



CATAPULT

SITXMPR002

Create a promotional display or stand

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit SITXMPR002.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/SITXMPR002/>

Trainer/assessor guide

SITXMPR002

Create a promotional display or stand

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to create a display or stand for promotional purposes. It requires the ability to identify the objectives of the promotion, determine the audience, select all display components and assemble the display or stand.

The unit applies to all industry sectors. Individuals working with some level of independence create displays at promotional events or within their own workplaces. This includes sales and marketing personnel, managers, and owner-operators of small businesses. Displays may be used to promote any product, service, or event; a group of products cooperatively marketed, or even a whole city, region or tourism precinct.

This unit does not cover the skills of a specialist display designer or visual merchandiser.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Make preparations for display or stand.	5
Display or stand objectives.....	5
Obtaining operational information	8
Target audience needs.....	10
Display supplies and transportation	12
Display specialists	14
Check your understanding	15
Topic 2: Create display.....	17
Creating displays.....	17
Display techniques	21
Safely using display equipment	23
Disassembling displays	25
Check your understanding	29
References.....	31
Assessment workbook	33
Unit information.....	35
What is competency-based assessment?.....	36
How will my competency be assessed?.....	37
Assessment agreement.....	38
Foundation skills checklist.....	39
Skills recognition.....	40
Topic 1: Make preparations for display or stand	41
Topic 2: Create display.....	42
Knowledge questions	43
Topic 1: Make preparations for display or stand	44
Topic 2: Create display.....	52
Topic 3: Specific knowledge evidence	62
Performance tasks.....	65
Third party evidence collection agreement	66
Topic 1: Make preparations for display or stand	67
Topic 2: Create display.....	68
Completion record.....	70
Unit mapping and assessment checklist	71
Trainer/ assessor user instructions.....	74

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Make preparations for display or stand
- » Create display

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.
