

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Formulate Comprehensive Strategies and Related Measures for Exhibitions
Code	104925L6
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities 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, product display, 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.
Level	6
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge about exhibition <ul style="list-style-type: none"> <li>• Understand the close relation between industrial design and exhibition design, including the importance of exhibitions to products</li> <li>• Understand the design of the exhibition venue, such as: <ul style="list-style-type: none"> <li>• Architectural space</li> <li>• Environmental art</li> <li>• Activities embodying vision transmission and multi-design arts</li> <li>• The art of timepiece product display</li> </ul> </li> <li>• Master the information on the venue</li> <li>• Construct the design of the venue, including: <ul style="list-style-type: none"> <li>• Design with creative thinking</li> <li>• The technique of graphic design</li> </ul> </li> </ul> </li> <li>2. Formulate comprehensive strategies and related measures for exhibitions <ul style="list-style-type: none"> <li>• Select suitable exhibition venue</li> <li>• Analyze the popularity/society's or industry's knowledge of the exhibition, such as the exhibits, attendance, etc.</li> <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 for illustration</li> <li>• Communicate with display designers, contractors and technicians of the organizer</li> <li>• Effect time management and venue arrangement</li> <li>• Monitor the designing progress of the exhibition venue</li> </ul> </li> <li>• Introduce the design concept to the managerial staff and customers <ul style="list-style-type: none"> <li>• Identify the preference and requirements of the managerial staff and customers</li> <li>• Prepare design proposals</li> <li>• Strengthen communication with display designers, managerial staff and customers</li> </ul> </li> <li>• Enhance company and product image through exhibitions so as to give customers a vivid impression on the company</li> <li>• Develop company brands and corporate image</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that customers can get correct and adequate information during exhibition</li> <li>• Do not use discriminative wording in exhibition advertisements or exhibition activities to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Communicate with managerial staff, customers, display designers, contractors and the organizer effectively to formulate comprehensive strategies and related measures for timepiece product exhibitions; and</li> <li>• Lead relevant personnel to participate in the exhibitions and enhance corporate and product image through the exhibitions so as to achieve marketing purpose.</li> </ul>
Remark	