

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Formulate comprehensive strategies and related measures for exhibitions
2. Code	JLZZMK602A
3. Range	This unit of competency is applicable in jewellery 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, products, venue facilities, customers' expectation and corporate image, etc.), so as to formulate comprehensive strategies and related measures for exhibitions, thus achieving marketing purpose and enhancing the image of the organization.
4. Level	6
5. Credit	9
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Know about the functions of exhibition</p> <ul style="list-style-type: none"> ◆ Know about the close relation between industrial design and exhibition design, including: <ul style="list-style-type: none"> • The importance of exhibitions to products • The impact of good industrial designs on exhibitions ◆ Know about the design of the exhibition venue, such as: <ul style="list-style-type: none"> • Window display • Architectural space • Environmental art • Activities embodying vision transmission and multi-design arts • Handle ergonomic and space design • The art of product display

	<p>6.2 Formulate comprehensive strategies and related measures for exhibitions</p> <ul style="list-style-type: none"> ◆ Know about the information on the venue to construct the design, including: <ul style="list-style-type: none"> • Design with creative thinking • The technique of graphic design ◆ 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 • 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 ◆ Introduce the design concept to the managerial staff and customers, including: <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, including: <ul style="list-style-type: none"> • Give customers a vivid impression on the company • Develop company brands and corporate image
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<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to communicate with managerial staff, customers, display designers, contractors and the organizer to effectively formulate comprehensive strategies and related measures for jewellery exhibitions; and (ii) Capable to lead relevant people to participate in the exhibitions and enhance company and product image through the exhibitions, so as to achieve marketing purpose.
<p>8. Remarks</p>	<p>This unit of competency is applicable to the organization's senior operational management and the policy making authority.</p>