

**Specification of Competency Standards**  
**for the Jewellery Industry**  
**Unit of Competency**

Functional Area - Marketing and Promotion

Title	Formulate comprehensive strategies and related measures for exhibitions
Code	108843L6
Range	This unit of competency is applicable to practitioners responsible for formulating policies in the jewellery industry. Practitioners should be capable of critically analyzing and assessing the effectiveness of exhibitions for marketing. They should also be able to communicate with management, customers, display designers, contractors and the organizer to analyze all kinds of information (including the design of the exhibition venue, products, venue facilities, customers' expectation, corporate image, etc.), so as to formulate comprehensive strategies and related measures for exhibitions, thus achieving the marketing purpose and enhancing the image of the organization.
Level	6
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Know about exhibitions and their functions</p> <ul style="list-style-type: none"> <li>• Know about the close relation between products and exhibition design, including: <ul style="list-style-type: none"> <li>○ The importance of exhibitions to products</li> </ul> </li> <li>• Know about the design of the exhibition venue, such as: <ul style="list-style-type: none"> <li>○ Architectural space</li> <li>○ Window display</li> <li>○ Environmental art</li> <li>○ Activities embodying vision transmission and multi-design arts</li> <li>○ Handle ergonomic and space design</li> <li>○ The art of product display</li> <li>○ Placement/Distribution techniques of promotional leaflets</li> </ul> </li> <li>• Know about the information on the venue to construct the design, including: <ul style="list-style-type: none"> <li>○ Design with creative thinking</li> <li>○ The technique of graphic/3-D design</li> </ul> </li> </ul> <p>2. Formulate comprehensive strategies and related measures for exhibitions</p> <ul style="list-style-type: none"> <li>• Master the designing process of the exhibition venue, including: <ul style="list-style-type: none"> <li>○ Prepare creative design layouts, including floor plan, front view and side view</li> <li>○ Communicate with display designers, contractors and technicians of the organizer</li> <li>○ Effect tight time management and venue arrangement</li> <li>○ Monitor the designing progress of the exhibition venue</li> </ul> </li> <li>• Introduce the design concept to management and customers, including: <ul style="list-style-type: none"> <li>○ Identify the preferences and requirements of management and customers</li> <li>○ Prepare design proposals</li> <li>○ Strengthen communication with display designers, management and customers</li> </ul> </li> <li>• Enhance company and product image through exhibitions, including: <ul style="list-style-type: none"> <li>○ Give customers a vivid impression of the company</li> <li>○ Develop company brands and corporate image</li> </ul> </li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that customers receive accurate and sufficient information when developing marketing plans</li> </ul>

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	<ul style="list-style-type: none"><li>• Properly display and store jewellery products in strict accordance with the security guidelines of the organization/exhibition venue</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Able to communicate with management, customers, display designers, contractors and the organizer to effectively formulate comprehensive strategies and related measures for jewellery exhibitions; and</li><li>• Lead relevant people to participate in the exhibitions and enhance company and product image through the exhibitions, so as to achieve marketing purpose.</li></ul>
Remark	