

## Specification of Competency Standards for the Logistics Industry

### Unit of Competency

1. Title	Formulate an overall strategy for participating in industry conferences in the logistics industry
2. Code	LOCUSM401A
3. 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.
4. Level	4
5. Credit	6 ( for reference only )
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of industry conference</p> <ul style="list-style-type: none"><li>◆ Understand the meaning and purpose of launching industry conferences</li><li>◆ 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.</li><li>◆ 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</li><li>◆ 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</li></ul>

	<p data-bbox="384 510 738 757">6.2 Formulate the overall strategy for participating in industry conferences</p> <ul style="list-style-type: none"> <li data-bbox="783 226 1476 421">◆ Understand the design of the venue for launching industry conferences including space use, control over flow of attendees, and seat arrangement, etc.</li> <li data-bbox="783 510 1476 972">◆ 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.</li> <li data-bbox="783 987 1476 1294">◆ 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-organizer</li> <li data-bbox="783 1310 1476 1720">◆ Master the procedure for designing the conference venue, including: <ul style="list-style-type: none"> <li data-bbox="826 1413 1369 1451">• Understand the design drawings</li> <li data-bbox="826 1467 1444 1608">• Communicate with the designer, contractor and the technicians of the organizer</li> <li data-bbox="826 1624 1465 1720">• Perform time management and on-site decoration</li> </ul> </li> <li data-bbox="783 1736 1476 1930">◆ Monitor the design progress of the venue for the industry conference and make proper amendment by communicating with the management</li> </ul>
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	<p style="text-align: center;">◆ Review if the industry conference being held has achieved company's intended outcome</p>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to apply knowledge related to industry conference and analyze, 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; and</p> <p>(ii) Capable to lead a team to participate in work related to industry conference.</p>
8. Remarks	