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Photography: Martin Evening

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# HB2

# *promotional activities*

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Salon promotions are important ways of generating interest in the salon's products and services. The main objective is to increase salon business; but they are also good for introducing new stylists, services and products. Promotional activities can be exciting and should be fun for all involved. This unit is about developing the skills required

to work with others and take responsibility for the planning and implementation of promotional activities. You will carry out demonstrations to potential clients, participate in advertising campaigns and create promotional displays. You will also learn how to evaluate promotional activities and make recommendations for future promotions.



# Unit H32 (City & Guilds Unit 048)

## Contribute to the planning and implementation of promotional activities *Optional*

Image courtesy of Sanrizz Education

182 Level 3 NVQ/SVQ Hairdressing

This unit has three outcomes.

**Outcome 1**  
Contribute to the planning and preparation of promotional activities

**Outcome 2**  
Implement promotional activities

**Outcome 3**  
Participate in the evaluation of promotional activities



### Evidence requirements

You must practically demonstrate in your everyday work that you have met the standard for contributing to the planning and implementation of promotional activities. The standards cover things that you must do (performance criteria), things that you must cover (range) and things that you must know.

### What you must do

Your assessor will make **one** observation of your performance when planning and implementing promotional activities. In addition, you will need to collect further documentary evidence to show you have met all the requirements of the standard. You must carry out correctly all the things listed under 'What you must do' on the sign-off sheets that follow.

Simulation is not allowed for any performance evidence within this unit. Although some evidence of your performance will be gathered from the observations made by your assessor, it is likely you will need to assemble relevant documentary evidence in your portfolio to meet the requirements of the standard and qualification.

### What you must cover

You will see key words in bold on the 'What you must do' list. For each of these, there is a range of things that you must cover. You must show that you have:

**Covered the following promotional activities:**

- demonstrations
- displays
- advertising campaigns

**Met the following objectives:**

- to enhance salon image
- to increase salon business

Image courtesy of KMS California



## What you must know

You will be assessed on your knowledge of the following:

Venue and legal requirements

Promotional event planning and preparation

Services and products

Selling skills

Communication techniques

Evaluation techniques

This will be completed through written and oral questioning by your assessor. For details of what you must know, see pages 189–191.

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*Careful marketing of services will pay dividends; after all, hairdressing is a commercial business, like any other, and a viable financial sector in its own right. Creating and developing a brand is one of the most exciting aspects of salon management.*

Hellen Ward

”



Promotional activities

## Useful words

Some terms that you will come across in this unit are explained below.

**Demonstration** A physical display that may include explanation or description.

**Display** An arrangement of products and other media to attract attention.

**Evaluation** Measuring how successful or not the promotional activity has been.

**Flier** Advertising leaflet for a promotion.

**SMART objectives** A management acronym to describe how objectives should be written and planned: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**imebound.

**Target group** The clientele you are trying to attract into the salon; for example, a promotional activity to increase barbering services would be aimed at male clients.

**Timebound** An activity or objective that has set dates for tasks to be completed or started by.

**Venue** The place where a promotional event is held: it might be the local theatre, for instance.



*During demonstrations, discuss and promote products being used.*



# Observation sign-off sheet

## *Unit H32 Contribute to the planning and implementation of promotional activities*

### What you must do

Within your work, you must show your assessor that you can do the following. Your assessor will make **one** observation of your contribution to the monitoring and effective use of resources. In addition, you will need to collect documentary evidence to show you have met all the requirements of the standard.

Each time you achieve **all** the points listed below within a single client service, your assessor will tick the circle and enter the date.

### Outcome 1

#### Contribute to the planning and preparation of promotional activities

- 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 timebound **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

Observation	1		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date			
Candidate signature			
Assessor signature			
IV signature (if sampled)			

## Outcome 2

### Implement promotional activities

- a Implement **promotional activities** to meet the agreed plan
- b Effectively adapt **promotional activities**, when necessary, in response to changed circumstances and/or problems
- c Use resources effectively throughout the **promotional activities**
- d Clearly and accurately 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 activity**, when necessary, to meet the requirements of the venue

Image courtesy of Sanrizz Education



Promotional activities



Observation	1		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date			
Candidate signature			
Assessor signature			
IV signature (if sampled)			

*Continues on next page*



# Observation sign-off sheet

*Unit H32 Contribute to the planning and implementation of promotional activities*

## What you must do (continued)

### Outcome 3

#### Participate in the evaluation of promotional activities

- 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 and concise format and method of presentation
- c Draw accurate and clear 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

#### Hints and tips

*Good planning, involving everyone actively, will help the promotion to run smoothly.*

Observation	1		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date			
Candidate signature			
Assessor signature			
IV signature (if sampled)			

# Observation sign-off sheet

*Unit H32 Contribute to the planning and implementation of promotional activities*

## What you must cover



**Before ticking the circles below, you must make sure that you have achieved 'What you must cover' in **all** the outcomes in which it occurs.**

### Objectives

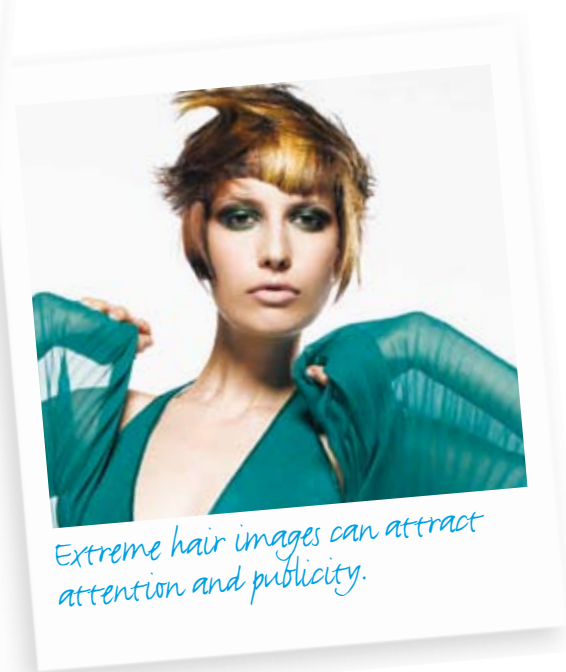
Tick the objectives to be met in each observation. You must cover **both**.

	1		
To enhance salon image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To increase salon business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Promotional activities

Tick the promotional activities undertaken in each observation. **All** of them must be undertaken.

	1		
Demonstrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>







# Comment form

## Unit H32

This form can be used to record oral questioning, or for assessor/candidate comments, if required.

### Comments

### Date

1




*Get inspired! salon international is a great place to see top-quality hairdressing in action.*



*Be a show-off! Promotional activities show everyone your creativity and inspire clients.*

# Knowledge sign-off sheet

## *Unit H32 Contribute to the planning and implementation of promotional activities*

### What you must know



Promotional activities

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You need to understand:	Evidence type
<b>Venue and legal requirements</b>	
1 The practical requirements and restrictions of any venue	E3
2 The contract requirements, local by-laws and legislation which could restrict your promotional activity in any venue used	E3
3 The importance of considering health and safety and other legal requirements	E3
4 The health and safety procedures applicable to any venue you use	E3
5 The potential hazards you must consider when working at any venue	E3
6 The steps that should be taken to minimise risks when working at an external venue	E3
<b>Promotional event planning and preparation</b>	
7 The purpose and value of detailed and accurate planning	E3
8 The type of resourcing requirements necessary for promotional activities (eg individuals, tools and equipment, materials, time, venue)	E3
9 How the nature of the target group can influence the choice of promotional activity	E3
10 How to match types of promotional activities to objectives	E3
11 How to present a plan for promotional activities	E3
12 Why it is important to consider methods of evaluation at the planning stage	E3

You will be assessed on your knowledge and understanding of all the following points. This will be completed by your assessor, either by asking you questions within a conversation, or with a written test (evidence type E3). This could be an online GOLA test. Your assessor will let you know how s/he intends to assess you.

Once you have been assessed on each point, fill in the date and reference any written evidence that you've put in your portfolio.

*Continues on next page*



# Knowledge sign-off sheet

## Unit H32 Contribute to the planning and implementation of promotional activities

### What you must know (continued)

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#### Hints and tips

*When helping to run a salon promotion, ensure that everyone understands what is expected of them during the event.*

You need to understand:	Evidence type
13 How to write objectives that are Specific, Measurable, Achievable, Realistic and Timebound (ie SMART objectives)	E3
14 The importance of working to a budget	E3
15 Where and how to obtain resources	E3
16 The importance of clearly defining the roles and responsibilities of those involved in promotional activities	E3
17 The importance of allocating roles and responsibilities to match an individual's competence levels	E3
18 The importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity	E3
19 The types of foreseeable problems that occur and ways of resolving them	E3
<b>Services and products</b>	
20 The features and benefits of the products and/or services being promoted	E3
<b>Selling skills</b>	
21 How to recognise buying signals and to close sales	E3
22 The difference between the features of a product or service and the benefits of a product or service	E3
23 How to tailor your presentation of the benefits of products and/or services to meet individual needs and interests	E3

*Continues on next page*

You need to understand:	Evidence type
<b>Communication techniques</b>	
24 How and when to participate in discussions	E3
25 How to give a short presentation (eg timing, pace, use of voice, use of graphics, etc.)	E3
26 Methods of presenting information (eg pictorially, graphically, verbally)	E3
27 Methods of creating a visual impact	E3
28 How and when to make openings to encourage others to ask questions	E3
29 How to answer questions and manage queries in a way likely to maintain goodwill	E3
<b>Evaluation techniques</b>	
30 The purpose of evaluation activities	E3
31 The areas of the promotional activity which should be evaluated	E3
32 The most suitable methods of gaining feedback for the promotional activities in the range	E3
33 How to collate, analyse and summarise evaluation feedback in a clear and concise way	E3
34 Suitable ways of formatting and producing an evaluation report	E3
Tick if E3 was a GOLA test	<input type="radio"/> Date
Tick if E3 was a written test	<input type="radio"/> Date









Image courtesy of Adam Sloan at Big Yin