



Australian Government

SITXEVT005B Organise in-house events or functions

Release: 1

SITXEVT005B Organise in-house events or functions

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to organise in-house events or functions from the perspective of an individual working within a commercial venue. The skills required by independent event organisers are covered in other Events units.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit has particular relevance in the cultural, hospitality, sporting and tourism sectors to individuals working in venues with a responsibility for the internal coordination of events. This role requires a combination of sales, service and organisational skills, underpinned by sound knowledge of event management processes and procedures. Those undertaking this function work autonomously, but within a framework of organisational systems and procedures and with some limited guidance from others.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Establish and confirm event requirements.	<p>1.1 Liaise with client to establish <i>specific event operational requirements</i>.</p> <p>1.2 Calculate quotations to ensure maximum profitability of the function and provide to client according to organisation procedures.</p> <p>1.3 Develop <i>options and ideas</i> in consultation with colleagues and suppliers to assist client with event planning.</p> <p>1.4 Identify and pursue <i>additional sales opportunities</i> through effective communication with client to ensure</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>maximum profitability of the function.</p> <p>1.5 Negotiate and agree upon final event details, with confirmation in writing provided to client, including financial and other conditions.</p> <p>1.6 Prepare, maintain and issue relevant <i>event documentation</i> to clients and suppliers.</p>
2 Coordinate in-house event services.	<p>2.1 Liaise with appropriate colleagues and suppliers to facilitate effective planning of event services.</p> <p>2.2 Identify and organise appropriate <i>internal and external resource requirements</i>.</p> <p>2.3 Research relevant information about new or previously unused services for incorporation into current and future events.</p> <p>2.4 Identify and consider possible <i>event impacts</i> and take appropriate action to address these impacts.</p> <p>2.5 Prepare, update and distribute <i>event documentation</i> to clients, relevant colleagues and suppliers according to organisation procedures.</p> <p>2.6 Prepare and organise relevant <i>event briefings</i> in a timely fashion.</p> <p>2.7 Minimise use of printed materials and maximise electronic transmission of all client and event documents to reduce negative environmental impacts.</p>
3 Monitor and evaluate in-house services.	<p>3.1 Monitor event set-up and operation according to service agreements and relevant safety requirements.</p> <p>3.2 Promptly identify <i>operational problems</i> and take appropriate action to resolve.</p> <p>3.3 Obtain feedback from clients, colleagues and suppliers and use or share this information for future event organisation.</p> <p>3.4 Finalise <i>post-event administrative requirements</i> accurately and promptly.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- organisational skills to coordinate a complete event within a framework of existing venue procedures and systems
- problem-solving skills to anticipate and respond to a range of event planning and operational issues
- communication and interpersonal skills to establish and conduct positive business relationships with internal and external clients
- literacy skills to develop and interpret a range of event documentation
- numeracy skills to estimate and calculate costs of different services and products.

The following knowledge must be assessed as part of this unit:

- general characteristics of different types of events and event clients for different styles of venue
- role of different venue personnel in the event management process, including the relationships of different venue personnel to clients
- understanding of event costings and venue profitability requirements
- range and general features of typical internal and external services required for different types of events, including:
 - catering
 - technical
 - use of space or different layouts
 - security
 - entertainment
 - display and decoration
- current industry practice in relation to use of different services and technologies
- typical event coordination procedures and systems within a commercial venue
- types of problems that commonly occur during event planning and operations
- purposes and features of various types of documentation used to control the event management process within a venue
- safety legislation and requirements that impact on event set-up and operation
- the environmental impacts of resource, water and energy use during event set-up, operation and break-down and minimal impact practices to reduce these
- correct and environmentally sound disposal methods for all types of waste and in particular for hazardous substances.

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, the range statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

- ability to coordinate efficient, resource effective and safe events and provide services that meet agreed client requirements
- effective liaison and proactive identification of operational problems
- accuracy in presentation of event information and the ability to tailor venue services to meet client needs
- knowledge of the types and range of event services that may be required by different clients
- demonstration of skills through the organisation of more than one event
- presence of typical workplace time constraints for the completion of tasks.

Context of and specific resources for assessment

Assessment must ensure:

- access to and demonstration of skills within a suitable venue for the operation of an event
- project or work activities conducted over a period of time so that the candidate is able to coordinate the complete event organisation process
- access to industry-current technology used in the event organisation process
- use of industry-current event documentation.

EVIDENCE GUIDE

Methods of assessment

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

- review of actual event documentation and reports prepared by the candidate
- evaluation of an event organised by the candidate, including documentation and operational efficiency and cohesiveness
- evaluation of reports prepared by the candidate detailing the way in which a particular event was organised and highlighting key issues and challenges in the event organisation process
- written and oral questioning or interview to test knowledge of event coordination procedures and materials
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

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

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

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 in the performance criteria is detailed below.

RANGE STATEMENT

Specific event operational requirements may relate to:

- catering
- technical equipment
- overall format and style
- access
- bump-in and bump-out
- security
- timing.

Options and ideas may relate to:

- different approaches to use of space
- refining or adjusting catering options
- ideas about technical requirements
- possible use of other suppliers.

Additional sales opportunities may include:

- extra services
- upgraded services.

Event documentation may include:

- paper-based or electronically transmitted materials
- access and security details
- booking conditions
- confirmations
- financial documents, including invoices and receipts
- running sheets
- service vouchers
- information packs.

Internal and external resource requirements may include:

- entertainment
- equipment
- furniture
- catering
- security
- display or decoration
- other specialist services, such as interpreters.

RANGE STATEMENT

- Event impacts* may relate to:
- access
 - crowds
 - noise
 - security
 - staffing requirements
 - negative environmental impacts due to:
 - inefficient use of energy, water and other resources during event set-up, operation and break-down
 - unsafe disposal of all waste, especially hazardous substances.
- Event briefings* may be verbal or written and may be for:
- internal staff
 - external suppliers
 - participants
 - staff in client organisation.
- Operational problems* may relate to:
- failure to provide agreed services
 - deficit in quality of services being provided
 - non-performance of internal or external suppliers
 - technical malfunctions
 - last minute changes in client requirements
 - unforeseen incidents or circumstances.
- Post-event administrative requirements* may include:
- finalising accounts
 - collating event feedback.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field Event Management