

## DRAFT NEW TRADE

### COORDINATOR (Trade Shows, Events, Conferences, Exhibitions, Meetings) (Time-Based)

#### APPENDIX A

O\*NET CODE 13-1121.00

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job or classroom training.

#### WORK PROCESSES

#### Approximate Hours

##### A. Workplace Orientation

300

1. Learn event language such as drayage, cubic content, line of sight, etc.
2. Review roles and responsibilities in the project.
3. Define team approach and communication protocols.
4. Comply with all applicable labor management issues.
5. Review and understand Centers for Disease Control and Prevention (CDC) Compliance guidance and protocols to prevent the spread of severe illnesses.
6. Review the toolbox to ensure the following items are available: tape measure, level, box cutter, markers, Velcro hook and loop, screwdriver, etc.
7. Read contract and exhibitor manual.
8. Understand deadlines and lead times.

##### B. Project Preparation

300

1. Maintain accurate and up-to-date records for all event projects, including clients, vendors, entertainers, speakers, attendees, etc.
2. Maintain relationships with important external and internal partners and establish a resource directory.
3. Create and prepare project itinerary for event: setting up schedule, room arrangements, supplies needed, etc.
4. Schedule job meetings/progress updates.
5. Review existing event calendars to determine resources available and time management and scheduling of event.

6. Review food options, serving time, and reservation requirements.

### **C. Research and Planning**

**500**

1. Discuss and develop specific goals with client.
2. Manage event requirements:
  - a. Target audience.
  - b. Type of venue.
  - c. Booth options.
  - d. Timelines/deadlines.
3. Review and understand floor plans.
4. Review and understand sponsorship opportunities to increase brand awareness, gather leads, and convert leads into sales.
5. Manage, facilitate, and organize the itinerary, décor and booth design and layout.
6. Create and finalize budget(s) and concept worksheet.

### **D. Marketing Strategy**

**300**

1. Create and distribute information to target audience on events via print and digital advertising, website, social media posts, general announcements, direct mail campaign, email campaign and marketing packages, using platforms such as:
  - a. Adobe Cloud
  - b. Canva
  - c. Mail Chimp
  - d. Wordpress
  - e. Facebook
  - f. Instagram
  - g. Hubspot
  - h. Salesforce
  - i. Every Door Direct Mail

### **E. Booth Components**

**700**

1. Review and understand current industry standards for booth space configurations.

2. Recognize and review the different portable manufactures (MFG) of booth components, such as TigerPresentatons, ExpoGo, etc.
3. Understand and create custom booth components, which include aluminum extrusions, box frame panels, roto locks, piano hinges, etc.
4. Understand and implement hybrid booth components, which includes a compilation of portable and customer components, as well as audiovisual (AV) and messaging technology.

## **F. Vendor Management & Communication**

**600**

1. Coordinate services for event and negotiate contracts with service providers for the following:
  - a. Lodging for participants.
  - b. Transportation for participants.
  - c. Hospitality event/in-booth catering.
  - d. Signage and any printing/promotional needs.
  - e. Any other additional special requests.
2. Plan for internal and external communications:
  - a. Communicate live event initiatives internally.
  - b. Market the event through different media channels.
3. Set-up and plan booth selection and show memo:
  - a. Select booth space.
  - b. Design booth, schedule pre-show and set-up.
  - c. Establish graphic production schedule.
  - d. Review graphic production options such as Silicone Edge Graphic, Lightbox, and/or video.
  - e. Order onsite services of any 3rd party event agencies and vendors, guiding them to ensure timely delivery of event deliverables such as electric, plumbing, etc.
  - f. Prepare and manage logistics for arrival of materials.
  - g. Vendor management which includes exhibit appointed contractors, shipping, booth talent, and promotional products.
  - h. Create and coordinate logistics: timelines, communications, invitations, event replays, room blocks, transportation, food and beverage, room setup,

speakers, audio/visual production and handouts, off-site activities, giveaways, shipping, and branding.

4. Set up virtual option, if necessary.

**G. Site Visit and Inspection** **500**

1. Inspect event facilities/booth space to:
  - a. Ensure they conform to the client's requirements.
  - b. Confirm all safety permits have been secured.
  - c. Determine if added security is required.
2. Meet with sponsors and committees to ensure scope and deliverables of special events are in alignment with all contracts and agreements, review administrative procedures:
  - a. Inspect all sponsorship and marketing materials for accuracy.
  - b. Monitor event activities to ensure compliance with regulations and laws, satisfaction of participants.
  - c. Review logistics of event.

**H. Troubleshooting** **500**

1. Rework, adjust and remedy event mishaps such as late deliveries, last minute cancellations, weather conditions, etc.
2. Anticipate and arrange logistics related to production and on-site needs.
3. Recommend creative solutions when solving problems.

**I. Follow Up Responsibilities** **300**

1. Prepare and develop packing lists and instructions are adhered to:
  - a. Schedule pick up and outbound logistics (return to storage or transship).
  - b. Perform post meeting review with team.
  - c. Review and prepare end-cost report.
  - d. Analyze bills for accuracy and approve payment(s).
  - e. Maintain records of event performance reviews.
  - f. Check warehouse/inventory and place any necessary orders.

**Approximate Total Hours** **4000**

*Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to <https://dol.ny.gov/public-work-and-prevailing-wage>*

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#### **APPENDIX B**

#### **RELATED INSTRUCTION**

##### **Safety**

1. Use of Personal Protective Equipment
2. Fire Prevention Safety
3. All Applicable OSHA Regulations, Standards and Rules
4. First Aid and CPR (6.5 hours)
5. Equipment Safety Operating Practices
6. Right-to-Know/Safety Data Sheets (SDS)
7. Sexual Harassment Prevention Training – must comply with section 201-g of the Labor Law

##### **Mathematics**

1. Fundamentals
2. Measurements
3. Using Handbooks, Tables, Etc.
4. Estimating Materials and Costs (optional)

##### **Trade Theory and Science**

1. Computer skills – Cloud based data access, Customer Relationship Management (CRM) software, Graphics/Photo Imaging, Logistic Software
2. Inventory
3. Data collection
4. Data reporting
5. Oral and written communication, professionalism

##### **Customer Service**

1. People skills
2. Negotiation
3. Team building
4. Leadership skills

## **Travel and Transportation**

1. Driver's license
2. Bus schedules
3. Uber/Lyft/ taxi service/ train schedules
4. Airlines / Frequent Flyer Programs
5. Hotel reservations
6. Restaurant reservations

144 Hours of Related Instruction are Required for Each Apprentice for Each Year.

Appendix B topics are approved by New York State Education Department.

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