

Competency Standard

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| UNIT TITLE: CREATE PROMOTIONAL DISPLAY STAND | | NOMINAL HOURS: 40 |
| UNIT NUMBER: D2.TTA.CL2.10 | | |
| UNIT DESCRIPTOR: This unit deals with skills and knowledge required by general tourism and hospitality staff to create a promotional display to advertise products and/or services. | | |
| ELEMENTS AND PERFORMANCE CRITERIA | UNIT VARIABLE AND ASSESSMENT GUIDE | |
| <p>Element 1: Describe display/stand requirements</p> <p>1.1 Identify <i>stand/display objectives</i> and <i>contexts</i></p> <p>1.2 Identify <i>audience</i></p> <p>1.3 Identify <i>operational requirements, information and constraints</i></p> <p>1.4 Identify <i>resources available</i> to support stand/display development and creation</p> <p>Element 2: Plan display/stand</p> <p>2.1 Liaise with <i>relevant personnel</i> to establish plan for display/stand</p> <p>2.2 <i>Develop display ideas</i></p> <p>2.3 Prepare <i>display plan</i></p> <p>2.4 <i>Source and obtain materials</i> to construct, dress or support the maintenance of the display/stand</p> | <p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to the creation by staff, of a promotional display to advertise products and/or services, within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Food and Beverage Service 2. Food Production 3. Travel Agencies 4. Tour Operation <p>Stand/display objectives may be related to:</p> <ul style="list-style-type: none"> • Reinforcing/continuing promotion of an existing product or service • Introducing a new product or service, or range of products or services, to the marketplace including alterations to existing products and services • Offering tasting or sampling of a product • Meeting direct competition | |

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| <p>Element 3: Create display/stand</p> <p>3.1 <i>Construct the display/stand</i></p> <p>3.2 <i>Dress the display/stand</i></p> <p>3.3 <i>Apply established display techniques</i></p> <p>3.4 <i>Use display materials</i></p> <p>3.5 <i>Verify display/stand meets identified operational requirements, information and constraints</i></p> <p>Element 4: Use display/stand</p> <p>4.1 <i>Staff the display/stand as required</i></p> <p>4.2 <i>Provide customer service during display</i></p> <p>4.3 <i>Follow-up sales opportunities after initial contact</i></p> <p>Element 5: Maintain display/stand</p> <p>5.1 <i>Keep display/stand clean and tidy</i></p> <p>5.2 <i>Replenish products and materials as necessary</i></p> <p>5.3 <i>Review and alter display/stand as required</i></p> | <ul style="list-style-type: none"> • Resurrecting flagging sales • Supporting a promotion or sale • Building a larger customer database • Filling a vacant space in the workplace <p><i>Contexts</i> may include:</p> <ul style="list-style-type: none"> • Temporary or permanent displays/stands • Trade/consumer show • A stand at a meeting, or conference, or other event • In-house promotion including office spaces and public, operational areas • Window display • Shopping centre promotion. <p><i>Audience</i> may be related to:</p> <ul style="list-style-type: none"> • New customers • Existing customers • Targeted customers • Private individuals • Businesses. <p><i>Operational requirements, information and constraints</i> should include:</p> <ul style="list-style-type: none"> • Location and site including size limitations and requirements, presence of obstacles and other items that have to be considered, and requirements to transport materials • Timing and duration including dates and specific hours, where applicable • Requirements regarding staffing of display/stand, if applicable • Budget and physical resources |
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| | <ul style="list-style-type: none"> • Type of surface on which display is to be created • Utilities including electricity, water, waste management, where applicable • Access to the area in which the display/stand is to be constructed • Identification of products and/or services to be displayed • Consumables for the display/stand including need for demonstrations and sampling, as necessary • Signage, branding and compliance with sponsor or specific host or other organisational requirements • Internal and external regulations that apply to the display/stand • Limitations imposed by the nature/characteristics of the product or service being displayed including limitations relating to displaying and/or offering food and beverages • Safety • Security • Compliance with legal requirements • Requirement to support and extend the image and/or reputation of the host enterprise and/or products/services on display. <p><i>Resources available</i> may include:</p> <ul style="list-style-type: none"> • Staff to assist in developing and creating the display/stand including internal staff and professional expertise from outside the organisation • Funds to enable purchase of materials and other resources • Product to stock the display/stand including brochures, samples, actual items and products • Fixtures and fittings to construct the display/stand which may include: <ul style="list-style-type: none"> ▪ Furniture |
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| | <ul style="list-style-type: none">▪ Collateral materials▪ Scissors▪ Adhesives including Velcro, pins, string, line▪ Audio-visual systems including sound and lighting, and information technology systems and hardware▪ Decorations and props <ul style="list-style-type: none">• Time including time release of internal staff• Experience and records of previous displays/stands including feedback from staff, suppliers, and customers. <p><i>Relevant personnel may include:</i></p> <ul style="list-style-type: none">• Managers and supervisors• Colleagues• Marketing personnel• External professionals including display and merchandising experts• Suppliers and support agencies and organisations• Customers• Authorities. <p><i>Develop display ideas may include:</i></p> <ul style="list-style-type: none">• Using creative thinking techniques to generate ideas and concepts• Referring to previous experience and existing display techniques• Assessing display possibilities against required display criteria as set by host enterprise and/or allied businesses• Testing, seeking feedback on, and modifying initial display ideas. |
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Display plan should include:

- Theme of the display/stand
- Rationale for the theme
- Graphic representation of the intended display
- List of required resources
- Cost of the proposal
- Indication of colour, décor and overall presentation
- Identification of direction of traffic/pedestrian movement
- Other relevant issues specific to the project.

Source and obtain materials may include:

- Borrowing from other departments, head office, industry contacts, suppliers and other bodies and organisations
- Re-cycling and re-using previously used materials
- Determining dummy materials that may be appropriate in lieu of bona fide products
- Purchasing items.

Construct the display/stand may include:

- Engaging professionals to develop requirements for the display/stand
- Transporting materials to the site
- Building and/or assembling display/stand components
- Complying with site or venue regulations in relation to display/stand construction.

Dress the display/stand may include:

- Using appropriate cultural, local and industry artifacts
- Using props
- Complying with the requirements of the approved display plan
- Ensuring neatness and appropriate visual presentation of display/stand.

Established display techniques may relate to:

- Matching display to the nature and characteristics of the products/service being displayed
- Complying with requirements of the approved display plan
- Incorporating the standard 'triangular shape/pyramid effect' into the display
- Ensuring the flow of the display
- Incorporating appropriate signage and merchandising and/or advertising tickets
- Creating appropriate eye-lines and lines-of-sight
- Keeping displays tight
- Maintaining a simple, tidy and uncluttered appearance
- Ensuring product integrity.

Display materials may include:

- Fabric including appropriate selection of type and colour
- Flags including pennants and banners
- Signs including price tickets
- Printed materials including product descriptions, brochures, pamphlets, flyers and information literature
- Three-dimensional products including boxes, props and items

- Free-standing display options
- Product samples
- Give-away materials and products including food and beverages.

Staff the display/stand may include:

- Selecting appropriate numbers of staff for display/stand duty
- Ensuring suitable and comprehensive staff knowledge in relation to products and services on display
- Ensuring appropriate personal presentation
- Making provision for staff belongings and refreshments during the display
- Conducting training for staff
- Arranging times and staff rosters
- Back-filling the staff who are on roster for the display/stand.

Provide customer service may include:

- Providing information on products and services
- Conducting demonstrations
- Offering samples
- Encouraging customer participation, interest and interaction
- Distributing materials and literature
- Sourcing products and information for customers
- Responding to queries and complaints
- Making sales and processing transactions
- Soliciting feedback

- Recording customer and potential customer details
- Making arrangements for follow-up service provision.

Follow-up sales opportunities may include making contact with customers as arranged which may involve:

- Telephoning
- Making personal visits
- E-mailing information
- Forwarding materials and information
- Providing required information
- Adding customer details to Customer Management Systems
- Liaising with colleagues, suppliers and others, as required.

Clean and tidy may relate to:

- Cleaning mess made by customers
- Removing damaged, dirty or torn signs, price tags and advertising tickets
- Removing cartons, used containers and packaging
- Undertaking scheduled cleaning tasks.

Replenish products and materials may include:

- Replacing materials used by staff or taken by customers
- Rotating stock on display in accordance with demands of display plan
- Changing signage and pricing tickets to reflect changes to stock on display
- Review and alter display/stand may include:
- Responding to emerging issues in the area where the display/stand is located

- Responding to customer feedback including responses to negative and positive feedback
- Amending display in accordance with demands of display plan
- Making changes to stand/display based on customer visitation and usage
- Altering environmental conditions as required including heating, sound, lighting, audio-visual support, access and provision of refreshments, where appropriate
- Inspecting display and surrounding area to identify safety, security and other issues that require attention
- Identifying aspects of the display/stand that are, or are not working as intended including recording of these events for current attention and to factor into future displays/stands.

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- Enterprise policies and procedures in regard to displays/stands and advertising and promotion
- Principles of display
- Ability to use display techniques
- Industry contexts in which displays/stands are used
- Display materials and resources
- Support industries and organisations for display/stand development and construction.

Linkages To Other Units

- Implement occupational health and safety procedures
- Maintain hospitality industry knowledge
- Develop and maintain food and beverage product knowledge
- Provide advice to patrons on food and beverage services

- Maintain quality customer/guest service
- Gather and present product information
- Roster staff
- Develop and update tourism industry knowledge
- Promote products and services to customers
- Establish and maintain a safe and secure workplace
- Prepare and deliver a presentation
- Develop, manage and evaluate local marketing strategies
- Promote tourism products and services
- Develop a marketing strategy and coordinate sales activities.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of events and situations in which a display/stand can be effectively used
- Demonstrated ability to prepare an effective display plan to achieve designated objectives and comply with nominated requirements and constraints
- Demonstrated ability to construct and dress a display/stand for a nominated event/location and audience that complies with an approved display plan and achieves stated objectives
- Demonstrated ability to operate, staff, maintain and provide effective customer service for a nominated display/stand at a designated venue/location.

Context of Assessment

Assessment must ensure:

- Actual or simulated workplace application of activities to create an actual display/stand.

Resource Implications

Training and assessment must include use of real products, resources, facilities, materials, services and products to support the construction and operation of a real display/stand in an actual or simulated industry setting.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Observation of practical candidate performance
- Portfolio of material in relation to the planning, development, construction and operation of a display/stand
- Case studies
- Role plays
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating

| Key Competencies | Level | Examples |
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| Collecting, organising and analysing information | 2 | Decide the objectives for the display/stand |
| Communicating ideas and information | 2 | Brief external providers/professionals and internal staff |

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| | Planning and organising activities | 2 | Develop display plan |
| | Working with others and in teams | 1 | Liaise with others to create the display/stand |
| | Using mathematical ideas and techniques | 1 | Determine display spaces and load weights of displays and shelving; calculate costs |
| | Solving problems | 2 | Overcome site display limitations and resource constraints |
| | Using technology | 1 | Use Internet to research display ideas; use equipment to create physical display/stand |