, etc) • Review agenda and demonstrations 3. Review effectiveness of exhibitions <ul style="list-style-type: none"> • Provide a course of actions to achieve the pre-determined goals • Evaluate the outcomes of the exhibitions • Provide recommendation to enhance the plan for exhibition
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of formulating plans for exhibitions • Capable of organising exhibition activities • Capable of reviewing effectiveness of exhibitions
Remark	