

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Formulate an overall strategy for participating in industry conferences in the logistics industry
Code	LOCUSM401B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to formulate an overall strategy for participating in industry conferences in the logistics industry so as to achieve company's intended outcome.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of industry conference</p> <ul style="list-style-type: none"> • Understand the meaning and purpose of launching industry conferences • Understand company business, including the operation of the logistics industry, scope of business, operation and work flow, etc. and formulate the policy, purpose and intended outcome of holding the industry conference in accordance with the image and business development of the company, etc. • Understand the current situation and the future development of the logistics industry, and be able to master the needs of the industry so as to confirm the discussion agenda • Understand the scope of service, work flow, service charge, mode of cooperation, follow-up work and contract details of relevant companies that assist the launching holding of industry conferences • Understand the design of the venue for launching industry conferences including space use, control over flow of attendees, and seat arrangement, etc. • Understand the related regulatory requirement on the participation of conference • Understand the obligation and limitation of information discussed and released during the conference <p>2. Formulate the overall strategy for participating in industry conferences</p> <ul style="list-style-type: none"> • Ascertain the preference and requirements of the management and customers, and contact different departments to acquire consensus over the objective to be achieved by the industry conference such as giving a vivid impression to customers, promoting company brand and building up company image, etc. • Compare the information provided by relevant companies that assist the launching of industry conference as well as their scope of service, service quality, venue, contract details and price, etc., and select the appropriate co-organiser • Master the procedure for designing the conference venue, including: <ul style="list-style-type: none"> ○ Understand the design drawings ○ Communicate with the designer, contractor and the technicians of the organiser ○ Perform time management and on-site decoration • Monitor the design progress of the venue for the industry conference and make proper amendment by communicating with the management • Review if the industry conference being held has achieved company's intended outcome • Prepare and review information to be shared and discussed before conference to ensure legal compliance • Prepare and distribute to senior levels staff in the company about the legal obligation in dealing with information flow with conference members
Assessment Criteria	The integrated outcome requirements of this unit of competency are:

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	<ul style="list-style-type: none">• Capable to apply knowledge related to industry conference and analyse, review and consolidate information from various aspects to formulate an overall strategy for participating in industry conferences and relevant supporting strategies effectively so as to achieve company's intended outcome ;• Capable to lead a team to participate in work related to industry conference; and• Capable to review the meeting organised by related associations can reach the desired outcomes
Remark	