



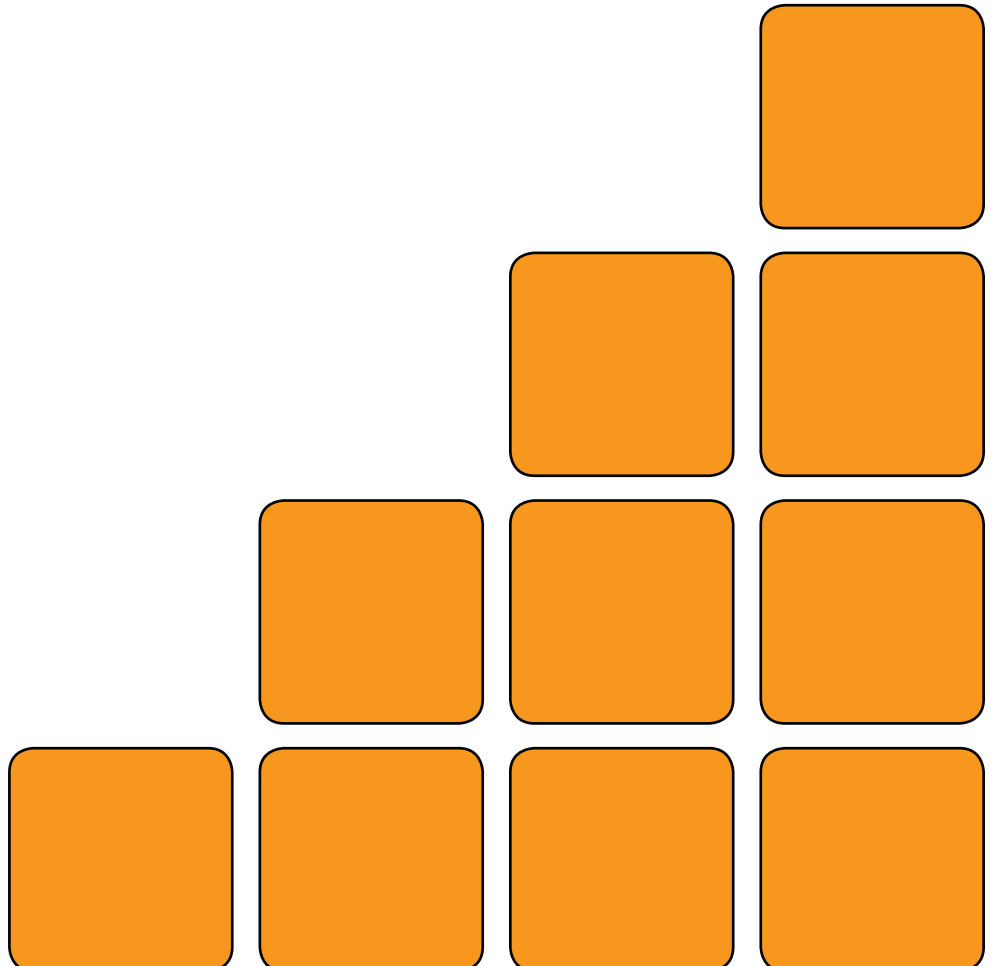
Contribute to the planning, implementation and evaluation of promotional activities

UHB106

Learner name:

Learner number:

SVQ



UHB106

Contribute to the planning, implementation and evaluation of promotional activities

This unit is about working with others to plan, implement and evaluate promotional activities. The ability to present information competently and interact with the public whilst demonstrating skills is a particularly important aspect of this unit.

To carry out this unit, you will need to maintain a high level of health, safety and hygiene throughout your work. You will also need to maintain a professional personal appearance and demonstrate effective communication skills.

The main outcomes of this unit are:

1. Contribute to the planning and preparation of promotional activities
2. Implement promotional activities
3. Participate in the evaluation of promotional activities

NOS

SKACHB17

SCQF Level

6

SCQF Credit Points

10

Observation(s)

1

External paper(s)

0



Contribute to the planning, implementation and evaluation of promotional activities

Learning outcomes

On completion of this unit you will:

1. Be able to contribute to the planning and preparation of promotional activities
2. Be able to implement promotional activities
3. Be able to participate in the evaluation of promotional activities
4. Know and understand how to contribute to the planning and preparation of promotional activities
5. Know and understand how to implement promotional activities
6. Know and understand how to participate in the evaluation of promotional activities

Evidence requirements

1. *Environment*
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of Observation outcomes must be demonstrated on **at least one occasion**. You will need to collect documentary evidence to show you have met all the requirements of the unit.

Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *Range*
All ranges must be practically demonstrated or other forms of evidence produced to show they have been covered.
5. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.
6. *Tutor/Assessor guidance*
Your tutor **must** refer to the '**Habia Assessment Strategy**' when delivering this unit to ensure that you cover all the requirements for this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes and cover ranges in this unit. All outcomes and ranges must be achieved.
7. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

Achieving range

The range section indicates what must be covered. Ranges should be practically demonstrated as part of an observation. Where this is not possible other forms of evidence may be produced. All ranges must be covered.

Your assessor will document the portfolio reference once a range has been competently achieved.

National Occupational Standards (NOS)

All observation evidence and knowledge requirements from the NOS SKACHB17 are included in this record of assessment. You must demonstrate in your everyday work that you have met this standard to contribute to the planning, implementation and evaluation of promotional activities. This can be found on the NOS website www.ukstandards.co.uk.



Observations

Learning outcome 1

Be able to contribute to the planning and preparation of promotional activities

You must be able to:

- a. Make recommendations to the relevant person for suitable promotional activities and identify the potential benefits for the business
- b. Identify and agree specific, measurable, achievable, realistic and time bound objectives and target groups for the activity with the relevant person(s)
- c. Agree requirements for the activity with all relevant persons in sufficient detail to allow the work to be planned
- d. Produce an agreed plan showing the:
 - Type of promotional activity
 - Objectives of the activity
 - Roles and responsibilities of others involved
 - Resource requirements
 - Preparation and implementation activities
 - Timescales
 - Budget
 - Methods of evaluation
- e. Agree a plan that takes into account any legal requirements, when necessary
- f. Ensure resources are available to meet the planned timescale

* May be assessed by supplementary evidence.

Observation	1	Optional	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Learning outcome 2

Be able to implement promotional activities

You must be able to:

- a. Implement promotional activities to meet the agreed plan
- b. Adapt promotional activities, when necessary, in response to changed circumstances and/or problems
- c. Use resources effectively throughout the promotional activities
- d. Communicate the essential features and benefits of products and services to the target group
- e. Use methods of communication that are suitable for the type of promotional activity being undertaken
- f. Present information in logical steps
- g. Encourage the target group to ask questions about the services and products being promoted
- h. Respond to questions and queries in a way which promotes goodwill and enhances the salon image
- i. Actively encourage the target group to take advantage of the services and products being promoted
- j. Clear away products and equipment at the end of the promotional activities, when necessary, to meet the requirements of the venue

*May be assessed by supplementary evidence.

Observation	1	Optional	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Learning outcome 3

Be able to participate in the evaluation of promotional activities

You must be able to:

- a. Use the methods agreed in your promotional activity plan to gain feedback from the relevant sources
- b. Collate and record the information gained from the feedback using a clear format and method of presentation
- c. Draw conclusions on the effectiveness of the promotional activity in meeting the agreed objectives
- d. Participate in discussions giving a clear and well structured summary of the results of the evaluation
- e. Make recommendations for improvements to any future promotional activities based upon the outcomes of your evaluation

** May be assessed by supplementary evidence.*

Observation	1	<i>Optional</i>	<i>Optional</i>
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Observation range

You must practically demonstrate that you have:

Undertaken all types of promotional activities	Portfolio reference
Demonstrations	
Displays	
Advertising campaigns	
Developed both objectives	Portfolio reference
To enhance salon image	
To increase salon business	

It is strongly recommended that all range items are practically demonstrated. Where this is not possible, other forms of evidence may be produced to demonstrate competence.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

**This is not an exhaustive list.*

Knowledge



Learning outcome 4

Know and understand how to contribute to the planning and preparation of promotional activities

You must know and understand:	Portfolio reference
a. The practical requirements and restrictions of any venue	
b. The contract requirements, local by-laws and legislation which could restrict your promotional activity in any venue used	
c. The importance of considering health and safety and other legal requirements	
d. The health and safety procedures applicable to any venue you use	
e. The potential hazards you must consider when working at any venue	
f. The steps that should be taken to minimise risks when working at an external venue	
g. The purpose and value of detailed and accurate planning	
h. The type of resourcing requirements necessary for promotional activities such as individuals, tools and equipment, materials, time, venue	
i. How the nature of the target group can influence the choice of promotional activity	
j. How to match types of promotional activities to objectives	
k. How to present a plan for promotional activities	
l. Why it is important to consider methods of evaluation at the planning stage	
m. How to write objectives that are SMART; Specific, Measurable, Achievable, Realistic and Time bound objectives	
n. The importance of working to a budget	



Learning outcome 4 (continued)

Know and understand how to contribute to the planning and preparation of promotional activities

You must know and understand:	Portfolio reference
o. Where and how to obtain resources	
p. The importance of clearly defining the roles and responsibilities of those involved in promotional activities	
q. The importance of allocating roles and responsibilities to match an individual's competence levels	
r. The importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity	
s. The types of foreseeable problems that occur and ways of resolving them	



Learning outcome 5

Know and understand how to implement promotional activities

You must know and understand:	Portfolio reference
a. The features and benefits of the products and or services being promoted	
b. How to recognise buying signals and to close sales	
c. The difference between the features of a product or service and the benefits of a product or service	
d. How to tailor your presentation of the benefits of products and/or services to meet individual needs and interests	
e. How and when to participate in discussions	
f. How to give a short presentation taking into account the timing, pace, use of voice and use of graphics	
g. Methods of presenting information such as pictorially, graphically, verbally	
h. Methods of creating a visual impact	
i. How and when to make openings to encourage others to ask questions	
j. How to answer questions and manage queries in a way likely to maintain goodwill	



Learning outcome 6

Know and understand how to participate in the evaluation of promotional activities

You must know and understand:	Portfolio reference
a. The purpose of evaluation activities	
b. The areas of the promotional activity which should be evaluated	
c. The most suitable methods of gaining feedback for the promotional activities in the range	
d. How to collate, analyse and summarise evaluation feedback in a clear and concise way	
e. Suitable ways of formatting and producing an evaluation report	



Knowledge range

You must know and understand:

The importance of considering health and safety and other legal requirements	Portfolio reference
Health and Safety at Work Act	
The Reporting of Injuries, Diseases and Dangerous Occurrence Regulations (RIDDOR)	
The Health and Safety (First Aid) Regulations	
The Regulatory Reform (Fire Safety) Order	
The Manual Handling Operations Regulations	
The Control of Substances Hazardous to Health Regulations (COSHH)	
The Electricity at Work Regulations	
The Environmental Protection Act	
The Management of Health and Safety at Work Regulations	
The Health and Safety (Information for Employees) Regulations	
Data Protection Act	
Working Time Directives	
Cosmetic Products Regulations	
Sale of Goods Act	
Distance Selling Act	
Trade Descriptions Act	
Consumer Protection Legislation	