



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBADM503B Plan and manage conferences**

**Revision Number: 1**

## BSBADM503B Plan and manage conferences

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required to plan, promote and coordinate conferences, ensuring follow up procedures are incorporated.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit applies to individuals employed in a range of work environments who are required to plan and manage conferences. They may work as senior administrative staff, or may be other individuals who have been delegated responsibility for planning and managing a conference.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	This unit contains employability skills.
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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan conference	<p>1.1. Confirm <b><i>purpose</i></b>, required outcomes and <b><i>style</i></b> of conference with <b><i>conference convenor/s</i></b></p> <p>1.2. Confirm <b><i>conference facilities</i></b> requirements, <b><i>budget</i></b>, and preparation time line with conference convenor/s</p> <p>1.3. Identify speakers/presenters and/or prepare a call for papers in accordance with conference purpose and style</p> <p>1.4. Draft conference program in line with stated purpose, and balance choice of <b><i>program elements</i></b> to allow outcomes to be achieved</p> <p>1.5. Select, invite and brief speakers in accordance with conference program</p> <p>1.6. Identify participant target group and project numbers in consultation with conference organisers</p> <p>1.7. Plan conference <b><i>administration requirements</i></b> and tasks, processes and resources to ensure efficient management of conference data and resources</p>
2. Promote conference	<p>2.1. Establish a <b><i>promotion strategy</i></b> that reaches required number of target participants</p> <p>2.2. Prepare <b><i>publicity material</i></b> in accordance with the promotion strategy and budget allocation/s, and despatch within designated time lines</p>
3. Organise conference	<p>3.1. Make <b><i>conference arrangements</i></b> in accordance with booking lead times and budget allocation/s</p> <p>3.2. Record acceptances, receipt fees and confirm participants within designated time lines</p> <p>3.3. Identify and cater for participants' <b><i>specific needs</i></b></p> <p>3.4. Confirm program details and prepare conference papers in accordance with speakers' requirements and conference time line</p> <p>3.5. Despatch <b><i>pre-conference information</i></b> to participants within designated time lines</p>
4. Coordinate conference proceedings	<p>4.1. Check conference facilities to confirm they meet agreed requirements</p> <p>4.2. Register participants in accordance with planned <b><i>registration procedures</i></b></p> <p>4.3. Communicate to participants any late changes to the published program</p> <p>4.4. Make <b><i>contingency arrangements</i></b> to ensure the smooth running of the conference</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>4.5.Ensure speakers' schedules are managed and their conference requirements met throughout the conference</p> <p>4.6.Manage <i>administration requirements</i> during conference in accordance with conference plan/schedule</p>
5. Follow up conference proceedings	<p>5.1.Record, report and/or follow-up <i>conference outcomes</i> in accordance with organisational requirements</p> <p>5.2.Prepare conference papers for publication and distribution within designated time lines</p> <p>5.3.<i>Post-conference correspondence</i> is prepared and despatched within designated timelines</p> <p>5.4.Finalise receipts and payments, and acquit conference funds in accordance with organisational procedures and audit requirements</p>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- communication skills to liaise with others and to answer questions
- literacy skills to read a variety of texts, to prepare general information and papers, and to write formal and informal letters according to target audience
- numeracy skills to estimate and check calculations and outcomes
- planning and organising skills to arrange times, dates, venues, transport and accommodation to meet the needs of participants
- problem-solving skills to anticipate possible problems, and to prepare and implement contingency plans.

#### Required knowledge

- key provisions of relevant legislation from all forms of government, standards and codes that may affect aspects of business operations, such as:
  - anti-discrimination legislation
  - ethical principles
  - codes of practice
  - privacy laws
  - copyright
  - occupational health and safety
- organisational policies and procedures relating to the tasks required.

## Evidence Guide

### EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

#### Overview of assessment

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- undertaking appropriate preparations and investigations to identify conference requirements
- preparing required communications
- addressing contingency situations as they arise.

#### Context of and specific resources for assessment

Assessment must ensure:

- access to office equipment and resources such as:
  - reference material (conference venues, transport, accommodation, catering)
  - necessary conference documentation
  - relevant contact persons, including speakers, clients and management.

#### Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- demonstration of techniques
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- review of documentation authenticated documents from the workplace or training environment
- review of testimony from team members, colleagues, supervisors or managers.

#### Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- other general administration units.

## Range Statement

### RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Conference <b><i>purpose</i></b> may include:	<ul style="list-style-type: none"> <li>• expanding business contacts</li> <li>• marketing of products</li> <li>• networking</li> <li>• presentation of findings/research</li> <li>• professional development</li> <li>• promotion</li> <li>• training</li> <li>• a mix of the above</li> </ul>
Conference <b><i>style</i></b> may include:	<ul style="list-style-type: none"> <li>• formal</li> <li>• informal</li> </ul>
<b><i>Conference convenor/s</i></b> may include:	<ul style="list-style-type: none"> <li>• board of management</li> <li>• steering committee</li> <li>• supervisors/team leaders from different departments</li> </ul>
<b><i>Conference facilities</i></b> may include:	<ul style="list-style-type: none"> <li>• amenities</li> <li>• audio-visual equipment</li> <li>• catering</li> <li>• computer equipment</li> <li>• dÃ©cor</li> <li>• electronic whiteboards</li> <li>• flip charts</li> <li>• overhead projectors</li> <li>• parking</li> <li>• room size</li> <li>• screens</li> <li>• stationery</li> </ul>
<b><i>Budget</i></b> planning may include:	<ul style="list-style-type: none"> <li>• calculating any possible profits/deficits</li> <li>• calculating expected cost of each task and arrangement</li> <li>• limits set by the enterprise</li> <li>• planning tools and resources (e.g. budget control charts, specific software)</li> </ul>



<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>• registration of Australian Business Number</li> <li>• setting conference fees (if any)</li> <li>• speakers' fees (if any)</li> </ul>
<b><i>Program elements</i></b> may include:	<ul style="list-style-type: none"> <li>• demonstrations</li> <li>• plenary session/s</li> <li>• practice session/s</li> <li>• small groups</li> <li>• video</li> <li>• workshops</li> <li>• a mix of the above</li> </ul>
Planning of <b><i>administration requirements</i></b> may include:	<ul style="list-style-type: none"> <li>• budgetary control</li> <li>• cash management</li> <li>• preparing evaluation questionnaires</li> <li>• registration procedures</li> </ul>
<b><i>Promotion strategy</i></b> may relate to:	<ul style="list-style-type: none"> <li>• date, time and location of the conference</li> <li>• number of participants attending</li> <li>• providing adequate notice and coverage</li> <li>• purpose and nature of the conference</li> <li>• targeting relevant industry groups</li> </ul>
<b><i>Publicity material</i></b> may include:	<ul style="list-style-type: none"> <li>• brochures</li> <li>• electronic advertising</li> <li>• flyers</li> <li>• information kits</li> <li>• print advertising</li> </ul>
<b><i>Conference arrangements</i></b> may include:	<ul style="list-style-type: none"> <li>• accommodation</li> <li>• catering</li> <li>• consumables</li> <li>• date</li> <li>• equipment</li> <li>• furniture</li> <li>• room layout</li> <li>• time</li> <li>• travel</li> <li>• venue</li> </ul>
<b><i>Specific needs</i></b> may include:	<ul style="list-style-type: none"> <li>• accommodation</li> <li>• catering requirements</li> <li>• relevant documents and reference material</li> <li>• social/networking activities</li> <li>• specific points of access and facilities for</li> </ul>

<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>people with specific support needs</li> <li>specific equipment and resources</li> </ul>
<i>Pre-conference information</i> may include:	<ul style="list-style-type: none"> <li>any changes to the conference program originally promoted</li> <li>confirmation of registration</li> <li>details of travel and accommodation</li> <li>pre-reading</li> </ul>
<i>Registration procedures</i> may include:	<ul style="list-style-type: none"> <li>answering participant queries</li> <li>directing participants to conference facilities</li> <li>directing participants to session locations</li> <li>issuing conference information kits</li> <li>issuing name tags</li> <li>recording participant details</li> </ul>
<i>Contingency arrangements</i> may include:	<ul style="list-style-type: none"> <li>additional supplies and resources</li> <li>alternative catering suppliers</li> <li>alternative conference venues</li> <li>alternative speakers</li> <li>alternative suppliers of transport and accommodation</li> <li>back-up equipment</li> <li>spare sets of documentation</li> </ul>
Managing <i>administration requirements</i> may include:	<ul style="list-style-type: none"> <li>addressing specific needs/preferences of participants</li> <li>announcing breaks</li> <li>answering queries</li> <li>directing participants to appropriate rooms</li> <li>filling in checklists</li> <li>financial matters</li> <li>implementing contingency plans</li> <li>locating additional information/materials as required</li> <li>preparing and distributing conference evaluation questionnaires to participants</li> <li>recording absent participants</li> </ul>
<i>Conference outcomes</i> may include:	<ul style="list-style-type: none"> <li>action list/s</li> <li>contribution to organisational reports</li> <li>follow on effects (e.g. increased enterprise profile, increase in enterprise product sales, improved staff performance)</li> <li>further meetings</li> </ul>

<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>• profit/loss</li> <li>• recommendations</li> <li>• results of analysis of conference questionnaires</li> </ul>
<i>Post-conference correspondence</i> may include:	<ul style="list-style-type: none"> <li>• financial follow-up / finalisation of accounts</li> <li>• letter/s of thanks to speakers and contributors</li> <li>• reports to relevant groups and individuals</li> </ul>

## Unit Sector(s)

<b>Unit sector</b>	
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## Competency field

<b>Competency field</b>	Administration - General Administration
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## Co-requisite units

<b>Co-requisite units</b>		