



Australian Government

Department of Education, Employment and Workplace Relations

SITX EVT017A Provide on-site event management services

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate the final preparation and set-up of a complex event comprising multiple components and to manage all aspects of the on-site operation.

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

Application of the Unit

This unit applies to individuals managing events in any industry context, but it is particularly relevant to the cultural, community, hospitality, sporting and tourism sectors.

A complex event comprising multiple components must involve:

need for a comprehensive and multifaceted event plan

need for a formal internal or external communications strategy

dedicated and diverse event budget

multiple administrative and operational components

a wide range of stakeholders

an event operations team.

On-site management of a complex event requires considerable organisational, communication, negotiation and problem-solving skills as well as detailed knowledge of the range of issues and challenges that impact on event operations. Those with managerial responsibility undertake this role.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Nil

Employability Skills Information

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

Elements and Performance Criteria

Element	Performance Criteria
1 Prepare for on-site management.	<ul style="list-style-type: none">1.1 Develop plans and procedures for on-site management based on assessment of overall event requirements.1.2 Analyse final arrangements for all aspects of the event and address any discrepancies or outstanding matters.1.3 Develop and collate materials to facilitate effective on-site management.1.4 Organise and provide accurate event briefings to operational staff and contractors prior to the event, including clarification of roles and responsibilities.
2 Oversee event set-up.	<ul style="list-style-type: none">2.1 Establish contact with relevant contractors at the appropriate time and reconfirm all requirements.2.2 Assess all aspects of event set-up against the prearranged operational agreements.2.3 Assess set-up to ensure appropriate access and safety issues have been addressed.2.4 Identify any deficiencies and discrepancies and take prompt action to negotiate any necessary adjustments with the appropriate contractor to rectify the situation.2.5 Brief any additional on-site staff on full details of the meeting or event operation, including communication and control mechanisms.

- 3 Monitor event operation.
 - 3.1 Monitor event operation through observation and appropriate communication and control mechanisms.
 - 3.2 Identify and analyse operational problems or need for additional services as they arise and take prompt action to address.
 - 3.3 Liaise with the client throughout the event to ensure it is progressing to his or her satisfaction.
 - 3.4 Monitor and ensure effective delivery of services through ongoing liaison with contractors.
- 4 Oversee event break-down.
 - 4.1 Ensure **event break-down** is completed according to agreements.
 - 4.2 Debrief operational staff and contractors as required with view to future operational and service improvements.
 - 4.3 Check and sign accounts according to contractor agreements.
 - 4.4 Assess matters requiring post-event action and initiate relevant processes.

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:

critical thinking skills to evaluate and assess event requirements for on-site management

problem-solving skills to evaluate and address a wide range of unpredictable operational issues within tight time constraints

communication skills to lead, liaise and negotiate with a wide range of stakeholders on potentially complex and unpredictable operational issues

negotiation skills to allow for on-the-day negotiations where time constraints play a key factor

literacy skills to interpret and develop potentially complex event documentation

numeracy skills to address a range of operational and planning issues that may include the need to manage the flow of a large number of people and work quickly and accurately with budget figures and estimates.

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

typical systems, procedures and logistics for on-site management, including:

contractor communication mechanisms and protocols, including main liaison person within a venue, hierarchy of control and walkie-talkie options

operational control documents, such as running sheets and how they are used

techniques for managing stress and time during the operation of an event

detailed characteristics of written contractor documentation across a wide range of services, including venue, technical, catering and staging

safety and risk issues associated with different types of event, such as movement of numbers of people and security issues in particular situations.

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 manage the on-site operation of an event, including all aspects of preparation, set-up, operation and move-out

knowledge of the range of issues and problems that may arise during the conduct of meetings and events

demonstration of skills in managing the on-site aspects of more than one complex event

presence of commercially realistic time pressures related to the operation of an event.

Context of and specific resources for assessment

Assessment must ensure:

participation of a team of operational staff involved in delivering an event

involvement of suppliers of equipment and services

realistic ratios of operational staff to participants, delegates or guests

use of meeting and event operational documents and equipment.

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:

evaluation of the operational efficiency and service quality at an event site-managed by the candidate

evaluation of reports prepared by the candidate on the event management process, including the issues and challenges associated with delivering effective outcomes

review of documentation, such as running sheets and other site management plans prepared by the candidate

review of staff or supplier briefing documents and reconfirmation checklists prepared by the candidate

written and oral questioning or interview to test knowledge of management procedures and systems, event documentation requirements and negotiating techniques

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, for example:

SITXMGT003A Manage projects.

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.

Plans and procedures for on-site management may be related to:

registrations
organising committee
record-keeping and reporting
special needs
risk management
crowd control
event timings
contractor communication.

Materials to facilitate effective on-site management may include:

running sheets
copies of agreements with clients
copies of agreements with all contractors
contact numbers for all contractors
contact numbers for emergency services
briefing papers.

Event briefings may be:

face-to-face
in writing
on telephone.

Relevant contractors may include:	venues speakers and facilitators staging suppliers display suppliers caterers entertainers equipment hire companies.
Prearranged operational agreements may relate to:	availability of materials and equipment room set-ups staging and technical equipment display and signage food and beverage arrangements registration areas.
Deficiencies and discrepancies may include:	incorrect room set-ups incorrect staging faulty or unavailable technical equipment lack of equipment to manage displays and signage shortage of food and beverage inappropriate space in registration areas.
Communication and control mechanisms may include:	guidelines on hierarchy of control and associated reporting lines during the event regularity of updates to event managers specific performance indicators contingency plans.
Event break-down may involve:	packing and removing items debriefing participants, exhibitors and contractors liaising with venue and site personnel.

Unit Sector(s)

Cross-Sector

Competency field

Event Management