



Create promotional display stand

D2.TTA.CL2.10

Trainee Manual



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William
Angliss
Institute

Specialist centre
for foods, tourism
& hospitality



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Project Base

William Angliss Institute of TAFE

555 La Trobe Street

Melbourne 3000 Victoria

Telephone:

(03) 9606 2111

Facsimile:

(03) 9670 1330

Acknowledgements

Project Director:	Wayne Crosbie
Project Manager:	Jim Irwin
Chief Writer:	Alan Hickman
Subject Writer:	Alan Hickman
Editor:	Jim Irwin
DTP/Production:	Daniel Chee, Mai Vu, Cindy Curran

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Introduction to trainee manual

To the Trainee

Congratulations on joining this course. This Trainee Manual is one part of a 'toolbox' which is a resource provided to trainees, trainers and assessors to help you become competent in various areas of your work.

The 'toolbox' consists of three elements:

- A Trainee Manual for you to read and study at home or in class
- A Trainer Guide with Power Point slides to help your Trainer explain the content of the training material and provide class activities to help with practice
- An Assessment Manual which provides your Assessor with oral and written questions and other assessment tasks to establish whether or not you have achieved competency.

The first thing you may notice is that this training program and the information you find in the Trainee Manual seems different to the textbooks you have used previously. This is because the method of instruction and examination is different. The method used is called Competency based training (CBT) and Competency based assessment (CBA). CBT and CBA is the training and assessment system chosen by ASEAN (Association of South-East Asian Nations) to train people to work in the tourism and hospitality industry throughout all the ASEAN member states.

What is the CBT and CBA system and why has it been adopted by ASEAN?

CBT is a way of training that concentrates on what a worker can do or is required to do at work. The aim of the training is to enable trainees to perform tasks and duties at a standard expected by employers. CBT seeks to develop the skills, knowledge and attitudes (or recognise the ones the trainee already possesses) to achieve the required competency standard. ASEAN has adopted the CBT/CBA training system as it is able to produce the type of worker that industry is looking for and this therefore increases trainees' chances of obtaining employment.

CBA involves collecting evidence and making a judgement of the extent to which a worker can perform his/her duties at the required competency standard. Where a trainee can already demonstrate a degree of competency, either due to prior training or work experience, a process of 'Recognition of Prior Learning' (RPL) is available to trainees to recognise this. Please speak to your trainer about RPL if you think this applies to you.

What is a competency standard?

Competency standards are descriptions of the skills and knowledge required to perform a task or activity at the level of a required standard.

242 competency standards for the tourism and hospitality industries throughout the ASEAN region have been developed to cover all the knowledge, skills and attitudes required to work in the following occupational areas:

- Housekeeping
- Food Production
- Food and Beverage Service
- Front Office

- Travel Agencies
- Tour Operations.

All of these competency standards are available for you to look at. In fact you will find a summary of each one at the beginning of each Trainee Manual under the heading 'Unit Descriptor'. The unit descriptor describes the content of the unit you will be studying in the Trainee Manual and provides a table of contents which are divided up into 'Elements' and 'Performance Criteria'. An element is a description of one aspect of what has to be achieved in the workplace. The 'Performance Criteria' below each element details the level of performance that needs to be demonstrated to be declared competent.

There are other components of the competency standard:

- *Unit Title*: statement about what is to be done in the workplace
- *Unit Number*: unique number identifying the particular competency
- *Nominal hours*: number of classroom or practical hours usually needed to complete the competency. We call them 'nominal' hours because they can vary e.g. sometimes it will take an individual less time to complete a unit of competency because he/she has prior knowledge or work experience in that area.

The final heading you will see before you start reading the Trainee Manual is the 'Assessment Matrix'. Competency based assessment requires trainees to be assessed in at least 2 – 3 different ways, one of which must be practical. This section outlines three ways assessment can be carried out and includes work projects, written questions and oral questions. The matrix is designed to show you which performance criteria will be assessed and how they will be assessed. Your trainer and/or assessor may also use other assessment methods including 'Observation Checklist' and 'Third Party Statement'. An observation checklist is a way of recording how you perform at work and a third party statement is a statement by a supervisor or employer about the degree of competence they believe you have achieved. This can be based on observing your workplace performance, inspecting your work or gaining feedback from fellow workers.

Your trainer and/or assessor may use other methods to assess you such as:

- Journals
- Oral presentations
- Role plays
- Log books
- Group projects
- Practical demonstrations.

Remember your trainer is there to help you succeed and become competent. Please feel free to ask him or her for more explanation of what you have just read and of what is expected from you and best wishes for your future studies and future career in tourism and hospitality.

Unit descriptor

Create promotional display stand

This unit deals with the skills and knowledge required to Create promotional display stand in a range of settings within the travel industries workplace context.

Unit Code:

D2.TTA.CL2.10

Nominal Hours:

40

Element 1: Describe display stand requirements

Performance Criteria

- 1.1 Identify display stand objectives and contexts
- 1.2 Identify audience
- 1.3 Identify operational requirements, information and constraints
- 1.4 Identify resources available to support display stand development and creation

Element 2: Plan display stand

Performance Criteria

- 2.1 Liaise with relevant personnel to establish plan for display stand
- 2.2 Develop display ideas
- 2.3 Prepare display plan
- 2.4 Source and obtain materials to construct, dress or support the maintenance of the display stand

Element 3: Create display stand

Performance Criteria

- 3.1 Construct the display stand
- 3.2 Dress the display stand
- 3.3 Apply established display techniques
- 3.4 Use display materials
- 3.5 Verify display stand meets identified operational requirements, information and constraints

Element 4: Use display stand

Performance Criteria

- 4.1 Staff the display stand as required
- 4.2 Provide customer service during display
- 4.3 Follow-up sales opportunities after initial contact

Element 5: Maintain display stand

Performance Criteria

- 5.1 Keep display stand clean and tidy
- 5.2 Replenish products and materials as necessary
- 5.3 Review and alter display stand as required

Assessment matrix

Showing mapping of Performance Criteria against Work Projects, Written Questions and Oral Questions

The Assessment Matrix indicates three of the most common assessment activities your Assessor may use to assess your understanding of the content of this manual and your performance - Work Projects, Written Questions and Oral Questions. It also indicates where you can find the subject content related to these assessment activities in the Trainee Manual (i.e. under which element or performance criteria). As explained in the Introduction, however, the assessors are free to choose which assessment activities are most suitable to best capture evidence of competency as they deem appropriate for individual students.

		Work Projects	Written Questions	Oral Questions
Element 1: Describe display stand requirements				
1.1	Identify display stand objectives and contexts	1.1	1 – 4	1
1.2	Identify audience	1.1	5,6	2
1.3	Identify operational requirements, information and constraints	1.1	7 – 11	3
1.4	Identify resources available to support display stand development and creation	1.1	12, 13	4
Element 2: Plan display stand				
2.1	Liaise with relevant personnel to establish plan for display stand	2.1	14 – 17	5
2.2	Develop display ideas	2.1	18, 19	6
2.3	Prepare display plan	2.1	20 – 28	7
2.4	Source and obtain materials to construct, dress or support the maintenance of the display stand	2.1	29, 30	8

		Work Projects	Written Questions	Oral Questions
Element 3: Create display stand				
3.1	Construct the display stand	3.1	31 – 34	9
3.2	Dress the display stand	3.1	53, 36, 37	10
3.3	Apply established display techniques	3.1	38, 39, 40	11
3.4	Use display materials	3.1	41 – 44	12
3.5	Verify display stand meets identified operational requirements, information and constraints	3.1	45	13
Element 4: Use display stand				
4.1	Staff the display stand as required	4.1	46	14
4.2	Provide customer service during display	4.1	47, 48	15
4.3	Follow-up sales opportunities after initial contact	-	49, 50, 51	16
Element 5: Maintain display stand				
5.1	Keep display stand clean and tidy	5.1	52, 53	17
5.2	Replenish products and materials as necessary	5.1	54	18
5.3	Review and alter display stand as required	5.1	55	19

Glossary

Term	Explanation
ABC of Sales	A utomatic sales; B ettered Sales; C reated sales. A technique where staff try to build on an Automatic sale by trying to Better the sale and/or Create an additional sale
B2B	Business to business
24/7	Twenty-four hours a day, seven days a week
Audience	The target a display stand is aimed at
CMS	Contact Management Software
CRM system	Customer/Client Relationship Management system
CRS	Computerised Reservation System
Consumables	Anything used at or in a display stand; items given to or taken by customers
Demographics	Characteristics of the population or certain sub-sets of it
Demographic profile	Characteristics which describe and differentiate a nominated target market of customers from others
Dressing the display stand	Decorating the display stand
Facings	The number of items or products on a display facing the customers
Fam tours	Familiarisation tours of the venue – provided to prospects so they can see what the venue has to offer
Inclusions	Items (products, services, activities and similar) included in a tour/package
MICE	Meetings, incentives, conferences/conventions and events
PPE	Personal Protective Equipment

Term	Explanation
Product list	Detailed list of all products to be displayed or featured on a display stand
Project brief	A written description of the requirements for a display stand
Prospect	Person or organisation who may become a customer. Can also be referred to as a 'lead' or a 'suspect'
Referral	The name and contact details of a person (prospect) given to you by a customer or prospect
Replenish	Replace; re-stock
SOP	Standard Operating Procedure
Spiel	A prepared patter used (as part of the spruiking process) to invite and encourage people to show interest in and come to a display stand
Spruiking	Verbal promotion to attract attention and encourage participation by players – may include use of a 'spiel'
Suggestive selling	The use of 'expressive and descriptive language' which often appeals to the <i>senses or emotions</i> as opposed to the <i>logic</i> of the brain, to encourage people to purchase
Talkers	Also known as 'shelf talkers': information cards which provide price and information about a product
Target market	Group of customers the businesses wish to attract
USP	Unique Selling Point or Proposition
Up-selling	Where you suggest a more expensive product or service over a cheaper one originally requested or ordered by the customer
Value identification	Means making the customer aware of any 'value' attaching to their intended purchase

Element 1:

Describe display stand requirements

1.1 Identify display stand objectives and contexts

Introduction

Identifying the objectives and contexts for a display are important pre-requisites for all displays because all other decisions and actions are based on these factors.

This section discusses possible objectives and contexts for a display stand, discusses timeframes, lists people who may be involved in determining objectives and contexts, introduces the concept of 'project briefs', and explains how display stands are limited in what they can achieve and what they should be expected to achieve.



Objectives and contexts defined

The objective for a display stand is the purpose it is expected to achieve.

A display stand may have:

- Just one objective
- Several related objectives
- Many unrelated objectives.

The context provides the setting and nature of the display stand.

Context explains:

- Where the display stand will be physically located
- The duration or life of the display stand.

No display stand should be created until these questions can be suitably answered.

Objectives

Common possible objectives are:

- To continue promotion of an existing product or service, providing a reminder to existing and potential customers that the product or service exists
- To introduce a new product or service to the marketplace. Letting people know this new item or product/service range is available, telling them where they can get it, advising what it will do for them and stating how much it costs
- To offer tasting or sampling of a product. Educating customers about what a product actually tastes like, what it looks like, what it smells like and getting across some pertinent facts about it

- To notify people that an existing product or service has been revised, altered, updated and/or improved in some way. Educating them about the benefits and features of the new article or service
- To meet direct competition. Raising business profile in the marketplace so the organisation is recognised as an attractive and viable alternative to the competition, and explaining why that is so
- To resurrect flagging sales. Promoting your products and services, highlighting to potential customers the benefits of dealing with you instead of 'the opposition' and generally trying to stimulate extra sales
- To support a promotion or sale. The organisation may be conducting a special promotional activity, or a sale and a display stand may be required to underpin, extend and give a high-profile to the promotion
- To build a larger customer database. This objective is simply designed to capture a mailing (or 'contact') list of potential customers who have demonstrated some interest in what product, service or business is being promoted
- To fill a vacant space in a workplace or other location. There may be a place in the area which just looks empty and there is a need to make it more attractive, inviting or exciting.

You must use appropriate questioning (of management or the sales/marketing department) to identify the exact need for the display and to determine what management wants or expects to achieve through having the display.

There should **never** be a display simply for the sake of having one. There must always be a reason for it; there must always be a goal (which gives focus to all the planning and production activities).

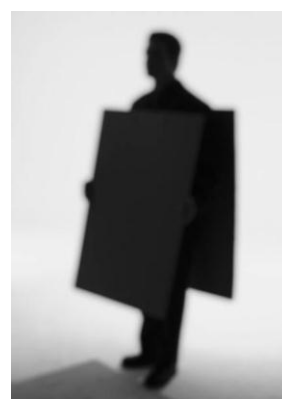
Contexts

Contexts will vary:

- Between different display stands to best suit the identified objectives
- Change over time to reflect marketplace trends and to help maintain interest by creating variety.

Context may be related to:

- Duration of the display stand which may be in terms of:
 - Days of the week
 - Date to date
 - Hours of the day
 - Whether the display stand is temporary or permanent
- Physical location of the display stand such as, for example:
 - At a nominated trade or consumer show
 - A display stand at a meeting, or conference, or other event
 - An in-house promotion, including a display stand in office spaces and/or public, operational areas
 - A window display
 - A shopping centre promotion.



Timeframes

Timeframe refers to the amount of time you have to prepare a display stand.

Timeframes for displays can vary enormously.

Some display stands will have a very short timeframe. From identification of the need to create the display stand may sometimes only involve several hours. In these cases there is usually some urgency associated with the project that cannot be avoided.

In other cases, there may be a month or more in terms of lead time.

Note where there is a *long* lead time, a common problem is the project tends to be put off (because there's plenty of time) until the last moment when, what was a project with plenty of time, becomes another rush job.



These long-range projects are also subject to change sometimes quite a way into the project. For example, management changes their mind about dates, objectives, locations, target markets, budget or similar. Getting the details in writing (in the form of an agreed project brief – see below) will help to avoid these changes and last minute alterations, but there is no guarantee things will not change.

When these changes are brought to your attention you absolutely must remain calm. There is no point in blaming anyone, or in 'shooting the messenger'. These changes are always made for some valid reason even though that reason may not be evident to you.

People involved in identifying objectives and context

If management and the colleagues you speak to are unable to tell you what the expected outcomes are for a display stand and what the specific context is, you must talk to *other* people.

Never accept a lack of colleague knowledge and proceed to construct the display stand in ignorance.

These 'other people' will depend on the nature of your business and the general nature of the products or information being talked about for display, but can include:

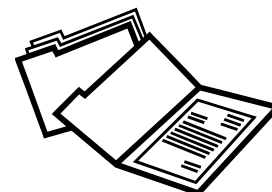
- Your visual merchandising department
- Your marketing department
- Relevant departmental or product managers
- The sales department
- Frontline, customer-contact staff
- Suppliers
- Other outlets in your organisation, including head office personnel and those who may have worked with similar lines.

Even where a display stand is required to just 'fill a space', 'liven things up a bit', or 'provide a bit of interest' there must still be a definite purpose for the project and a definite context.

Project Brief

A project brief is a written description of what is required for a display stand in terms of:

- The objectives for the display stand
- The contexts for the display stand
- Rationale for the display stand.



It should be noted:

- Management will not always provide a project brief for every display stand. They may simply verbally tell you what is required, in a quite specific manner or in a very general and vague way
- You should develop your own project brief for every display stand even when you are not provided with one, and have it approved by management before any further action (or expense) is undertaken. That way there is certainty about what is required.

There are limits to what a display stand can achieve

To the uninitiated, a display stand can be seen as being 'all things to all people'.



Management often sees a display stand as being the vehicle to solve **all** operational problems and objectives, and as being able to achieve the impossible.

Where you identify this as being the case you **must** carefully and sensitively explain their proposal and expectations have certain limitations. A display stand can do only so much and no more regardless of how it is prepared and presented, how much money is spent on it or how good it is.

You must do everything within your power to ensure management realises a display stand will not fix all problems or address all needs. A display stand is often only one piece of a more complex advertising or promotional strategy.

It may be that management expectations need be accommodated by using other means (such as media promotion and/or direct selling), but it is important they realise a display stand *on its own* will not 'do it'.

Alternatively, you may suggest a *series* of displays (rather than just a 'one-off' display), or a combination of displays and other promotional tools to help achieve the objectives being discussed.

Where you fail to notify people of the limitations of displays, then you simply create unrealistic expectations which you cannot meet and everyone is disappointed, frustrated and annoyed when the results fail to match the expectations.

It is best to make your point early, where this point needs to be made.

1.2 Identify audience

Introduction

In addition to identifying the objective/s and context/s for a display stand it is also essential to identify the intended audience.

This section explains the importance of knowing the audience for a display stand, describes a range of potential generic audiences and discusses the role of demographic profiles.

The importance of knowing the audience

It is important to know the audience for a display stand so it can be effectively aimed at the people it is intended to attract.

Identification of the audience will impact on the display stand in terms of:

- Ideas used as the focus/theme for the display stand
- Products used as part of the display stand
- Signage and the language or terms used on the display stand to provide information
- Materials used to dress the display stand
- Personnel used to staff the display stand.



Possible audiences

Possible target audiences for a display stand may be:

- New customers. Trying to tempt new customers (prospects) into the business to try the product being promoted, experience a service or become aware of a new offer
- Existing customers. This can be undertaken to 'reward' them for previous custom and to encourage them to keep buying
- 'Businesses' (as opposed to private individuals (walk-in customers/shoppers). Businesses are an often overlooked market, but can represent a significant niche market worthy of attention and special promotions or displays.

This is known as B2B – 'Business to business' transactions

- Children. The display stand may be of products or services aimed specifically at children with the aim of making sales, or may be required to entertain children while their parents are shopping or interacting with another display stand or selling activity
- Busy people. Many displays especially target people who are 'on the go' attempting to service their busy lifestyle needs. This display stand focuses on the provision of quick advice as well as the provision of take-away information
- People seeking to celebrate an upcoming/current event. These are common around celebration times as appropriate to different countries, cultures, religions and sporting activities aiming to attract functions and MICE trade
- People looking for a new experience such as a new stay, new service, new product, new destination or 'the latest trend'
- People of different ages and from different cultures and backgrounds.

The use of demographic profiles

Selection of audiences should be linked to the identified demographic profile of the organisation's customers.

A demographic profile refers to the characteristics which describe and differentiate a nominated target market of customers from others

These may focus on the demographics of existing customers, or target the demographics of new customers you are trying to attract.

For example, the market research undertaken by your business should be able to supply relevant basic market details about the customers who use your products or services such as:

- Their age ranges – for example, the numbers or percentages of customers:
 - 0 – 15 years
 - 16 – 21 years
 - 22 – 45 years
 - 46 – 60 years
 - 61 years and above
- Gender split – the ratio of males to females
- Background in terms of:
 - Nationality
 - Education level
 - Language spoken
- Buying power
- Motivators to buy.



It is possible management will require your display stand to target both existing and new customers. Certainly there always seems to be a blurring of the line between the two. However, the previous advice must be remembered: a display can only do so much and you should accept the limitations of each one you create.

Never get into a situation where management (or other stakeholders) believe your display can be all things to all people.

1.3 Identify operational requirements, information and constraints

Introduction

All displays stands must conform to internally and externally imposed requirements and constraints which need to be identified as part of the planning process.



This section considers the need to identify the products to be included in display stands, introduces the concept of 'product integrity', presents a range of operational requirements, discusses sample external regulations which can be imposed on the construction and operation of display stands (in locations other than the business workplace) and provides an overview of generic constraints which commonly impact display stands.

All products must be identified

An important initial step in creating a display stand is to identify the products which are to be displayed or featured.

The two keys here are to ensure:

- All the necessary products to be promoted are identified clearly and unambiguously
- Sufficient quantities of the displayed items are in stock so they can be used in the display, and for sales purposes.

One of the best ways to address this issue in relation to displays is to put it in writing and develop a 'Product List'.

This 'Product List' list should cover the following information for all the products (as appropriate to the type of product) to be promoted or featured on the display stand:

- Brand names
- Sizes of goods
- Colour
- Styles
- Model types.

Some of the above factors will not be applicable to *all* products but developing such a list helps ensure the final display which is created genuinely matches the intentions of those who wanted the display in the first place.

It is not necessary to include product quantities at this stage but it may be included.

In some cases, especially where the product is being provided by an outside agency such as a supplier, head office, a manufacturer or an advertising agency, they will commonly indicate what quantities are available for use in the display stand.

Take care in these situations.

Product may be provided only for *display or promotional purposes*; these items are not for sale and do not become your property. The items may need to be returned or forwarded to another business or location for their use once your display has finished.

Product may also be supplied for *giveaway* purposes. This means you will only receive a certain amount of product for display purposes, while the remainder of the product (usually a much larger proportion) is to be given away to customers so they can sample the product free of charge.

Product integrity

There is always a need to promote a product or service in a suitable manner in line with the product's image, the organisation's wishes and the customer expectations.

This is very much an individual business consideration. What is suitable or acceptable or allowable in one enterprise may not be permitted in another.

However, in general terms, your display stand should never downgrade a product or service by virtue of the context in which it is displayed, or the nature of the display created to promote it.

This often comes down to a matter of taste.

As in all areas of marketing – and creating displays is definitely part of marketing – the focus of everything must be the customer, and what is appropriate for them while at the same time retaining the integrity of the product being promoted or displayed. You must never do anything to devalue the product or a brand name.

Certainly no display should give offence, even though it may be designed to stimulate interest, raise an eyebrow or create a mild amount of controversy.

Operational requirements

There are many operational requirements which need to be taken into account when planning, creating and operating a display stand.

Some requirements are quite basic and others are more complex.

The essentials to be determined are:

- Budget
- Dates
- Times
- Staffing
- Consumables
- External regulations – which only apply where the display stand is being conducted at an external location which is owned or managed by another business.

Budget

This entails establishing how much money is available for the project and may include identifying the financial contribution made to the overall project by other sources (suppliers, joint advertising endeavours, head office, other businesses, joint-venture partners, government agencies who may be supporting you).



There is **always** a budget limit for displays.

Budget-related questions you need to ask include:

- How much is the budget?
- Is the budget made up partly of cash, and partly in materials or product?
- Where is the money coming from? Your business? Government grant or subsidy? Contribution by a supplier or business partner?
- Do you need to get a number of different quotes before making a purchase?
- What happens to items bought for the display when the display is over?
- What protocols do you need to follow when purchasing product or materials for the display stand?
- What authorisations are required before monies can be expended?
- Is special approval needed for expenditure over a certain amount?
- Is there a requirement that the money allocated for the display stand has to be spent by a certain date?

Dates

The majority of displays occupy a set number of days, even if the display is a basic internal one in the business itself.

Where the display is to be set up at some *external* location there is usually also a requirement the display be set and ready to go by a set time on a set date (that is, there is commonly a nominated 'opening time' or 'show time').



When checking dates of displays (that is, the starting date and final date), double-check the date given to you by using the *day of the week* to confirm the *dates*.

On some occasions, the display you create at an external site will be part of a larger exhibition or show and it must be ready to go by the given date and time and remain 'active' for the nominated duration of the exhibition.

Times

Some display stands will be required to 'operate' all day, every day for the duration of the given period.

Others will only be required to operate during set times.

Display stands can be functional during unusual times, including early starts (to catch customers on their way to work), split shifts (to minimise staffing and to catch customers at identified peak times), as well as weekends, night times and public holidays.

Where the display is at an off-site location, double check the times to make sure you understand exactly what times apply, and verify what is required at what times.

For example, it is not unusual for the display to be allowed to be unstaffed between 10:00AM and noon, and again between 2:30PM and 4:30PM. In contrast, it may be required to be staffed between 8:00AM and 10:00AM, noon to 2:30PM and 5:00PM until 10:00PM.

Be prepared for these times to alter depending on the day of the week. Weekends traditionally have different time-related requirements especially in relation to staffing, and other activities (such as video presentations, tastings, lectures, demonstrations, competitions, interactive activities and celebrity appearances).



Staffing

Certain display stands will require personnel to staff them.

Where this is the case you may be required to organise the staff.

See section 4.1 for more information on staffing the display stand.

Consumables

Most displays will feature consumables of some sort. Consumables may be seen as anything the public can take with them from the stand.

This can include brochures, pamphlets, flyers and booklets as well as promotional materials such as pens, rulers, caps, 'show bags', fridge magnets, posters.

Consumables also include food and beverage items used as giveaways, tastings or in demonstrations or other activities such as interactive displays, presentations and samples.

It must be remembered these items need not only be organised and transported to the site, but, on-site in the display, certain food and beverage items may need to be kept refrigerated or hot in line with health requirements (that is, cold food must be stored at 5°C or below – hot food must be kept at 60°C or above). All other hygiene requirements must also be complied with, too.

Note that in some displays the consumables may change during the day, or throughout the duration of the display. For instance, there may be a difference in focus between morning, evening and night, between different meal times, or between different days of the week.

A tasting, for example, may have a different daily focus for each of the seven days it is operational. There may be a focus on a new country each day, a different preparation style each day, or a daily emphasis on a different main ingredient.

A static stand or product display may also change its main product daily.

Not only does this have implications for stripping the display at the end of the day, and restocking it, but this will traditionally also require alterations to the support signage, promotional literature, brochures and posters.

External regulations



Where displays have to be created and established in some remote location (perhaps a shopping centre, mall, convention centre, trade show, hall or some outside *al fresco* location) there are traditionally a set of local rules and regulations which must be complied with.

These rules and regulations are created by the convenor of the event, or by the owner or management of the venue.

Failure to comply with these requirements may result in costs being levied against you in order to rectify a situation (that is, to make repairs to damage you have caused), or not being invited to participate at future events.

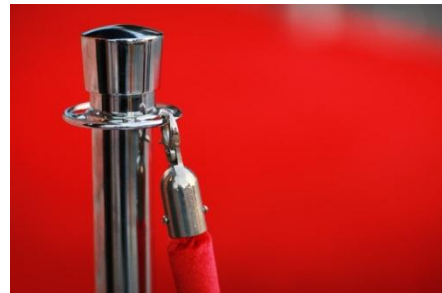
These regulations may apply to many issues such as:

Access times

Detailing when the venue may and may not be entered

There may be 24/7 access or it may be the case that the site can only be accessed, for example, at any time after 7:00AM and before 6:00PM.

Others may have a more limited range of access hours, such as between 7:00AM and 9:00AM only.



Working times

This may stipulate the hours during which construction work on the display stand can take place.

Limits commonly apply where the noise of construction, hazards, and general interruption to normal trade it can produce are unacceptable to local traders, other customers, the local community or the image of the venue.

Vehicle access

Requirements in relation to vehicles entering, or not entering, buildings are common.

Some sites allow vehicle access at nominated times. This is useful where large items have to be brought in, and where different tradespeople need to work on the site.

Vehicle access may be limited to different weights of vehicles. Some venues will allow vans, some will allow trucks and others will even permit semi-trailers.

Exhaust fumes are a definite concern in relation to this.

Parking

This identifies where staff who are working on the display stand may park, how long they can park and what authorisation stickers have to be displayed.

Commonly, each display stand will be allocated a set number of parking spaces.

Materials which can and cannot be used

There may be rules banning certain inflammable (or environmentally insensitive) materials, brands or component materials and ingredients.

Displays to be of 'good taste'

Many venues will have a requirement all stands or displays 'are of good taste'.

This means there is to be nothing suggestive, offensive, obscene or in poor taste.

This requirement extends to visuals and the printed word – posters, photographs, names (for instance, many cocktails have names which could be considered inappropriate and unacceptable in certain venues), and staff uniforms or dress.

Note this requirement usually has a very liberal interpretation, which means it can cover almost anything. A display may be deemed to be in poor taste if it depicts women or men in certain ways, if it gives offence to people of a certain race, religion or colour, or if it upsets a specific class of people.

Nearly all venues are sensitive to the possibility of negative media attention, and will ask you to modify your stand if there is even the slightest suggestion a complaint has been – or may be – made.



Permanent fixtures and fittings

Understandably there is usually a clause forbidding you making any permanent fixtures within the venue.

This clause commonly prevents you from screwing, nailing, bolting, gluing or otherwise affixing items onto any permanent fixtures within the venue. These permanent fixtures include walls, floors, ceilings, pillars, and fittings.

In effect, the majority of display stands are required to be freestanding. Tying things down is usually permitted – use of adhesive tape, staples, drawing pins, or Blu-tack can be site-specific issues.

Display times

There may be a requirement that the display remain in place for a set period, or for the duration of the show or exhibition.

If people are paying to attend the exhibition space, the organisers will usually require all display stands to be operational between set times for each day of the event.

Specific display stand requirements

There may be a regulation that each display stand conform to some generic requirement for each exhibition.

This may be, for example, that all displays must show a certain sponsor's name and/or logo, all displays feature or use a nominated product, colour or theme, or all displays feature giveaways of some sort.

Arrangements in relation to utilities

This will specify particular site/stand arrangements and responsibilities for the use of electricity (especially the use of power boards and extension leads), gas, water (in and out), and waste management.

Payment for the above may also be covered here as a separate charge.

Floor plans

Specific plans may be provided which identify an overall venue 'site map' which describes the physical relationship of one site to another (usually with your site highlighted to aid its identification). The physical dimensions of your site may also be provided.

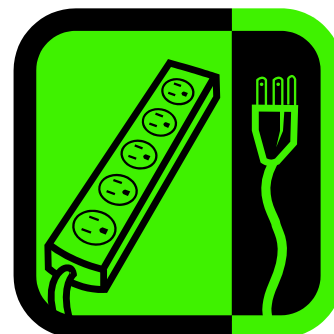
It is vital that you use your allocated site and stay within the physical parameters or dimensions of the site for the display stand.

Statement in relation to workplace safety and health

This is usually a generic-type clause restating the legal obligations imposed by health, safety and welfare legislation and reminding site-holders they are required to comply with them at their own expense.

There is usually also a statement saying the organisers will not be held responsible for any non-compliance, or injuries, arising from failure to comply.

The organisers may also employ an appropriate consultant to inspect and approve sites/displays prior to opening and throughout the duration of the event.



Security

Individual sites may be advised they are responsible for their own display security but *venue* security is traditionally provided by the event organiser. Contact details of the security company (names and cell phone numbers) are commonly provided.

Mention may be made of the specific areas security will cover, such as storerooms, car parks and public areas.

Noise levels

Some venues may include a requirement noise that all music, public announcements, use of a microphone, audio systems, video presentations, demonstrations, public participation in activities, and all electronically and mechanically produced sound not exceed a certain level.

Smoking

Smoking can be expected to be banned throughout all internal venues.

Similar regulations can apply to outside areas too.

Many venues also ban the use of any 'naked flame' – this has obvious ramifications where cooking and or flaming or gueridon displays were being considered.



Dismantling of the display stand

Guidelines are usually set out prescribing the earliest time you can begin dismantling the display, when such work may take place (such as until midnight, or all day), and by when (time and date) the stand must be fully removed.

Cleaning up and waste disposal

Most venues make you solely responsible for cleaning up your mess and the residual rubbish left after a display.

Requirements may also state your responsibilities to keep the site presentable and clean during the exhibition.



Insurance

This will set out your legal liability, as well as details of any coverage provided by the event organiser.

It is prudent to check with your insurer and legal advisers to determine if extra cover is needed.

Risk assessment

There may be a need to undertake a formal risk assessment for the display stand.

This will include completion of a standard form which addresses:

- Identification of possible risks facing the display stand and people attending or using it
- Analysis and classification of identified risks
- Formulation of effective risk controls to deal with all identified risks.

Unless the host organisation approves your risk assessment they can refuse to accommodate your display stand.

Constraints

Every display has constraints imposed on it, or factors limiting and impacting on the creation of the final result.

Many of these have been mentioned already and this section reinforces and extends these considerations.

Constraints, or limiting factors, may include:

Time

This can impact in the following ways:

- Not enough time to prepare and create the display
- Too long a lead time. Plans have to be changed numerous times to accommodate the alterations required by those in-charge
- The display can only operate for a limited time and thus will not have 'sufficient' exposure
- The display is expected to run too long and will cost an excessive amount of money, or cause unacceptable problems elsewhere in the organisation
- The display must operate at set times, on set days.



Budget

This can impact in the following ways:

- There isn't one. Management may not have specified what the budget is even though they have set one
- It is insufficient and unrealistic in terms of what needs to be done
- There is no money for the display stand; only 'product' is available
- Those who supply the money believe they have some right to make creative input and/or construction suggestions. This can slow the planning process and lead to a confused end result.

Staff

This can impact in the following ways:

- Everyone wants to become involved until they get the opportunity and then they can become reluctant about participating
- Lots of staff soon see involvement with a display as being a chore rather than as the enjoyable opportunity they expected it to be
- They are often unreliable. Designated staff may not attend when rostered to support the display stand
- You have to get the right ones for the right display, at the right time, in the right numbers. You can never staff a display stand with just 'anyone'
- They have to be good and present themselves well.



Availability of materials

This can impact in the following ways:

- The business may not want to let you have any stock to include in the display. Common issues raised by management/decision makers include:
 - 'It's 'too risky''
 - 'We haven't got enough to put on the display'
 - 'People will steal it'
 - 'It'll get broken or damaged'
- The budget will not enable you to obtain materials you want for the display stand
- Internal or external requirements may not allow you to use what you want to use.

Space

This can impact in the following ways:

- The business will not let you put the display in the place you know would be best for it. You are 'forced' to locate the display stand where you are told to put it
- 'You can have that space today, but not tomorrow'. The 'right' space is not available for the full duration of the display stand
- The size of the space is not right. Where the display needs to be big, the space will be small; where the display needs to be small, the space will be big.



Product characteristics

This can impact in the following ways:

- The rest of the display must *support* the product – not dominate it
- There is a need to be honest in all displays and not lie or mislead customers.
- Some products have an entrenched reputation which can be almost impossible to change regardless of the effort put into doing so
- Food products can often be perishable and have a very limited lifespan in a display or at a stand.

1.4 Identify resources available to support display stand development and creation

Introduction

'Resources' are anything which can be used to prepare and operate a display stand.

This section identifies the generic classifications of resources, provides specific examples of resources, introduces the idea of the display 'toolbox' and encourages you to begin your own personal library to help with the development and creation of display stands.

Generic resources

Resources can be classified as:

- Human resources
- Financial resources
- Information
- Physical resources.



Resources to support the display are usually identified and obtained after a display plan (see Section 2.3 below) has been prepared.

However, it is not unusual for material or resources selection to occur in concert with the creation of the display plan, especially where the project brief is seeking a 'new look', a fresh idea or a novel approach.

In these instances, a visit to visual merchandising companies may reveal a new product from which the concept proposal may spring.

There is no hard and fast rule, but generally the display plan does precede the selection of display materials.

Human resources

Human resources are the personnel who can assist with the work to be undertaken.

They may include people from:

- Within your business or department e.g. staff who will help with:
 - Designing and planning the display stand
 - Building and dressing the display stand
 - Manning the display stand while it is operational
- Outside the organisation who may assist with:
 - Providing ideas, concepts, advice and direction
 - Supplying physical materials/resources
 - Assisting with professional expertise
 - Giving feedback.

Labour frequently relates to 'time', that is, the number of hours you have to pay people to work on the display stand, which in turn relates to the budget or available financial resources.

As identified in section 1.1, 'human resources' may include:

- Your visual merchandising department
- Your marketing department
- Relevant departmental or product managers
- The sales department
- Frontline, customer contact staff
- Suppliers
- Other outlets in your organisation, including head office personnel and those who may have worked with similar lines.



See also 'Who to talk to' in [Section 2.1](#).

Financial resources

Financial resources are the budget for the display stand.

The budget can occur in two main ways:

- In cash. This is money which can be spent as required on whatever is required
- In 'kind'. This means your business or partner contributes:
 - Product to use to construct the display stand and/or to use as items or giveaways on the display stand
 - Labour to help build and/or staff the display stand.

Information

Information relating to display stands relates to:

- Project brief – see [Section 1.1](#)
- Project plan – see [Section 2.3](#)
- Personal experience of stakeholders and staff working on the project
- Files relating to previous display stands the business has created
- Data and statistics from:
 - Internal records
 - External reports and research
- Feedback from:
 - Staff
 - Suppliers
 - Professional consultants
 - Customers
- The 'Regulations' imposed by external venues or sites where a display stand is to be created.



Physical resources

What's available?



The range of materials available for displays/stands is enormous and growing almost daily.

A web search for 'visual merchandising' will reveal numerous support organisations together with the products and services they can provide.

New products, as mentioned previously, are emerging regularly and, in addition, many organisations are able to fabricate custom-made units or products to your specifications.

Given most businesses will have a limited budget for display stands attention should be given to buying materials that can be reused a number of times.

This highlights that the creation of display stands needs to be done within an acceptable cost, and while there is a perception amongst many that there is an unlimited supply of funds for promotion, this is never the reality.

Display supplies/materials

Display supplies/material may include:

- Items of furniture
- Floral arrangements
- Turntables
- Rope lights
- Spotlights
- Strobe lights
- Lettering
- Dress mannequins
- Rig forms
- Classic art
- Sports memorabilia
- Giant fruits and vegetables
- Risers, blocks and bases
- Mirrors and mirror bases
- Actual samples/products
- Audio-visual systems
- Potted plants
- Audio voice boxes
- Brochure holders/racks
- Velcro-sensitive fabrics
- Banners
- Fabric panels
- Podiums
- Sign holders
- Sign frames
- Poster holders
- Magazine racks
- Plate and bowl stands
- Hangers and hooks
- Industry items
- Sound systems
- Balloons and streamers
- Computers and monitors
- Up lights
- Moving message signs
- Mini fluorescents
- Electric blackboards
- Christmas lighting
- Theme props of any sort
- Oversized replicas of products
- Bulk food bins (acrylic)
- Floor-standing directories
- Slot blocks
- Display easels
- Musical instruments

Essential display stand 'toolbox'

In addition to the items mentioned above which is by no means exhaustive, most people regularly involved in creating display stands will develop their own personal 'toolbox' of essential items.

This box will contain the items regularly used by you in the creation of display stands such as:

- Box cutters
- Steel ruler
- String
- Fishing line (also referred to simply as 'nylon')
- Scissors
- Glues and tapes
- Tape measure
- Spirit level
- Pins
- Stapler

Start your own 'personal library'

It is also a worthwhile idea to begin assembling a file of catalogues, brochures and other advertising material from support organisations. These catalogues can be an invaluable source of inspiration when struggling to come up with a new promotional concept.

If these companies have a mailing list, register to receive their mail outs. Spread your net far and wide, and also register with overseas companies. Use the internet as a source, and as a point of contact.

You may not actually purchase anything from these businesses, but you can still learn from their ideas and products.

Websites for further information

Check out the following websites that may be of further interest and use:

- http://www.sideroad.com/Retail_Services/retail_merchandising.html
- <http://www.displaywarehouse.com/>
- <http://www.displays2go.com/>
- <http://www.showmummythemoney.com.au/mastering-visual-merchandising.htm>



Work Projects

It is a requirement of this Unit that you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

Note: This Work Project forms the basis for all the other Work Projects in this unit.

1.1 To meet the requirements of this Work Project you are asked to prepare a written submission which describes the requirements for a display stand.

As part of the written submission you must:

- Identify the objectives you expect the display stand to achieve
- Identify the context for the display stand
- Name the product/s and/or service/s which will be featured on the display stand
- Identify the audience for the display stand
- Identify the operational requirements/parameters for the display stand
- Identify the constraints which will apply to the creation and operation of the display stand
- Name and quantify the resources required to create and operate the display stand.

Summary

Describe display stand requirements

When describing display stand requirements:

- Define the objective/s
- Identify the context
- Determine timeframes
- Involve relevant stakeholders
- Obtain a 'project brief', if possible
- Realise there are limits to what a display stand can achieve
- Describe the audience using demographics
- Know the operational requirements and constraints
- Be certain about the products and/or services to be promoted
- Maintain product integrity
- Identify and obtain human, financial, informational and physical resources to create and support the display stand.

Element 2:

Plan display stand

2.1 Liaise with relevant personnel to establish plan for display stand

Introduction

The vast majority of display stands are planned and created in conjunction with other people.

This section identifies who you should talk to when planning your display stand, and looks at the support possibly available from outside specialists or organisations.



Who to talk to

There are many ways of achieving the desired display objectives.

Discussion with others (customers, colleagues, peers) can help identify alternative ways to achieve your intended goal but the reality is that these alternatives may be no better than what you have come up with ... just different.

Where these alternative ideas are untried and untested, take care and perhaps get approval from your supervisor before proceeding any further.

Certainly, the time to become, or do something, radically different is when you have already established yourself within the organisation and not as your first attempt in creating a stand or a display during your first week of work with a new employer.

Discussion of possible plans and options for a display stand can take place with:

- Managers and supervisors
- The owner of the business
- Colleagues at your workplace and at others'
- Teachers or trainers who you have worked with – in terms of learning about stands and displays
- Team leaders (and/or supervisors) in the organisation
- Marketing personnel, including visual merchandisers
- Suppliers and manufacturers your business deals with in order to benefit from their knowledge and/or to request support
- External personnel with display creation expertise.

Assistance from display specialists

The majority of in-house displays, especially the regular, small and medium-sized ones, can usually be handled quite effectively and efficiently internally by you or your in-house staff.

Your previous experience, knowledge of the industry, familiarity with the space available and the items being displayed will combine to commonly produce an acceptable result.

Practical experience coupled with learning from your mistakes is the best teacher in the creation of displays.

It may become necessary from time to time to seek the expertise and advice of outside experts. It is a useful idea to establish a growing file of these companies for future reference.

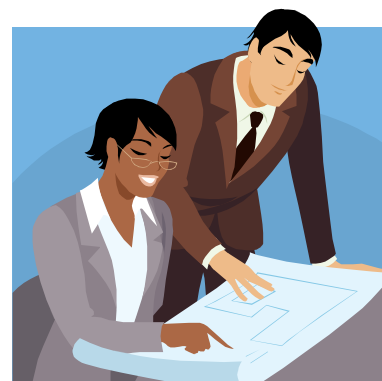
The phone book (under 'Display' and 'Merchandising') can provide a useful starting point, as can the internet (with a search for 'Visual merchandising').

The suppliers with whom you regularly deal may also be able to point you in the direction of some further useful contacts with experience in your industry sector or sub-sector and/or the product types you sell.

What assistance can be obtained?

These professional display or merchandising organisations can assist by supplying fundamental, business-wide services such as:

- Strategic analysis and review; defining the objectives and goals of the organisation
- Positioning strategies for various products and services (perhaps at different price ranges)
- Communication strategies with media and market segments
- Corporate and/or brand creation and development
- Customer profiling services; helping to define and describe your customers
- Promotional planning; development of a calendar of promotional events for an upcoming period
- Market segmentation services; identifying the markets within markets that exist for your business
- Visual merchandising systems; integrated point-of-sale, and other, products
- Naming research and advice; testing of markets to develop suitable names for products and services
- Venue layout from a merchandising perspective.



You will commonly only require some of these services and not all of them.

Where you require an outside organisation to provide services of a one-off nature for a nominated event (rather than an ongoing wider strategy), the services available can include:

- Theme identification and creation for individual display stands or campaigns
- Fabrication of stands and fixtures to suit the needs of individual displays/promotions
- Sourcing and purchasing of resources, facilities and fixtures for display stands

- Dressing of items such as display stands and mannequins
- Design of appropriate décor to create or reflect a nominated theme and/or product/service
- Supply of appropriate props to compliment identified products/services or campaigns/promotions
- Photographic services to help in the creation of posters, brochures and general advertising/promotional material
- Specialist lighting to create an ambience and/or to highlight certain aspects of products on a display stand
- Multimedia displays, including development of DVDs, slides and print material
- Coordination of project-specific work such as pre-advertising and promotion of a display stand, on-site promotion, demonstrations, customer interaction activities, interviews and data compilation
- Integration of suppliers overseeing and coordinating the roles of external businesses with display stand responsibilities to ensure a seamless provision of external support as promised
- Compliance with necessary regulations as these relate to legislated obligations and venue-specific regulations for individual exhibitions
- Transportation of materials from the workplace/venue to the exhibition site (and return)
- Creation of the display, involving the physical construction of display stands
- Dismantling and clean-up after the display stand has finished.

In effect, this really means if you have sufficient money (budget), you can pay someone else to do much of the work.

The need for industry-specific consultants

Some companies will also visit your workplace and assist in preparing and supplying a custom-made 'Merchandising Manual' for a particular outlet and/or a series of venues within across an entire organisation.

When doing this it is advisable to enlist the services of an organisation with a proven track-record within *your industry sector*: the abilities and competencies exhibited by people with experience in *another* industry do not necessarily translate well into other sectors of other industries.

For example, creating displays to promote hamburgers in a takeaway restaurant is vastly different to a display to promote white goods or computer goods, despite the similarities in marketing (promotional) theory.



Why use an external consultant or organisation?

The benefits of using an 'outside expert' are:

- The depth, breadth and diversity of experience they have within the specific merchandising area. These people will have been trained, gathered experience through their years in the business, and have valuable industry contacts that you could never hope to achieve
- They know the tricks of the trade in relation to developing themes/concepts and in constructing the physical display stands
- They have up-to-date information about what is working now (in terms of promotion) and what is not
- They rely on market research as the basis for many of their decisions, compared with personal feelings or gut instinct
- They may survey, develop and refine an approach rather than 'just doing it'
- There is a reduced 'worry factor'. When someone else is doing it, it should relieve you (of much of the worry: it's their problem!



If you ever have the opportunity (budget) to engage one of these people you should do it.

If your organisation can afford to hire one, make sure you become as involved as possible with them and get access to everything they do and produce.

It is a great way to learn and will be an experience you can draw on forever.

Limitations with the use of external consultants

While professional visual merchandisers can definitely provide excellent designs, advice, ideas, expertise and final production, they nonetheless have their limitations.

It must be remembered:

- They charge for what they do and supply. In many cases the fees or charges levied can account for a substantial portion of the budget allocated for the project
- There are no guarantees. You will obviously do your homework and select a suitably experienced and qualified company with a good track-record in your industry sector, the one you believe will serve you best but there are no guarantees their work will achieve your stated objectives. And there are a limited number of ways of evaluating their success and/or impact. It is not as simple as saying increased sales equals success, and no increase in sales equates to failure.



You must meet with the external consultants and organisations

If the decision is made to engage an outside consultant it is imperative for an initial meeting between you (as the client) and them to take place.

You will need to have done much preparation prior to this meeting as the topics to be covered will include:

- Project brief – see earlier notes
- Budget; how much is available to spend on the project. There is little point being coy about how much you want to spend.

Time spent keeping the budget secret from the consulting company will usually waste time and can actually cost money when initial plans have to be reworked once the budget *is* disclosed.

Most companies will be seeking repeat business and will thus generally keep the costs to a 'reasonable' figure

- Venue. The consultant company will need to know where the display is to be held and all the available details about access, known constraints and applicable regulations
- Objectives. The consultants must be informed of exactly what you want *this* promotion to achieve.

The more about this aspect which can be detailed and quantified, the better

Some displays will have a single objective while others will have multiple ones.

Be prepared for the consultant to try to modify this part of your presentation to them. They may genuinely believe you have no chance of achieving all you expect and therefore advise you accordingly.

Some consultants will refuse to accept a commission if they believe the expectations are too unrealistic. They feel that accepting the job would adversely affect their reputation

- Timeframes. You will need to supply details about when the display site/venue is available for creating the display, when it must be operational, how long it has to stay active, and when it must be dismantled.

Any other relevant factors affecting the timeline must also be spelled out such as, for example, the location being used for other things, staff from the organisation being unable to assist the consultant (which most will regard as a positive and not a negative), and/or the impact of public holidays

- Regulations and compulsory requirements. Many businesses will impose certain restraints on the establishment of displays within their premises and these must be passed on to the consultant company
- Post-event appraisal. This can be an option; you can elect to have them done, or not.

While they do increase the *cost* of the consultancy services, they will serve to make the consultant more accountable.

The aim should be to identify appraisals which are relevant and measurable. For example, there may be little comfort or satisfaction in knowing 3,000 people attended your display but sales have not increased in the following three months.

All in all, there is a definite role for outside specialists, but two pieces of age old advice apply:

- Let the buyer beware
- You get what you pay for.



2.2 Develop display ideas

Introduction

Sometimes ideas for display stands are imposed on you, sometimes they come to you automatically and sometimes you need to work on developing display ideas.

This section lists basic idea-generation techniques and discusses several effective creative thinking techniques.

Basic idea-generation techniques

The more original a display is the more interest it will generate and the more attention it will get.

More interest and attention generally increases the chance of the identified outcome for the display being achieved.

There are some standard methods which can be used to generate ideas for displays.

These include:

- Looking at what others are doing. A walk around your local area, while you are visiting other towns/cities or overseas on holidays can reveal some good ideas
- Reading a magazine. If you see something which you think could be used in a display stand, then put it in a scrapbook or file for future reference
- Looking through your personal library/file of articles, magazines and texts you have collected to search for inspiration
- Watching the television. If you see something, make a written note or record the program
- Reading trade literature. Industry journals and magazines are useful sources of ideas
- Doing a course. Attending a professional course in the practical aspects of displays and visual merchandising.

The use of creative thinking techniques

The following specialised creative thinking techniques may be of use in generating ideas.

Certain people find some techniques work for them and others do not.

Visualisation

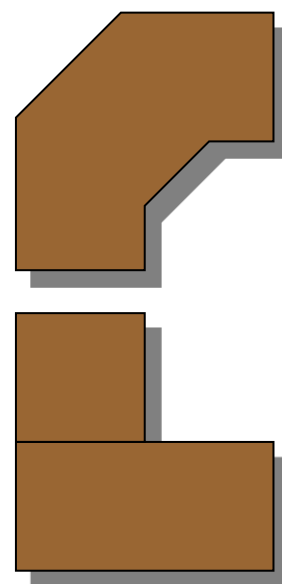
This involves thinking about a display and producing a mental image of what will be produced. This mental image guides the more concrete and physical aspects of the display when it is constructed.

The benefit of visualisation is it is a relatively quick activity, it is inexpensive and the 'end result' can be easily changed, if necessary.

Visualisation requires practice and different people do it different ways.

Some people seem to visualise better on their own, in peace and quiet with a pencil in their hand and a blank piece of paper in front of them.

Others visualise best when surrounded by other people, activity and pulsing music.



The key with visualisation is to persevere with it. While you may feel you have ‘drawn a blank’ on your first few tries, keep at it and you will find you can readily conjure up quite a detailed and clear picture of your next display.

Brainstorming

This requires a group of people (at least three people).

The general topic is presented and then people are asked to contribute their ideas.

One person acts as the recorder and writes down all the ideas shouted out. No judgement is made (at this stage) about the potential, possible use or applicability of any of the contributions; they are quickly written down for later consideration.



After all suggestions have been made and recorded, each suggestion is then further expanded on and discussed.

Suggestions may be prioritised, and some will be deleted at this point.

The suggestions which emerge as the ones with the most support (those present will vote on what has been presented, or further prioritise them) will be further evaluated and worked on.

Final display ideas may, or may not, result.

Lateral thinking

Where new ideas are being sought, the use of lateral thinking can be an effective tool.

Lateral thinking is a problem-solving tool which adopts an alternative way of viewing the problem in that the problem is approached from a number of different aspects rather than focusing on just one angle.

This may result in people thinking of alternative, novel uses for the product to be displayed so the objective of the display may be to focus on a new application for the product, rather than the traditional use.

It can also entail consideration of using an existing display (technique, materials, size, and focus) in a new and different way. Lateral thinking may reveal the possibility of combining one aspect of some promotion/display with another aspect of some other display/promotion to produce a new third approach.

It can embrace bringing the techniques and strategies from another area or industry into the melting pot of deliberations. For example, a travel business may draw on the examples and thinking employed by the hospitality industry; the hospitality industry may draw on experiences in the retail industry.

Lateral thinking may mean a business takes its usual focus away from highlighting price and begins to concentrate its efforts on taste, value-for-money, uniqueness, product or brand status, ease of use, no wastage and/or environmental concerns.

Product association

Many products lend themselves to association with other products.

Displays of food present an opportunity to promote beverages, stands promoting entertainment at a venue provide association opportunities with accommodation and dining and a tour package display allows ready association with travel insurance, car hire and side trips.

This can extend the potential for displays but be careful not to confuse the displays or make them 'too busy'.

You may also involve suppliers and/or manufacturers to engage in joint advertising/displays.

More information on creative thinking

Visit the following websites:

- <http://www.virtualsalt.com/crebook2.htm>
- <http://members.optusnet.com.au/charles57/Creative/Techniques/>
- http://www.winstonbrill.com/bril001/html/article_index/articles/1-50/article6_body.html



2.3 Prepare display plan

Introduction



A standard requirement for all display stands is the development of a display plan.

This section discusses situational factors impacting the display plan, explains the content and role of the display plan, looks at the impact of individual displays on the development of specific display plans, looks at creativity, highlights the importance of 'the first precious seconds', and considers display placement and the use of props.

Situational factors

The information obtained in the steps already described (that is, identifying the objectives, ascertaining the operational information that applies and obtaining feedback and input from relevant people) will provide the essential detail required to plan a display stand to meet the needs of the target audience or market.

Knowing what you want to achieve, who the audience is (in terms of demographic profile, and/or other descriptors), where the display will be located, when it is required to 'operate', and what the budget is, all contribute to providing the necessary direction for the display plan.

The nature of the display can itself sometimes dictate what will be done (as in displays which feature a tasting of wine or food, a practical demonstration of an item or a lecture or screening of a travel documentary with commentary).

There may also be occasions when the physical location (such as a designated stand in an exhibition) will dictate plans and what needs to be done.

In such cases you may be limited by:

- Available space as determined by the physical size of the site you have been allocated
- Physical facilities in the area such as:
 - Walls
 - Entrances and exits
 - Pillars
 - Windows
 - Location of public toilets and other facilities
- Expected pedestrian traffic – see below, this section
- Location, availability and connections to:
 - Electricity and gas
 - Water
 - Waste.

Display plans

Plans are essential to any display. The more important the display (and/or the more money being spent), the more planning that is usually done

Some plans will be brief bordering on non-existent (especially where the display is a relatively small, in-house one that is repetitive in nature), while others are more detailed, verging on obsessive (especially where the display is off-site, and there is a lot hinging on its success).

Known as a 'display plan', this paper-based plan may include the following elements:

- Details, description and explanation of the theme of the display stand
- Rationale for the theme. This involves explaining why the theme has been chosen and, if appropriate, how it fits with other promotions/advertising
- Graphic representation of the intended display stand. This is a sketch or drawing showing materials (furniture, stands, signs, props) to be used, which may also include dimensions of items where space/weight (such as when items have to be suspended or used on a stage) is a factor.



Dimensions and weight of items to be used may also be an issue where items have to be transported to a display stand site

- A list of required resources to build, dress and operate the display stand
- Cost of the proposal. This must include *all* costs:
 - Planning and development costs including time
 - Building and creation costs of the display stand
 - Operating or running costs for the display stand, including staffing and backfilling costs
 - Ancillary or support costs associated in any way with the project
- An indication of colour, décor and overall presentation
- Other relevant issues specific to the project which may address:
 - Market research findings
 - Input or feedback from key stakeholders
 - Risk management
 - Joint-venture partnerships.

Why use a display plan?

The importance and intention of this plan is to provide a blueprint for construction of the display and to demonstrate that the display will achieve the desired results.

An important aspect to consider when preparing the display plan is 'pedestrian traffic' both in terms of:

- The direction it will be coming from
- The projected volume.

Displays must be constructed to maximise visitor interaction so an appreciation of pedestrian traffic potential is vital.

The above factors will also help to determine the staffing requirements for the display.

Certainly many displays will be required to function effectively totally unstaffed, but there will be many situations where personnel will be required to maximise the impact of the project.

Again, an understanding of the potential number of 'hits' the display can expect is important as it has implications, too, for the size of the display and its layout.

The display plan is also useful in that as it is created, a list of necessary resources can be produced at the same time.

As the project develops, the list grows to provide a comprehensive outline of materials, and resources needed.

Naturally, this list is extremely useful in calculating the cost of the project and in determining whether or not a concept can progress through to finished stage.

Many concepts fail to see the light of day as their list of resources balloons, and the cost becomes prohibitive.

The impact of individual displays on display plan development

Some displays may require demonstrations, presentations (verbal and/or visual, individual and/or group) and/or the screening of a video. Display plans will be the initial vehicle in determining where the physical resources will actually be positioned, and in judging whether or not the concept is doable.

Production of a display plan forces you to face many hard facts and come to grips with basic realities such as:

- Where will the chairs go if you want customers to sit and watch a video or demonstration?
- How many chairs can you fit in? Is that enough?
- What size stage can be used?
- Will everyone get a clear view of the screen or demonstration?
- Is there enough bench space to stage this demonstration?
- Will overhead mirrors be effective in this situation?



Freehand sketches (on graph paper using modularised templates for items such as tables, chairs, benches, stands) can be used to diagrammatically represent the proposal, or computer-aided design software can be applied.

In some cases, you may be required to submit your display plan to management for their approval (and perhaps even to the accounts department for their approval for funding).

Important, too, at this early stage is identification of resources that will have to be bought in from outside suppliers. There are many businesses which support visual merchandising, and lots of different custom-made materials available for purchase.

While these organisations appreciate the short lead times which often apply, and which they do their best to accommodate, the more notice you can give them, the better the final product is likely to be.

On some occasions – due to pressure applied by management or others – you may be tempted to skip the development of a display plan: **you are advised not to succumb to this temptation** under any circumstances.

Many costly mistakes (and much embarrassment) have been avoided by simply taking a bit of time to think through what was originally regarded as a brilliant idea.

With the benefit of thought and consideration, problems have been spotted during the planning phase and the creation of a display plan which would have destroyed the concept if it had been put into practice.

Remember the old adage: 'If you fail to plan, you plan to fail'!

Creativity



When creating a display you will be required to make *creative* use of available materials and supplies.

Initially, it is recommended you do not try to become *too* creative: take time to look and learn from the displays already in place and those which are currently being put together by others in your workplace or elsewhere in your local area.

In the first instance it is wise to continue with the *established tradition* rather than to introduce an alternative approach which could be seen as too radical, inappropriate and/or unacceptable.

As mentioned elsewhere in these notes, it is also useful to compile your own portfolio (which can simply be a scrapbook or a manila folder) of displays/ stands done by other establishments, including articles and photographs seen in the print media.

Advertising material and magazines are two excellent sources for material for your portfolio.

This portfolio can provide you with ideas others have found to be effective, and it can frequently be a source of inspiration when the creative ideas are drying up.

Sometimes you can copy what others have done, but mostly you should look to modify what is in your file to suit your own requirements. Many effective display ideas are really 'variations on a theme'.

The first precious seconds

As the creator of a display you must realise you have only a limited amount of time to grab the customer's attention. There are literally *only seconds* available to you to attract that attention, hold it and feed it to get them interested enough to take the next step of moving to the display.

The importance of sending a clear, distinct and unambiguous message cannot be overstated, and is worthy of repetition. This statement links very strongly back to the earlier point about being very clear about what your objectives are for the display stand.

Inherent in all this must be the realisation that confusing the customer with too much for them to look at can, and very often is, a fatal mistake. It is a mistake made with the best of intentions, but nonetheless an error which can swiftly kill a display.

Bear in mind people today are busier than ever, and the whole world is in a rush.

This means customers do not have the time to stand and 'waste time' working out exactly what is being promoted at a display stand.

Keeping it simple is an excellent method of ensuring the message gets across **at first glance**.

Placement of the display

In many cases the physical location of the display stand will be dictated by the venue to be used.

Even where displays are erected in an off-site venue, your site is usually dictated by event organisers, or by an area bought 'off the site plan'.

Exposure is the prime requirement. The display must be highly visual, high profile and easily seen. Many believe the three main requirements for a successful display stand are 'location, location, location!'

This also explains why some stands/booths at shows are more expensive than others.

Size is not necessarily the key – although with all other things being equal a bigger display should be more effective than a smaller one – but 'placement is paramount'.

In the situations where you do have some room to make decisions about placement, ask yourself the following questions:

Is the display going to create maximum impact in the position you have chosen?

If the answer is 'No', then you should reconsider things and try to relocate to a position with more impact.

This may mean obtaining permission from a manager to do this, and may often involve swapping places with something else (stock, traffic route, or another display).

Can the display be viewed from both sides?

This is not always possible since we are often allocated space which is convenient for other people, such as against a wall, up against a cool room, against equipment or stock. However, it is normally preferable.

Having said this, though, attention must be paid to the direction the traffic flow will take through and around the display.

A display should face the direction the main traffic flow of targeted customers will take (as they walk in the door entrance and move through the area).

Do I have enough stock to support a display?

Stock can be expensive to purchase and many organisations will be loath to tie money up in stock for a display.

Options to overcome this include:

- Coming to an arrangement with suppliers for them to contribute stock on, for example, a 'sale or return' basis
- Using dummy cartons – normally available from suppliers through their merchandising department or contractor – to help bulk up the display and give the impression there is more stock in the display than there actually is.



Is the overhead lighting adequate for the chosen placement location?

Given you are striving for high visibility and high profile, it is important the display is well lit as this by itself helps to add focus to the display and draw attention to it.

Where the existing overhead lighting is insufficient:

- Introduce additional lighting where possible and safe to do so. This can involve spotlights, up lights or additional down lights
- Relocate the display, if possible, to a better-lit section.

Is the display stand near a high traffic flow area?

In most cases, your display stand needs to be in or near a high traffic flow area in order to maximise exposure and impact.

This is not always possible, in-house, and if a high traffic flow location cannot be allocated, the display may need to be re-thought and, perhaps, not even done at all.

There is nothing more frustrating than spending the time, trouble and effort in creating a display that no-one looks at.

High traffic areas will be:

- Near doors and entrance ways
- Near service counters
- Near cash registers
- In established walkways, for example, between the door and the service counter or between the entrance door off the street and the elevators
- Near toilets
- Near telephones
- Near points where customers place their orders and/or make payments.

When creating a display it can be useful to bear in mind that the majority of people tend to be lazy and will not go out of their way to view a display. When you think about it, why should they?

Even when you give them what you believe is a great reason to do so, they will frequently take the line of least resistance, the easiest path and stick to a traditional pattern ... and not look at your display stand. Your display stand must be so engaging, inviting, interesting and attractive they cannot resist engaging with it.

Is there a need for a smaller back-up display on the sales counter?

In some cases it may be necessary to erect a primary display (perhaps staffed by personnel who can provide verbal information, explain deals, demonstrate products, show videos, invite passers-by to 'come and look'), and also to prepare a *secondary* display at the counter, or in the sales area proper.

This display serves to reinforce previous messages, and focuses the customer's mind on their buying decision.

Display props – ‘Look at me! Look at me!’

Display props are usually the first point of visual contact for most customers, before they read any signage or brochures.

Props can be defined as anything except actual samples of stock used to draw attention to, and supplement, the display stand. Any items that are used to support and enhance the display, and/or to create interest can be regarded as props.

The props you choose must send an *immediate message* to the customer ‘Look at me! Look at me!’



This is a vital initial impression and should reflect the true nature of the product or service.

That is to say, it is not sufficient to grab the customers' attention with something that has nothing to do with what is being advertised or promoted.

The product must always be ‘the hero with integrity’

There is a saying in visual merchandising ‘the product must always be *the hero with integrity*’.

This means the image and reputation of the product or service being displayed must not be sullied by the devices used to display it.

The idea is to *complement and balance* the product, not to *dominate* it or to *detract from* it in any way.

For example, if you were to create a display to promote a Club Med-type resort you would choose props such as a sarong, cocktail glass with cocktail umbrella in it, sunglasses, deck chair, sunscreen, beach towels, sand, surfboards, and a bikini. The intent would be to suggest the ‘sun, surf and party’ message to young prospects.

The selection of props thus relies heavily on the objective for the project. This underlines the need for you to have a very good grasp on what is expected before you start planning and creating the actual display.

By contrast, if you were being asked to promote a beachside golf club you may well choose different props. In this case, you may elect to use books on a chair, sun hats, golf buggies, golf clubs, a deck of playing cards, crossword books, a game of Scrabble and a beach umbrella.

The point is that the target market for the golf club and the resort are quite different and the props must reflect (and ‘speak to’) this difference in target markets.

When creating a display stand there is also a need to pay attention to the *quality* of the props and their cleanliness. Whatever is used must be presentable and in accord with the other elements (especially the integrity of the product and the image or reputation of the business).

This means you need to guard against managers or others who attempt to get you to use sub-standard props on displays.

A poor standard prop detracts from the display and adversely affects the image you are trying to create in order to promote the product.

Do not fall for the trap of believing a sub-standard prop will suffice. Many excellent displays have been rendered ineffective simply by virtue of using poor props which turn people off or otherwise compromise the overall impression being created.

Part of your job should be a constant search for suitable props which can be used in the future. Where they are identified, they should be stored in a dedicated props storeroom, ready for use as required. Having to buy or hire suitable props adds immense expense to displays, and also limits your personal creativity.

Remember to contact suppliers and other support industries to see what they can both give or lend to you. Many brilliant displays have been created using equipment, stock, and other items which are lent free-of-charge from other businesses. These may be used on your display stand with a card, for example, stating 'Items used on this display are from XYZ company' including their contact details.

Additional information

Visit the following websites to see some of the materials and services available from various display stand suppliers and support organisations:

- <http://www.displaysense.co.uk/>
- <http://www.showfront.com.au/>
- <http://www.retailplanners.net.au/>
- <http://crossmark.com.au/in-store-services/merchandising>
- <http://www.visualinspirations.com.au/>



2.4 Source and obtain materials to construct, dress or support the maintenance of the display stand

Introduction

Resources must be obtained to support all display stands.

This section presents several important points to note when acquiring resources for display stands and identifies possible sources from which these items may be obtained.

Points to consider

When acquiring materials to construct, dress or support the maintenance of display stands:

- Make sure the resources selected and used are:
 - Of good quality
 - Support the focus of the display
 - Provide the necessary integrity and image for the product and your organisation
- Realise you will require resources/materials to assist in three stages in the life of a display stand:
 - The construction stage – where the physical display stand is created
 - The dressing stage – where the display stand is ‘made ready’
 - The operational stage of the display stand – where items are needed to:
 - Replenish items which are used or given away
 - Replace items which have become worn, torn or otherwise unacceptable
- Attention should always be paid to the potential to re-use or re-cycle any resources obtained, especially if they have to be purchased. This helps reduce costs for future display stands and helps create a growing pool of physical resources for future display stands
- Never be afraid to ask others to contribute. Many are willing to help but they often will not *offer* but will respond positively if asked. Consider making requests to:
 - Other businesses
 - Suppliers
 - Partners
 - Government agencies
 - Other departments
 - Head office
 - Industry contacts
 - Industry bodies
- Start to source the materials you need immediately. As soon as you identify ‘required resources’ for a display stand you should begin sourcing them.



Where can resources be obtained?

Sources of resources may include:

- Head office
- Suppliers
- Manufacturers
- Support industries
- Other outlets in your organisation
- Other businesses in your local area with whom you can undertake some sort of cross-promotion
- Professional display organisations
- Individual staff members. Many staff have great resources at home they may be prepared to lend you
- Your storeroom. You will be surprised what can be tucked away in backroom storage areas.

The key is to be *proactive* in sourcing material. Never be afraid to pick up the phone and ring people and organisations to ask for help and donations.

If you never ask, the answer is always 'No'.

Websites

The following websites should be of interest and assistance:

- <http://www.slimlinewarehouse.com.au/retail-display-pos-products.html?gclid=CILnsIOW77cCFcYipQodoisAZA>
- <http://www.displaymaster.com.au/>



Work Projects

It is a requirement of this Unit that you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

Note: this Work Project forms the basis for all the other Work Projects in this unit, and flows from Work Project 1.1.

2.1 To meet the requirements of this Work Project you are asked to prepare a written submission which provides evidence you have planned a display stand which was described in Work Project 1.1.

As part of the written submission you must:

- Identify relevant others you liaised with as part of the planning process
- Provide evidence you liaised with relevant others
- Explain how you developed ideas for the display stand
- Describe the ideas to be used as part of the display stand explaining the rationale for their use
- Prepare a display plan for the display stand
- Identify sources of materials required to construct, dress and/or support the operation of the display stand.

Summary

Plan display stand

When planning display stand:

- Liaise and communicate with relevant stakeholders
- Consider using the expertise and experience of external professionals, specialists and consultants
- Include feedback and the opinions and input of others as part of the planning process
- Develop fresh ideas for your display stands using acknowledged idea-generation and creative thinking techniques
- Test ideas for display stands, if time allows
- Prepare a 'project plan'
- Recognise the value and importance of 'the first precious seconds'
- Ensure there is sufficient stock/product to support the display stand
- Identify appropriate display props and materials
- Make sure the product is 'the hero with integrity'
- Acquire quality materials to prepare and dress the display stand.

Element 3:

Create display stand

3.1 Construct the display stand

Introduction

When all necessary planning has been completed and necessary authorisations have been obtained, the next step is to construct the required display stand.

This section discusses basic requirements relating to the creation of all display stands, looks at the use of display equipment, and addresses health and safety issues.



Constructing the display stand

Fundamental requirements when constructing a display stand include:

- Prepare a plan. Avoid creating any display stand without a plan
- Always construct the display stand in accordance with the display plan which has been created. If changes have to be made, make sure they are approved as required
- Adhere to the budget. Make sure you do not overspend
- Respect all constraints, restrictions and limitations which apply as there can be legal ramifications, or a range of possible other negative consequences for failing to do so
- Maintain a sense of decency. Let other people be controversial and contentious
- Make sure the product or service being promoted remains the 'hero with integrity'. Never detract from what it is you are promoting
- Strive for high visibility; the display stand has to demand attention
- See the display stand through the eyes of the target market you are trying to attract rather than looking at it through your own eyes or the eyes of the organisation you work for
- Make safety a priority in terms of:
 - Safety of those creating the display stand
 - Staff who will operate the display stand
 - Customers/visitors who interact with the display stand.

Web information

Take the time to read:

<http://www.entrepreneur.com/article/223677> – 7 tips to creating window displays

http://retail.about.com/od/storedesign/a/create_display.htm – Creating attractive displays

<http://www.business.vic.gov.au/tips-and-case-studies/create-a-visually-stunning-display> – 6 tips on creating a stunning shop display

<http://www.smallbusinessbc.ca/starting-a-business/8-tips-create-winning-window-displays> – 8 tips to create winning window displays



Using display equipment correctly

When creating displays common sense apply to the safe use of equipment – manufacturer's instructions, advice and directions from others must all be adhered to. In the majority of cases little or nothing actually exists to guide the use of display items, so common sense coupled with experience are the keys.

Pay special attention to:

Inflation pressures and pressure limits

Where inflatable models, props and visuals are used there will be limits to be observed in relation to inflating these.

Note this is always called 'inflation' and not 'blowing it up'!

Make sure you:

- Identify applicable limits from the manufacturer, user instructions or from the company you hired the item from
- Use a properly calibrated inflation device with a pressure gauge to inflate the item; never rely on guesswork
- Only allow suitable trained staff to work with these items.



Load limits

Many items used when constructing display stands are rated by 'load limit'.

This indicates the maximum weight which an item can safely bear.

Load limits commonly apply to:

- Stages on which people or items/equipment are to stand
- Shelving on which products/goods are to be displayed
- Ladders used by staff to reach high levels
- Hooks and hangers, bolts plugs and fasteners on which, or to which, items are connected or suspended
- Prefabricated display units built by suppliers/manufacturers to your individual specifications
- Vehicles used to transport supplies to and from the display site/location.

Not only is this a genuine safety concern, but overloading these items may cause damage and costly expense to the project.

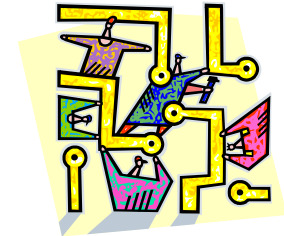
Where an actual load limit is not stated for an item **always** err on the side of caution.

Balance

Certain items may require propping and securing for them to be safe in terms of not toppling over or being in some way unbalanced.

This highlights the need to protect all aspects of the display stand from customers who may lean on them, or accidentally knock them.

Wherever there is any doubt about the security of any balanced item, do not use the item.



Health, safety and welfare considerations

Items of equipment and practices followed by staff used in the creation of the display stand must conform to all applicable health, safety and welfare requirements.

Employer responsibilities

Generic health, safety and welfare obligations are imposed on all employers.

Where you are in charge of staff who are constructing a display stand these may become your personal responsibilities.

They generally include:

- Providing safety training and clear safety rules for all staff involved with constructing or using the display stand
- Encouraging staff involvement with display stand health and safety issues, especially related to risk assessment and all practical, operational issues
- Maintaining an injury register so workplace and display accidents are logged for insurance and monitoring purposes
- Adhering without exception to all legislated, local health, safety and welfare compliance requirements
- Providing information and written instructions in all different languages as appropriate to the language needs of staff
- Providing all necessary safety equipment (known as 'personal protective equipment and clothing (PPE)') to allow staff to perform the required work. PPE may include gloves, masks, ear protectors, goggles, protective clothing and footwear
- Maintaining a safe workplace for employees and monitoring health and safety issues. Equipment and machinery must also be maintained and must conform to safety standards
- Providing well-lit and ventilated places for staff to work in
- First aid must be available to all employees as and when necessary
- Ensure the health, safety and welfare of all customers and visitors to the establishment under common 'duty of care'
- Provide safe access and exit to and from the establishment
- Provide supervision of staff while they are working.

Employee responsibilities

When at work all staff are under generic health, safety and welfare obligations as follows. They are required to:

- Work in a way which ensures their personal safety and the safety of others (including colleagues and/or customers. Staff must accept a level of responsibility for safety
- Use safety equipment ('personal protective equipment and clothing') which is provided to them:
 - In accordance with the manufacturer's instructions
 - When and where required and in a correct manner
- Follow all prescribed legislated health, safety and welfare regulations
- Immediately cease work when it is dangerous to continue for whatever reason
- Report accidents, near-misses, injuries or illness to the appropriate person
- Report any equipment in need of repair and not use any equipment identified as being unsafe
- Not interfere or get in the way of a person who is trying to assist another in need such as when they are trying to provide first aid, or fix a problem or issue
- Cooperate with the employer in their attempts to optimise workplace health, safety and welfare
- Act professionally and responsibly at all times
- Enforce health, safety and welfare requirements on others in the workplace when they notice the requirements are not being complied with
- Inform the employer of any breaches of health, safety and welfare regulations and/or site or organisation-specific requirements
- Ensure a hygienic and safe environment in accordance with the individual's responsibility and authority.

Common causes of workplace accidents

Workplace accidents related to the construction of display stands can occur for a number of reasons:

- Untrained staff
- Faulty, incorrect or unstable equipment
- Careless staff who might not be concentrating
- Inappropriate working spaces
- Obstructions and tripping hazards
- Items incorrectly stored
- Horse-play by staff when doing their work.



All accidents, no matter what type or how small, cause further problems, including loss of work time, financial cost, or anxiety or pain to the person or persons directly and/or indirectly involved.

It is the employer's and the employee's responsibility to ensure that accidents within the workplace are reduced to an absolute minimum: the aim is to eliminate them completely.

Remember: all accidents must be promptly reported to the appropriate person so that immediate action can be taken.

Items commonly associated with injury in relation to creating displays

Extra attention and care must be taken when using items which are historically, or obviously, dangerous.

This list includes but is no way limited to:

- Box cutters
- Knives of any sort
- Nail guns
- Staple guns
- Ladders
- Glue guns
- Power tools.



Care must also be exercised when moving or handling display items, especially props or stands.

They are often awkward to move and this alone can cause problems. In addition, they often conceal tips of screws, staples, nails and other nasties that can quickly deliver a severe cut.

Safe lifting

Suitable lifting devices must be used for lifting anything heavy, and team lifts used for other, lighter objects.

Ideally, individual employees should determine their personal safe lifting weight limit using common sense: without doubt, heavier loads increase the risk.

The following two guidelines have emerged for manual handling in terms of safe lifting:

- Do not lift weights over 16 kg
- Use a team lift or mechanical aid for anything over 55 kg.



3.2 Dress the display stand

Introduction

When the display stand has been constructed it will need to be dressed.

This section, which must be read in conjunction with the next two sections relating to applying display techniques and using display materials, discusses essential requirements when dressing a display stand and emphasises the need for simplicity.



Dressing the display stand – a definition

Dressing the display stand refers to the activities involved in decorating and ‘making ready’ the display stand.

This involves the techniques described below as well as:

- Applying display techniques – see [Section 3.3](#)
- Using display materials – see [Section 3.4](#).

Dressing techniques and tips

Attention should be paid to ensure:

- That the dress requirements of the display plan are followed as presented and approved in the display plan
- Any specific requirements at a display stand site are complied with in accordance with applicable regulations outlined in the Terms and Conditions for the event
- All items used in a display must be clean and in good condition. The display really represents the organisation and the product/service so it must be in keeping with all those images and reputations
- Posters are invisibly pinned or double-sided tape is used to secure them. Never use adhesive tape over the *front* of a poster or sign as it looks untidy and unprofessional
- Loose ends of fishing line (‘nylon’) used, for example, to suspend items from overhead are trimmed to improve appearance
- Hats and caps are stuffed with padding to enhance their presentation and give them substance
- T-shirts, if hung or folded into a display, are always ironed first and have thin card inserted into them to help them ‘sit’ better and avoid the saggy look. Options involving T-shirts include:
 - T-shirts may be pinned at the shoulders and suspended by fishing line to the ceiling, keeping the bottom of the T-shirt pinned to the stand
 - Pinning the sleeves of a T-shirt back can create a more appropriate look to the display depending on the space available and the individual ‘look’ required
- All fabric used on the display stand has been neatly trimmed. There must be no frayed ends and no holes

- All fabric has been ironed/pressed before use as creased fabric is not presentable: see [Section 3.4](#) for more information on 'Fabric'

If your display has a back to it (that is, it has a physical board forming the rear of the display) the back of the stand is also dressed so people who approach your stand from the 'wrong' direction can also be targeted.

The dressing in this regard may simply be a suitable poster or some signage, but it will all help to maximise the visual appeal and if you fail to get their attention on the way 'in' you may get them on the way 'out'

- Suitable artefacts are used to support the display stand. Artefacts may be:

- Cultural artefacts

Cultural artefacts can come from any country, thus making them an ideal prop for displays featuring a certain country, or displays focussing on a product (or range of products) from a certain country.

They are little more than normal props but ones with some cultural significance and the ability to be instantly recognised as being from their country of origin.

- Industry artefacts

There are many opportunities to create interest and inexpensive displays using equipment and other items related to your industry or industry sector.

Hotels may use glasses, cutlery, crockery, cooking equipment, uniforms, hotel furniture; travel and tourism operators can use travel bags, tickets, luggage tags, flight schedules, travel posters and sample itineraries.

Once again, support industries may be approached to contribute to these initiatives.

Keep it simple

A standard principle in the dressing of a display stand is to keep things simple.

If you are creating a small display then keep it simple.

Do not crowd or clutter a small display with too much creativity or too many props.

Stick to the basics and accentuate the *product* rather than the setting.

A small display can elegantly and adequately focus on the product without the need for artefacts to draw attention to it, or to focus attention.

In these situations the placement of the product on the stand, and the number of facings is critical. The guidelines in relation to the triangular shape of displays (see next section) and overlapping of products should also be considered.

A larger display presents much more opportunity for you to be creative, to establish some sort of theme or to be more extravagant with the props, décor and layout.

But always remember, the aim of a display is usually to sell product, and so it is important the product is not drowned out by an over-decorated display stand (refer 'objectives' for the display stand).

There is no point in the customers walking away from a display saying 'Wasn't that a great stand – what were they selling?'



3.3 Apply established display techniques

Introduction

The effectiveness of display stands will be enhanced through the use of certain display techniques.

This section identifies proven display techniques based on the 'pyramid effect' which are accepted industry-wide as being effective, highlights the need to keep the display stand 'tight' and presents an overview of several other important display tips.

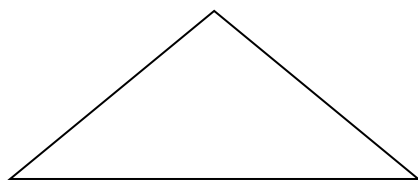
Established display techniques

The basic display format is to create the display in a triangular shape, also known as the 'pyramid effect'.

Three practical applications of this pyramid effect are shown below:

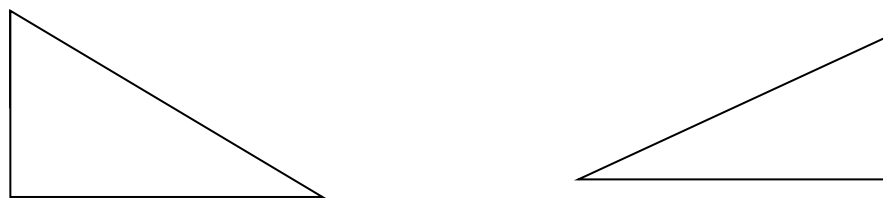
(1) Symmetrical

This is the standard triangular shape with the highest point at the top, centre:



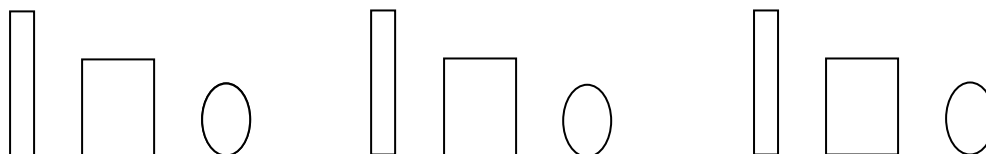
(2) Asymmetrical

This is a 'left to right' or 'right to left triangle':



(3) Repetitious

Where there is identical placement of products, repeated three times:



The above does not mean the display needs to rise to a distinct 'point' as shown in the diagrams. The concept merely represents a sense of 'flow' within the display itself.

To do this, you could create height at the back of the display using different forms – posters, signage, fabric, banners, display props, actual samples of the product being promoted, or associated items.

Then create a lower, more accessible front to the display between chest height and knee height, depending on the size of the stand.

Large displays will have both a chest height component, and a knee high element.

These different levels will contain items of stock for the customers to touch, handle or inspect plus pamphlets and advertising material to support the items being promoted.

Positioning information brochures and signs

When positioning information brochures and signs it is important they are within easy reach for the customers. You need to ensure:

- They are not hidden from view
- They are not buried too deeply within the display
- Brochures are not physically located out of reach
- Placement at eye-level.

Where prices are positioned too low they become too difficult for customers to read, and where they are too high the risk is customers may not notice them.

Most customers, on entering an area will look at eye level (or just above) and then look down directly beneath the sign or the display.

It is your job to lead the customer's eyes to the saleable items and/or the display. This means you should take into account this habit of customers looking up when they enter or arrive.

This means, even where you are compelled to use 'display bins' as part of the display stand which are physically located well below eye level, there should be some signage (such as an arrow) at eye level or above to attract attention and then direct where the eyes should move to.



Keep it tight

The display stand should be created with a view to 'keeping it tight'.

This means the display stand should keep all the items on the display 'close together', even overlapping.

Where a display stand has items which are positioned too far apart, the display will look disjointed due to the distances between items.

If this is likely to be the case you should reconsider your initial thoughts and perhaps go for a smaller display: bigger is not necessarily better.

Any display which looks disjointed and tired (and has run out of stock because it looks somewhat 'empty') will definitely lose its visual impact.

By contrast, displays which are too tight, that is, there is simply too much stock or too many props, will look jammed up, cluttered and 'too busy'.

Such a display looks unprofessional, fails to present the product in the best light, and creates little or no interest with the public.

This situation can often occur where the stand is too small and too much is trying to be displayed.

The predominant problem is that the products get lost in the 'background clutter' of the total display. The customers are unable to readily distinguish what exactly is being promoted.

Customers, generally speaking, do not have the time to 'think through' a display, and identify what is being promoted. They want the main message to be quick and easy to identify and assimilate.

Your message has to be simple.

Not *simplistic*, but easy to 'get'.

Thus, when designing, planning, and especially dressing and loading the display, the idea is to try to strike a happy medium: a balance where there is harmony between the available space and the items on display.

Additional display tips

In addition to what has been identified other tips include:

- Match the display stand to the characteristics of the products or service being displayed. There needs to be resonance between the products and services being promoted and the overall nature of the display stand
- Comply with requirements of the approved display plan. This has already been mentioned several times but it is important and is worth repeating
- Stand back and view the display stand from the customer's perspective when it has been finished. It should appear attractive, interesting, simple, tidy and uncluttered.
If it does not ... change it so it does!
- Ensure product integrity. Make sure nothing has been done to detract from, compromise or de-value the product or service being promoted.



3.4 Use display materials

Introduction

Display materials are a fundamental for all display stands.

This section explains why display materials are used and identifies and discusses the use of a range of popular, effective and inexpensive display materials.



Reasons to use display materials

Most display stands will feature the use of one or more display materials.

Display materials are used for the following reasons:

- They add interest to the display stand
- They add colour
- They can create or extend a theme
- They give variety
- They can attract attention
- They can differentiate one display stand from another
- They can give additional reasons why the customer should visit/view the display stand
- They provide advice and information.

Flags

Flags include pennants, banners and the traditional flag-shape.

They are available in a range of sizes from very small to very large.

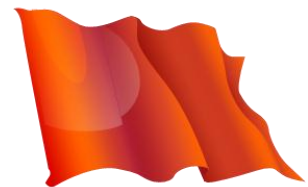
They can be hung from the roof area like bunting or pinned to the rear of a display to provide the backdrop against which the display operates.

They can be used to create an international flavour, or a promotion – food or drinks – specific to a certain country.

Your national flag can be used to promote the local product and to take advantage of any nationalistic sentiments.

Two great benefits of flags are:

- They are usually readily recognisable
- They are reusable.



Boxes

The simple cardboard box can be a very useful and inexpensive display tool.

Boxes can be stacked on top of each other to:

- Create a small display using the boxes/cartons themselves as the focus of the display stand
- Form a basis on which to place the items/products you want to promote.

Using a box/carton as a display unit

The top layer of boxes on the display can be cut open on an angle, keeping the back of the box high, and the front low (thereby utilising the triangular/pyramid concept) to visually present the actual product itself 'in the box'.

Fabric

Fabric is important in displays for the following reasons.

- It is relatively cheap
- If kept cleaned and undamaged it can be reused
- It is available in a limitless range of colours. This means it is able to be used in keeping with any design, theme or concept
- There are many types which can be used – matt and shiny, flat and ribbed
- Fabric helps to cover problems and difficulties with the display stand. For example, fabric will:
 - Readily hide unattractive joins in tables, stands or counters
 - Disguise shabby stands and displays which look tired and worn
 - Cover holes, rips and splinters in surfaces.



On top of all this, it enables many items (product, posters, and signage) to be invisibly pinned (or otherwise attached) to it.

Fabric can also look very effective when used as a backdrop to a display stand whether it is:

- Neatly draped over a rod attached to the ceiling with fishing line
- Invisibly pinned to a screen or pin board
- Wrapped around the front of a display.

Furthermore, fabric can be arranged into folds to assist in creating the background for many displays. This helps also to create a multidimensional surface into which items can be arranged.

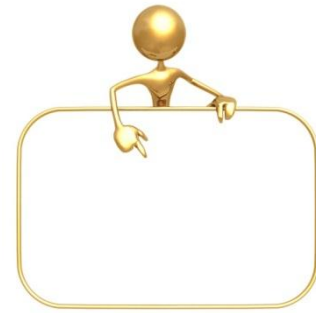
It is important to understand how fabric colours can be used:

- Green fabric can help to create a field, the playing surface of a football pitch or the track at a race course
- Blue fabric can be the sky, a lake or the sea
- The colours of your country's flag have obvious nationalistic characteristics.

Signs

Signs at a display stand will:

- Provide information about the product or service, deal, package or provider
- State the price for the item or deal ('price signs' or 'price tickets')
- Symbols and logos related to the product or service or provider.



Signs can be:

- Produced in-house; drawn free-hand or printed via computer
- Bought in as semi-prepared signs. All you do is add relevant detail you want to include
- Obtained free-of-charge from suppliers and other sources.

Signage may comprise the predominant medium for the display, as is the case with many small displays, or they can be used as a supplementary display tool.

Common traps for those inexperienced with displays are:

- Using too many signs. This can confuse customers and draw attention away from the product
- Using signs which are inappropriate (in terms of their size and wording) for the display. You must bear in mind that signs are unlikely to be read with the same enthusiasm by *customers* as the enthusiasm you put into them when you created them
- To make signs too wordy, too crowded or too busy. The 'keep it simple principle' must apply to all signs on a display stand.

While signs may be reused they can get very tired and dirty looking quite quickly (even those which are laminated) and it can be a good idea to use new signs frequently. Do not risk ruining an exciting, fresh display by using old, tattered and grubby signs.

Also remember:

- Large cardboard signage is usually strong enough to support one or two lightweight props – hats, thongs, T-shirts, balloons, sunglasses (or similar) can be attached using pinholes and fishing line
- When using signs take care to ensure they do not obstruct the customers' view of any prices, or the product/display itself
- Make sure the spelling and grammar is correct. Get the signs proof-read or checked beforehand
- Verify that prices shown are accurate.

Stands for display signs

Stands are available in a wide variety of shapes and sizes.

These are suitable for holding posters, signs, brochures and other promotional materials.

Options include poster frames, hanging frames (for suspending posters from above), wall-mounted, and floor-based free-standing units or frames.

Visit the following to see examples of what is available:

- <http://www.slimlinewarehouse.com.au/poster-stand-displays.html>
- <http://www.expandmedia.com/Default.aspx>
- <http://www.retailmarketing.com.au/shopping/poster-stands/158/1>
- http://vividads.com.au/poster_stands.htm



Pamphlets

These are common display items, and may be:

- Produced in-house
- Produced for a fee by a marketing or merchandising provider
- Contributed free-of-charge by a provider or goods and services.



They can be presented in different ways, such as:

- Pinned at different pages to reveal a variety of photos, text or information
- Displayed in a 'fanned out' way
- Rolled up and tied with ribbon to add interest and look 'valuable'
- Set out in a wave formation
- Inserted into free-standing units
- Handed out to customers by personnel staffing the display stand.

Product samples

Most, but certainly not all displays, will contain some actual product samples.

Taste tasting, coupled perhaps with cooking and drink-mixing demonstrations, are popular methods of applying the concept of using product samples.

It is a truism of merchandising that nothing takes the place of the real thing, but care must be taken to use them in proportion to the size of the display stand lest the overlook becomes cluttered, or conversely appears empty.

Where samples are going to be used, you should contact the supplier and ask for their contribution. They may be willing to:

- Provide personnel to assist with staffing the display stand
- Supply free product or other items
- Contribute ideas for the display stand
- Lend you videos, posters and other materials to supplement the display stand
- Provide product for use as a door prize, raffle, lucky spot prize, or some other event-related competition.

Local produce

Depending on the objective, using local produce to creatively dress a display can be an inexpensive means of cross-promoting another local industry or of running a joint promotional venture.

This style of approach tends to work best in tourist districts where those attending the display can be expected to have an interest in local produce.

Interest levels in relation to food and liquor products of this type are extremely high.

Once again, local suppliers should be contacted with a view to their providing (free or at some heavily subsidised rate) produce for the display.

Web information

Take time to visit (view and read) the following:

- http://en.wikipedia.org/wiki/Fake_food_in_Japan
- http://www.sciencebuddies.org/science-fair-projects/project_display_board.shtml
- <http://www.pdx.edu/university-communications/display-materials>
- http://en.wikipedia.org/wiki/Point_of_sale_display
- http://www.pca.state.mn.us/index.php?option=com_k2&view=item&id=2177
- <http://www.wipeawaypricetickets.com.au/>
- <http://www.retailmarketing.com.au/shopping/sale-signs/1004/1>



3.5 Verify display stand meets identified operational requirements, information and constraints

Introduction

All display stands must meet identified need and comply with applicable limitations.

This section explains how these requirements can be verified.



Ensuring compliance

You can check if your display stand meets all operational, informational and applicable constraints using a combination of the following approaches:

- Liaising with all relevant stakeholders to identify their issues and concerns which need to be complied with
- Obtaining and reading site regulations where a display stand is to be created at an off-site location
- Ensuring you are aware of the objectives and context for the display stand, which provides central focus and direction
- Creating a display plan for the display stand and providing it to management for their approval
- Seeking feedback from others, including:
 - Management
 - Stakeholders
 - Site managers
 - Customers
- Checking eye-lines and lines-of-sight in relation to the physical positioning of products and signs
- Inspecting and analysing the completed display stand:
 - To ensure conformity with the approved display plan
 - In conjunction with site management (for off-site locations) or business management (for workplace locations) to prove compliance with internal and/or external requirements and constraints
 - To verify safety of display stand
 - To confirm the neatness, cleanliness and general appearance and balance of the display stand.

Where any discrepancies, errors or problems are identified as a result of this process, appropriate remedial action should be taken to address the situation.

Work Projects

It is a requirement of this Unit that you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

Note: this Work Project forms the basis for all the other Work Projects in this unit, and flows from Work Project 1.1 and 2.1.

3.1 To meet the requirements of this Work Project you are asked to provide evidence to prove you have created a display stand which was the focus of the display plan prepared for Work Project 2.1

As part of your submission you must supply physical, photographic or other acceptable evidence (as agreed by your teacher) to prove you have:

- Constructed the display stand
- Dressed the display stand
- Applied suitable display techniques to the display stand
- Used relevant display materials on the display stand
- Confirm the display stand meets all requirements and constraints for the display stand.

Summary

Create display stand

When creating display stand:

- Follow the display plan
- Observe all constraints
- Make safety a priority
- Use equipment correctly and safely
- Dress the stand appropriately
- Keep it simple
- Strive for neatness and attractiveness
- Use a form of the 'pyramid effect' when placing items on a display stand
- Locate signs at eye-level
- Keep it tight
- Use a range of display materials appropriate to the products/services being promoted and the objective/s for the project
- Include three-dimensional materials, samples and paper-based materials
- Ensure compliance with relevant requirements and legislation.

Element 4: Use display stand

4.1 Staff the display stand as required

Introduction

Many display stands will require you to provide personnel to staff them.

This section looks at considerations involved in selecting staff for display stands, discusses issues associated with staffing of display stands and presents again constraints which may be imposed in terms of labour for display stands.



Selecting staff for display stands

The unique nature of every display stand

For all display stands it is critical you select:

- The right staff
- Sufficient numbers of staff.

It is vital to understand that every display stand is potentially different so staffing for each display stand must be considered on an individual basis.

Know what you need staff to do

In order to make sure you select the correct staff to work on a display stand you must know exactly what activities they will be expected to undertake.

Section 4.2 details possible work roles of staff at display stands and you must know precisely what is required so you can:

- Match identified roles and responsibilities with the expertise, experience and skill sets of individual staff members
- Determine the numbers of staff required
- Identify the hours and days individuals will be rostered to work on the display stand
- Verify the staffing costs for the display stand aligns with designated labour budget
- Generate and deliver necessary training for individual workers, as and if required.

Issues to consider as part of the selection process

All of the following are important considerations as part of the process of choosing staff to work on a display stand:

- It is imperative all personnel chosen to staff a display stand are suitable for the work which will be allocated to them. You must do research to ensure all staff chosen for roles have the appropriate knowledge and skills for the task they will be given.

This is vital because staff at a display stand are:

- Very much on public view. They need to appreciate that they themselves are as much 'on show' as the products and services they are promoting
- Representing the organisation. Customers/visitors to the display stand will judge the business as much by the appearance and actions of the staff as by the value and attractiveness of the items being promoted



Ways to identify abilities and potential for staff to work effectively on display stands include:

- Watch them at work. Observe their practice, demeanour, attitude, interpersonal skills and body language
- Read their resumes and relevant internal employee files/history and reports. Refresh your memory about what they have done, their work experience and any relevant workplace performance reports
- Conduct trial runs using role plays and simulation exercises to judge the ability and knowledge of people
- Different staff may have to be selected to support different product (or service) types in-line with their levels of expertise and product knowledge.

Staff, for example, who were excellent at staffing a display stand which promoted food and beverages, may not be suitable for a display which is showcasing accommodation, package tour deals or upcoming entertainment or events

- All staff used on display stands **must** have:
 - Excellent personal presentation skills such as personal presentation and grooming, uniform and personal hygiene
 - Outstanding interpersonal skills to cope with the questions, comments, feedback and criticisms which commonly accompany public displays
- Rostering staff to work on a display stand must be done in such a way it:
 - Provides backfilling for staff who are taken from their normal duties and allocated to display stand duties so standard service levels are maintained throughout the business
 - Covers all the hours the display stand is required to be staffed, including personnel to cover the breaks staff are entitled to have
 - The roster provides enough staff to:
 - Cater for the expected volume of trade, visitors and customers
 - Accommodate all identified activities which the display stand will offer or provide

- Strive to grow your pool of staff who are able, and suitable, for use on a variety of display stands.

This can include:

- Multi-skilling staff by training staff with no promotional experience in the skills, knowledge and attitudes required for working on a display stand
- Grooming certain staff for display stand roles by targeting individuals you believe have potential and who may have shown an interest in this area
- Considering 'display stand experience' of applicants when recruiting and selecting new staff
- Providing appropriate reward and recognition for staff to engage with display stands in their everyday working life.



Issues associated with staffing of display stands

It is necessary to pay due care and attention to the following in relation to staffing display stands:

- Staffing of display stands may have implications for the design and creation of some displays/stands.

There can be a need to factor in:

- Physical locations where staff will be located within the display e.g. where will staff sit or stand? Should staff sit, or is it better if they are always standing? (which it usually is)
- Provision of facilities to cater for staff needs such as:
 - Chairs for them to sit on perhaps when they are taking a break, at lunch, or engaged in discussions with potential clients
 - A secure place for holding personal items (bags/handbags, money)
 - Tea and coffee making facilities
 - A mirror for staff to check personal appearance
- Providing training for staff who have been selected to work at the display stand. This may include:
 - Provision to staff of technical knowledge, details and information about the products and services to be promoted
 - Highlighting special deals, packages and offers applicable for the duration of promotion
 - Delivery of relevant skill-based training in terms of topics such as:
 - Selling skills
 - Negotiating skills
 - Role plays and simulations



- Conducting a briefing for all selected staff prior to the display stand and/or on a daily/shift-based basis covering topics such as:
 - Presentation of rationale for the display stand
 - Identification of expected volumes of visitation
 - Explanation of specials and deals
 - Discussion of roster
 - Allocation of roles and responsibilities
 - Explanation of any display stand-specific protocols or changes to normal standard operating procedures (SOPs)
- Checking the personal presentation and appearance of all staff when they attend for duty to work on the display stand.



This is an essential task.

Staff must:

- Be advised in advance their personal presentation and appearance will be checked on arrival for work
- Get used to being 'inspected' prior to being allowed to work on display stands
- Monitoring staff activity while the display stand is operational. This should include:
 - Observing the practice of individual staff as they perform their allocated roles with a view to:
 - Noting staff who could be used on other display stands and who will not be used again
 - Praising and rewarding good work
 - Providing assistance as and if required to staff who need it
 - Supplying extra staff where levels of trade, sales or interest necessitate it
 - Intervening to help as required
 - Capturing feedback for future reference.

Constraints

The following information is duplicated from [Section 1.3](#) which listed constraints which may sometimes apply to display stands in terms of 'human resources':

- Everyone wants to become involved until they get the opportunity and then they can become reluctant about participating
- Lots of staff soon see involvement with a display as being a chore rather than as an enjoyable opportunity they expected it to be
- They are often unreliable. Designated staff may not attend when rostered to support the display stand
- You have to get the right ones for the right display, at the right time, in the right numbers. You can never staff a display stand with just 'anyone'
- They have to be good and present themselves well.

4.2 Provide customer service during display

Introduction

Where display stands need to be staffed there is typically a need for staff to deliver a variety of customer service roles.

This section identifies standard staffing requirements when working on a display stand and discusses the nature of customer service at display stands by presenting examples of roles staff can be expected to provide.



Staffing pre-requisites

Standard requirements for staff working on display stands are that they must:

- Attend training where provided for the promotion, so they know what to do and say
- Participate in the briefing so they know their allocated roles and responsibilities
- Check personal appearance before starting work and maintain it throughout the shift
- Work according to the roster for the promotion to ensure the right staff are present at the right times in the right numbers
- Understand everyone who works on a display stand will always be responsible for multiple roles/tasks. There is never a situation where staff only have one job to do and nothing else.

Everyone who works on a display stand must understand they are expected to do whatever has to be done whenever it needs to be done.

Staff roles

Staff who are assigned to displays/stands can be required to undertake the following generic customer service roles:

- Generate interest in the display stand by action such as:
 - Describing the product or service which is being promoted
 - Listing and explaining the inclusions in the package
 - Highlighting the advantages, bonuses, savings, Unique Selling Points (USPs) and other benefits the package offers the buyer
 - Spruiking to attract attention to the display stand (only used in certain situations such as at events and exhibitions but not in the workplace)
 - Offering samples and giveaways
 - Encouraging people to participate in competitions and/or games associated with the display stand
 - Distributing materials and literature, brochures, pamphlets and information sheets
 - Sourcing products and information for customers in response to identified needs or preferences, or in response to specific requests

- Respond to questions and general and/or specific enquiries asked by:

- Visitors and browsers
- Potential customers
- Known customers

Questions can relate to:

- The product or service being promoted
- The host business
- The local area



- Capture data from visitors/customers. This may take the form of:
 - Making and recording personal observations of designated topics such as:
 - Number of visitors/customers
 - Number and/or type of enquiries
 - Age, nationality and/or gender of customers
 - Handing out and retrieving Feedback (or similar) forms
 - Distributing questionnaires
 - Talking to visitors
 - Recording potential customer details to develop a customer database
- Conduct demonstrations of products and/or services being promoted.

This can include:

- Practical demonstrations of a service – massage, spa, cooking, drink mixing
- Encouraging and supervising customers while they ‘have a go’
- Giving taste tests of food and beverages

- Make sales as a result of the display stand: these may be cash, card or account sales.

Activities involved should include:

- Using appropriate selling techniques such as:
 - Upselling
 - Suggestive selling
 - Value identification
 - Selling the benefits of the item as opposed to selling the features
 - The ABC of sales
 - Being an ‘order maker’ not just an ‘order taker’
- Addressing customer concerns
- Negotiating
- Overcoming buying objections and offering buying solutions
- Closing sales



- Registering sales and processing payment
- Recording customer details
- Wrapping and packaging items
- Take reservations. These are forward bookings for items such as rooms, functions, travel and tours/trips, packages, meals, entertainment and/or ancillary services.

In many cases taking a reservation will necessitate:

- Making an entry on a CRS
- Requesting, accepting and processing a deposit
- Explaining terms
- Issuing documentation such as tickets and receipts
- Maintain the appearance of the area by:
 - Restocking shelves
 - Replenishing the display stand
 - Cleaning in and around the display stand
 - Keeping the display stand neat and tidy
- Monitor customer and visitor activity in relation to:
 - Providing security against tampering or theft
 - Maintaining general safety
 - Protecting products and assets.
- Make arrangements for follow-up service provision (see next section) such as:
 - Obtaining names and address for mail-out of information
 - Capturing names and telephone numbers to make appointments for in-person visits
 - Recording relevant details to enable:
 - Quotations to be forwarded
 - Complaints to be handled.



4.3 Follow-up sales opportunities after initial contact

Introduction

Commonly a display stand will give rise to the need for action to be taken after initial contact has been made with a prospect or customer.

This section differentiates between 'customers' and 'prospects', discusses follow up activities and sales opportunities created by the operation of a display stand.

Customers and prospects

Customers

Customers are those who have already bought something from you.

They may have:

- Bought while at the display stand
- Bought before or after the display stand
- Paid a deposit on a booking.

Prospects

Prospects are those who it is believed may buy from you.

They are commonly people:

- Who have been identified by your staff as having a need which your business is able to fill
- Indicated they are interested in buying from you
- Asked for information about your products and services
- Provided their details so you can contact them
- Made a specific request for information and/or a sales call.

Examples of customers and prospects

Customers and prospects may be:

- Private individuals
- Groups or families
- Businesses and organisations
- Government agencies
- Local, regional, international or overseas.



The importance of following-up with 'prospects'

Following-up with prospects is important for the following reasons:

- They have demonstrated interest in what you are selling
- They are more likely to purchase than non-prospects
- They will be expecting contact because:
 - They have asked for a follow-up call or visit
 - They been advised someone will contact them
- They can be excellent sources of referrals
- They deliver a better return on the investment of time, money and effort compared to cold-calling
- Failing to follow-up as promised will have a negative impact on the reputation of the business in the eyes of the prospect.



Possible organisational orientations to follow-up activities

When advised of a prospect you may be required to undertake a number of activities depending on.

- Organisational policies and procedures. Different companies deal with prospects or follow-up contacts in different ways.

For example:

- There may be a time by which contact must be made such as 'Within 24 hours'
- There may be requirements about the method of contact:
 - 'As requested by the prospect'
 - 'First contact must be by telephone. Where possible' (Not by email or personal visit)
- Certain items may be required to be included whenever a mail-out is sent (such as a voucher, business card, item of merchandise, schedule, price list, menu, promotional DVD)
- Follow-up may be limited to contact from nominated staff, for example, from:
 - Specific departments
 - Identified positions
- Information provided about the prospect, for example:
 - You may be asked for something very specific:
 - Send a quotation for a specified thing
 - Forward certain information on a given topic
 - You may just be given a name and number and asked to call
 - You may be given a name and address and asked to visit.



Follow-up activities

Activities you may be required to engage in when following up after an initial contact at a display stand can include:

- Telephoning the person or business to:
 - Make an appointment for a personal visit
 - Provide verbal information
 - Clarify an issue raised at the display stand or obtain more detail so a suitable response can be provided
- Making personal visits on persons, groups or businesses to:
 - Meet with people to identify and discuss their needs
 - Provide information
 - Negotiate a deal
 - Make a presentation. A telephone call should be made first to organise:
 - Date and time
 - Venue
 - Topics to be covered, information required or reason for the meeting
 - Numbers attending
- E-mailing information. This is often *not* approved by businesses as the first or the only contact option unless it has been specifically requested by the person (because it may be misinterpreted as being too impersonal, impolite and/or disrespectful).



E-mailing will often feature:

- E-mailing will often feature:
 - A covering e-mail
 - Attachments as appropriate to the nature of the request, question or contact
 - Reference to the company website and/or other relevant web pages
 - An offer for the person to ask for more information and/or a telephone call or personal visit
- Forwarding materials and information as:
 - Requested
 - Appropriate to the nature of the query or contact.

Most materials and information are sent via standard mail.

Alternatives include:

- Alternatives include:
 - Courier
 - Hand-delivery as part of a personal visit (which will have been arranged by telephone, in advance)
 - E-mail if discussed and approved by the person via a telephone call

- Adding customer details to nominated internal CRM/CMS systems or internal database. Details may include:
 - Name of business/organisation
 - Type/classification of business/organisation
 - Name of contact person
 - Contact details:
 - Landline telephone
 - Cell phone
 - Address
 - E-mail
 - Type/classification of identified or possible interest (products and/or services)
 - Preferred contact times
 - Details of previous contact with this person or business
 - Name of person who secured the 'first contact' details
- Liaising with colleagues, suppliers and others, as required to:
 - Advise them about new or updated information about a customer or prospect such as:
 - Changed contact details
 - Different requirements
 - Buying constraints – time-related, budget, types and brands of product
 - Update them regarding progress of sales discussions, negotiations, objections, other offers being made by other businesses, bookings made, deposits paid
- Inviting the prospect to your workplace to, for example:
 - Meet with management
 - Discuss their requirements
 - View/inspect your facilities; experience a 'fam tour' (familiarisation tour)
 - Sample the products and services.



Work Projects

It is a requirement of this Unit that you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

Note: this Work Project forms the basis for the remaining Work Project in this unit, and flows from Work Project 1.1, 2.1 and 3.1.

4.1 To meet the requirements of this Work Project you are asked to provide evidence to prove you have operated/used the display stand which was the focus of construction in Work Project 3.1

As part of your submission you must supply physical, photographic or other acceptable evidence (as agreed by your teacher) to prove you have:

- Staffed the display stand in such a way that matches the identified objectives for the display stand
- Provided necessary customer service and other necessary roles as required by the objectives for the display stand, its context and the products or services promoted on the display stand.

Summary

Use display stand

When using display stand:

- Select suitable staff
- Select sufficient staff
- Prepare a roster for staffing the display stand
- Identify all the activities staff are required to undertake when working on a display stand
- Provide training to staff
- Conduct a staff briefing before each display stand
- Allocate roles and responsibilities to individuals who will staff a display stand
- Grow and groom staff to work on display stands
- Be aware of the need to backfill staff who work on display stands
- Capture details of people who show interest in the display stand or who have specific needs which need to be followed-up
- Follow-up on all contacts and sales opportunities generated by the display stand
- Observe all organisational protocols when following-up with customers and prospects.

Element 5:

Maintain display stand

5.1 Keep display stand clean and tidy

Introduction

An essential part of maintaining a display stand is keeping it clean and tidy.

This section explains the importance of maintaining the appearance of the display stand and describes the required elements.



The importance of appearance

Keeping a display stand 'looking good' is important for the following reasons:

- The way the display stand looks reflects the business it represents and you must create a positive image and impression
- People judge the business (*and the products and services it sells*) by the way the display stand looks, so if they do not like the way the stand looks they will be disinclined to make a purchase
- To attract people to the display stand. Customers will not want to engage with, or be seen at a display stand that looks unattractive
- To best achieve the objectives for the display stand. A dirty, untidy and unattractive display stand will dramatically negatively influence the impact of a display stand
- Comply with internal and/or external requirements relating to the appearance of the display stand
- Meet the opposition. Your competitors will be keeping *their* display stand clean and tidy
- For personal satisfaction. You do not want to be associated with a display stand which looks sub-standard.

General appearance requirements

When a display has been prepared and put in place, there is an ongoing need to monitor it and ensure it is kept:

- Clean – see below
- Tidy – see below
- Stocked – see next section.

Clean and tidy

Your stand display must be seen as part of an extension to your organisation and as such must reflect the level of cleanliness and tidiness to be found anywhere in the business.

This means attention must be paid to ensure:

- Rubbish is removed. This includes:
 - Rubbish generated by customers or visitors to the display stand such as dropped litter or packaging they discard of items they have bought
 - Rubbish generated by you as you operate the display stand and, for example, replenish stock, conduct demonstrations and undertake a variety of workplace tasks
- Cleaning and dusting is undertaken regularly which must include:
 - Cleaning at the start of each day
 - Scheduled cleaning at regular intervals or nominated times
 - Spot cleaning as required
- Items are relocated or adjusted as needed. Basically, things are put back in their right place after:
 - Customers have handled products
 - Stock has been used or sold
- Unsightly items are removed or replaced such as:
 - Stock which has been damaged through handling
 - Spillages are cleaned up
 - Packaging of products are cleaned as necessary to retain appearance
- The display stand itself must be cleaned with attention to:
 - Shelving
 - Protective glass
 - Fronts
 - Props
- Signage must be replaced – when it becomes:
 - Grubby and dirty
 - 'Tired'
 - Out of date due to, for example, changes in the products being displayed or the deals being offered
- Personal appearance of staff. Always pay attention to:
 - Grooming
 - Uniform
 - Personal hygiene.



5.2 Replenish products and materials as necessary

Introduction

Throughout the life of a display stand there can be a need to replenish products and materials.

This section discusses requirements in this regard and emphasises the potential need for stock rotation and changing price tickets, as necessary.

Replacing products and materials

Products and materials

'Products' refers to any items of stock which are included on the display stand for:

- Sale or purchase
- Examination – for customers to pick up, handle and look at
- Use – in demonstrations or as giveaways.

'Materials' refers to any items used to:

- Advertise products and services – including notifying prices
- Provide information about products and services
- Promote the business.

Need to replace products and materials

On-going attention must be paid to products and materials included in a display stand to:

- Replace stock:
 - Taken or bought by customers
 - If it becomes damaged or anything occurs to detract from its appearance
 - Which is stolen
 - Which has been dropped on the floor
 - Which has been removed for any reason such as:
 - For use in a demonstration
 - Because it is dirty or damaged
 - Been given away as a 'free gift'
- Replace promotional materials as:
 - They are taken by, or given to, customers
 - As different products and services are being promoted through the life of the display stand
 - Prices alter from time to time during an exhibition.



Primary requirements

It is vital all display stands attain and retain two primary requirements:

- Retain their visual properties as described in the display plan
- Look 'full' to give the impression the display stand has plenty of stock to service customer needs.

Stock rotation and price changes

Some displays are constructed so different products or services are promoted during the life of the display.

This may mean products and services are changed as they run out, according to a pre-set timeframe, or in line with session or meal times.

Activities in this case include:

- Removing the 'old stock' from the display stand to 'back-of-house' locations/store areas for storage for later use
- Setting up the new or replacement products or displays. This can be done following the same design as for the previous items, or the display plan can indicate a whole 'new look' for each product, even though the physical parameters of the display stand (size, type) stays the same
- Replacing signage to ensure the new signage relates to the new products. Signs usually stay in the same position as the previous ones but must relate to the new products and services
- Changing prices. This is aligned to changing signage and may mean altering just display signs (as opposed to other signage across the display stand) such as shelf talkers, but may include the need to reprice items on the display (by using, say, a pricing gun or marker to reflect a price reduction in line with the advertised *special deal* the display stand is promoting and offering
- Doing a quick clean-up of the display at the same time the 'other' changes are made. This may be just a quick spot cleaning (as and where required) which should include checking the new stock for cleanliness *and* cleaning the display stand itself
- Removing excess packaging. This means getting rid of cartons and boxes, shrink wrap, ties and wrapping that accompany displaying the new stock. Attention may be paid to storing these cartons safely for use after the display has finished to repack stock.

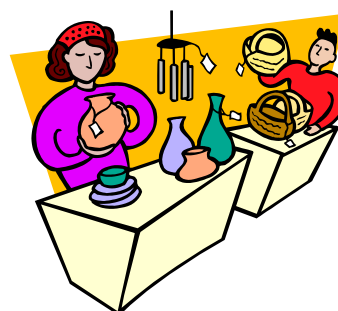


5.3 Review and alter display stand as required

Introduction

Throughout the life of the display there may be a need to make changes to the display stand.

This section identifies why changes may need to be made to a display stand, gives examples of possible changes and discusses the need to monitor display stands both during their operational life and at the end of a promotion.



Why might major changes or alterations be necessary?

It is rare for any display stand to be a 'set and forget' affair.

Changes have to be made to the majority of display stands regardless of how much planning and preparation has been undertaken.

These changes are usually relatively minor in nature.

They may be required due to:

- Unexpected problems. This is the main reason alterations need to be made and may include:
 - Safety issues which arise. Despite the best of planning there can often be situations giving rise to safety concerns
 - Lack of room for customers to interact with the display stand. On the basis of actual experience, you may identify bottlenecks and jostling are causing unacceptable problems
 - Security issues such as proof products are being stolen
 - Lack of accessibility. Customers are unable to access products on display
- Feedback. Customers are telling you something needs to be changed, and these comments are consistent and numerous
- Personal observation. You have monitored the display stand and now believe (again despite all the planning) something should change or could be done better or more effectively
- Accidents. Wherever you are unfortunate enough to have an accident at the display stand (whether injury occurs, or not), this signals an absolute need for remedial action to be taken
- Outstanding effectiveness and success of the display stand. Where a display stand brings you excellent results there can often be a decision to continue or extend it.



This can mean using the same display stand (concept) without taking it down to promote extra products/services.

The momentum a great display stand can generate may well serve to successfully promote allied or other products.

Minor changes to the display

In some cases, the physical display stand may stay the same but minor changes can include:

- Changing signage to create 'something different'
- Changing products
- Changing props
- Changing lighting
- Changing layouts
- Changing video presentations



- Changing display styles. This means, for example, a static display *today*, can become an active display *tomorrow* by virtue of having staff at the stand providing:
 - Advice and information
 - Tasting and sampling
 - Demonstrations
 - Soliciting feedback and comments.

Any changes must always comply with the initial display concept, the display plan, budget, applicable constraints and reflect the image the business wishes to project.

Display stand monitoring and review

It is a good standard operating procedure to monitor and review nearly every task you undertake, and the creation and operation of display stands is no different.

The essential point, however, in undertaking this monitoring and these reviews is you **must** be prepared to take action where there is a need to do so.

If you are not prepared to act on your monitoring and review activities do not bother doing them.

Monitoring and reviewing during the display

Throughout the life of the display you should monitor and review the following, and use the results to serve as the basis for appropriate action as deemed necessary:

- Stock levels. Is there enough stock?
- Condition of display including stock, signs, props. It must remain looking fresh, 'just done' and attractive
- Security. Are things still secure?
- Safety. Ensure the display poses no physical hazards or risks
- Negative customer feedback. Has the display, despite all the testing and effort been a failure, disaster or a public relations nightmare?
- Positive customer reactions. There may be something you can learn from *this* display stand to use in *others*
- Customer visitation. Are the customers approaching the display from the direction you envisaged? Is the display engaging them in the way you predicted and designed for? Are the customers spending time interacting with the display?

Reviewing after the display

Your review may be a fairly limited affair looking strictly at the display stand itself or it can be quite wide-ranging and consider things such as:

- Sales results. Where the objective of the display stand was to generate sales, did the actual sales results meet the identified objective?
- Budgets. How much did the display stand actually cost?
- Staff involvement. Who was involved and how effective or committed were they?
- Management support. What was the extent of practical support from management in terms of issues such as providing funding, resources, time?

- Input from others. How ready were other staff (or other organisations or partners) to assist in developing ideas, assisting in construction, staffing the display?
- An analysis of the decision-making processes leading up to the final, finished product. Were the right people involved? Were the right decisions made? What data was used as the basis for decision making?

The idea of these reviews is:

- Not to make them 'witch hunts' or to allocate blame where something may have gone wrong
- To identify lessons learned for use into the future.

The objectives are to:

- Identify what went well so you can:
 - Repeat this action next time
 - Integrate these points into other display stands for other promotions
 - Tell your partners, other departments or Head Office about them so they, too, may benefit from what you have learned
- Identify what did not go well so you:
 - Can learn from your mistakes
 - Can learn from the experience
 - Do not repeat the same mistake next time
 - Do things differently next time.



Work Projects

It is a requirement of this Unit that you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

Note: this Work Project flows from Work Project 1.1, 2.1, 3.1 and 4.1.

5.1 To meet the requirements of this Work Project you are asked to provide evidence to prove you have maintained the display stand which was operated/used as the focus for Work Project 3.1

As part of your submission you must supply physical, photographic or other acceptable evidence (as agreed by your teacher) to prove you have:

- Kept the display stand in a clean and tidy condition during its operation
 - Replenished products/stock
 - Replaced promotional materials, information, signage and other literature as and if required
 - Monitored the display stand during its life/operation
 - Responded promptly and positively to identified issues arising
 - Reviewed the operation of the display stand at the end of the period.
-

Summary

Maintain display stand

When maintaining display stand:

- Appreciate the importance of 'appearance' of display stands
- Keep display stands clean and tidy
- Pay attention to signage and replace or update where necessary/as required
- Replenish products as required
- Replace materials as they are depleted, used or taken
- Rotate stock
- Check the display stand on a regular basis
- Make changes to display stands on the basis of ongoing monitoring, observation and feedback
- Spot clean as required
- Review the display stand during and after the project to identify lessons learned.

Presentation of written work

1. Introduction

It is important for students to present carefully prepared written work. Written presentation in industry must be professional in appearance and accurate in content. If students develop good writing skills whilst studying, they are able to easily transfer those skills to the workplace.

2. Style



Students should write in a style that is simple and concise. Short sentences and paragraphs are easier to read and understand. It helps to write a plan and at least one draft of the written work so that the final product will be well organised. The points presented will then follow a logical sequence and be relevant. Students should frequently refer to the question asked, to keep 'on track'. Teachers recognise and are critical of work that does not answer the question, or is 'padded' with irrelevant material. In summary, remember to:

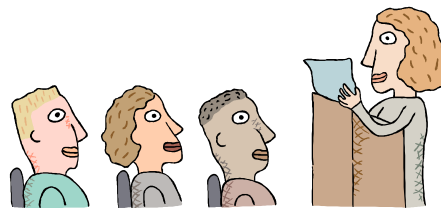
- Plan ahead
- Be clear and concise
- Answer the question
- Proofread the final draft.

3. Presenting Written Work

Types of written work

Students may be asked to write:

- Short and long reports
- Essays
- Records of interviews
- Questionnaires
- Business letters
- Resumes.



Format

All written work should be presented on A4 paper, single-sided with a left-hand margin. If work is word-processed, one-and-a-half or double spacing should be used. Handwritten work must be legible and should also be well spaced to allow for ease of reading. New paragraphs should not be indented but should be separated by a space. Pages must be numbered. If headings are also to be numbered, students should use a logical and sequential system of numbering.

Cover Sheet

All written work should be submitted with a cover sheet stapled to the front that contains:

- The student's name and student number
- The name of the class/unit
- The due date of the work
- The title of the work
- The teacher's name
- A signed declaration that the work does not involve plagiarism.

Keeping a Copy

Students must keep a copy of the written work in case it is lost. This rarely happens but it can be disastrous if a copy has not been kept.

Inclusive language

This means language that includes every section of the population. For instance, if a student were to write 'A nurse is responsible for the patients in her care at all times' it would be implying that all nurses are female and would be excluding male nurses.

Examples of appropriate language are shown on the right:

Mankind

Humankind

Barman/maid

Bar attendant

Host/hostess

Host

Waiter/waitress

Waiter or waiting staff

Recommended reading

Note: all Recommended Reading is sourced from 'Trove: National Library of Australia' at <http://trove.nla.gov.au/>.

Bell, Judith A & Ternus, Kate 2012, *Silent selling: best practices and effective strategies in visual merchandising*, 4th ed, Fairchild Books, New York

Diamond, Jay & Diamond, Ellen 2011, *Contemporary visual merchandising and environmental design*, 5th ed, Prentice Hall, Upper Saddle River, NJ

DiNardo, Anne & Hanson, Alicia 2005, *Visual merchandising 4*, ST Media Group; New York : Distributed in the U.S. by Watson-Guption, Cincinnati, Ohio

Fioravanti, Mary & McKenzie, Lorraine & TAFE SA. Tourism Program & South Australia. ESP Production House 2006, *Certificate III in Tourism Operations: Create a promotional display stand. Learning guide*, ESP Production House, Adelaide, S. Australia

Hickman, Alan 2006, *WRRMA Monitor in-store visual merchandising display: Certificate III in Retail Operations WRR30202*, Pearson Education Australia, Frenchs Forest, NSW

Pegler, Martin M 2011, *Visual merchandising and display*, 6th ed, Fairchild Publications, New York

Shepard, Judy 2013, *New trends in visual merchandising intl*, Harper Design; Enfield: Publishers Group UK [distributor], New York

SmallPrint Australia (Firm) 2009, *SITXMPR002A Create a promotional display or stand: trainer/assessor guide*, Version VC1, smallPRINT, [Australia]

Standards Australia (Organization) & Standards New Zealand 2006, *Standalone retail display devices (retail spinners)*, Standards Australia; Wellington [N.Z.]: Standards New Zealand, Sydney, N.S.W

Tucker, Johnny 2004, *Retail desire: design, display and visual merchandising*, RotoVision, Mies

Trainee evaluation sheet

Create promotional display stand

The following statements are about the competency you have just completed.

Please tick the appropriate box	Agree	Don't Know	Do Not Agree	Does Not Apply
There was too much in this competency to cover without rushing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of the competency seemed relevant to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The competency was at the right level for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I got enough help from my trainer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of activities was sufficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The competency allowed me to use my own initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My training was well-organised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My trainer had time to answer my questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I understood how I was going to be assessed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was given enough time to practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My trainer feedback was useful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enough equipment was available and it worked well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The activities were too hard for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The best things about this unit were:

The worst things about this unit were:

The things you should change in this unit are:



Trainee self-assessment checklist

As an indicator to your Trainer/Assessor of your readiness for assessment in this unit please complete the following and hand to your Trainer/Assessor.

Create promotional display stand

		Yes	No*
Element 1: Describe display stand requirements			
1.1	Identify display stand objectives and contexts	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Identify audience	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Identify operational requirements, information and constraints	<input type="checkbox"/>	<input type="checkbox"/>
1.4	Identify resources available to support display stand development and creation	<input type="checkbox"/>	<input type="checkbox"/>
Element 2: Plan display stand			
2.1	Liaise with relevant personnel to establish plan for display stand	<input type="checkbox"/>	<input type="checkbox"/>
2.2	Develop display ideas	<input type="checkbox"/>	<input type="checkbox"/>
2.3	Prepare display plan	<input type="checkbox"/>	<input type="checkbox"/>
2.4	Source and obtain materials to construct, dress or support the maintenance of the display stand	<input type="checkbox"/>	<input type="checkbox"/>
Element 3: Create display stand			
3.1	Construct the display stand	<input type="checkbox"/>	<input type="checkbox"/>
3.2	Dress the display stand	<input type="checkbox"/>	<input type="checkbox"/>
3.3	Apply established display techniques	<input type="checkbox"/>	<input type="checkbox"/>
3.4	Use display materials	<input type="checkbox"/>	<input type="checkbox"/>
3.5	Verify display stand meets identified operational requirements, information and constraints	<input type="checkbox"/>	<input type="checkbox"/>

		Yes	No*
Element 4: Use display stand			
4.1	Staff the display stand as required	<input type="checkbox"/>	<input type="checkbox"/>
4.2	Provide customer service during display	<input type="checkbox"/>	<input type="checkbox"/>
4.3	Follow-up sales opportunities after initial contact	<input type="checkbox"/>	<input type="checkbox"/>
Element 5: Maintain display stand			
5.1	Keep display stand clean and tidy	<input type="checkbox"/>	<input type="checkbox"/>
5.2	Replenish products and materials as necessary	<input type="checkbox"/>	<input type="checkbox"/>
5.3	Review and alter display stand as required	<input type="checkbox"/>	<input type="checkbox"/>

Statement by Trainee:

I believe I am ready to be assessed on the following as indicated above:

Signed: _____

Date: _____

Note:

For all boxes where a **No*** is ticked, please provide details of the extra steps or work you need to do to become ready for assessment.

William
Angliss
Institute

Specialist centre
for foods, tourism
& hospitality



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Aid** 