

TASK 7: PREPARING THE TRADE FAIR

Departments to be involved

All departments

Objective

Students are able to:

Introduction

Exhibition is a medium for virtual companies to meet with their consumers and other companies directly. To attract the consumers, companies compete to each other to provide their best value and service to the visitors, which starts from their stand displays, srVICES and promotional material

Instrument and Material Preparation

Blank paper

Computer/Laptop and internet connection

Activities

No	Activities	Duration
1	VP and department staffs conducts meeting to discuss the exhibition to be participated and perform the following things: <ul style="list-style-type: none"> ▪ Learn the assessment rubric of exhibition stand in VCI portal to note required things for the exhibition. ▪ Learn about the room and facility provided in the exhibition. ▪ Discuss the theme to be displayed in the exhibition stand ▪ List the required materials as well as the estimated cost for the procurement. 	30'
2	Create the sketch on a blank paper to express the ideas of each department staff. You may find the stand design inspiration from the internet.	30'
3	Inform the stand design to the other staffs for feedback.	20'

Output

- Promotional material