



Australian Government

SFLDEC011 Style and manage floristry for events

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan the provision of floristry products and services for events including large or themed social or corporate events, exhibitions and festivals. It requires the ability to identify event objectives and scope, customer operational needs and style preferences, prepare and confirm concept proposals, prepare and implement operational plans and manage the staging of floral displays at the venue.

This unit applies to all floristry industry businesses including retail floristry shops, studio floristry businesses and those that specialise in corporate or special events. It applies to senior florists, specialist floral designers and stylists who operate with significant autonomy, have considerable experience across product categories and are responsible for making a range of strategic design, operational and team decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Design and Construction

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify event objectives and scope

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Discuss and clarify, with event planner, event objectives and scope and design preferences for theme and style.
- 1.2 Liaise with event planner to determine budget and

- key venue and operational issues for event.
2. Prepare and present concept proposal.
 - 2.1 Analyse and document event staging requirements based on detailed review of customer brief.
 - 2.2 Contribute ideas to event concept, theme and format.
 - 2.3 Identify and define key floristry styling requirements in consultation with event planner to reflect event objectives and requirements.
 - 2.4 Develop options and ideas for floral styling theme and incorporate creative elements.
 - 2.5 Analyse and verify operational practicality of floristry concept through consultation with colleagues and event planner.
 - 2.6 Consider options to reduce negative environmental impacts of production and staging.
 - 2.7 Present creative and descriptive proposal including accurate information on floral styling concept, range and style of floristry products.
 - 2.8 Negotiate final cost and details and obtain event planner approval to proceed with specific designs.
 3. Prepare and implement operational plan for floral styling of event.
 - 3.1 Prepare operational plan identifying purchasing budget and logistics for production and staging of event products and services.
 - 3.2 Incorporate appropriate risk management issues into plan.
 - 3.3 Review, verify and finalise details with event planner.
 - 3.4 Provide accurate information on operational plan to floristry team to ensure timely and effective planning and implementation.
 - 3.5 Implement, monitor and adjust operational plan throughout production and staging of products and services.
 4. Coordinate staging of floral displays at event.
 - 4.1 Coordinate delivery or transport arrangements.
 - 4.2 Monitor loading and unloading of all floristry products.
 - 4.3 Coordinate on-site assembly and display of floristry products according to job specifications and operational plan.
 - 4.4 Evaluate quality of display and negotiate changes with venue staff and event planner.
 - 4.5 Monitor and maintain floristry products to ensure optimum appearance throughout life of event.
 5. Dismantle floral styling.
 - 5.1 Coordinate transport arrangements.

5.2 Coordinate removal and disposal of floristry products and ensure minimal environmental impacts.

5.3 Obtain post-event feedback to evaluate satisfaction and use to enhance future service provision.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	<ul style="list-style-type: none"> interpret complex briefs and unfamiliar and complex event and venue information.
Oral communication skills to:	<ul style="list-style-type: none"> ask open and closed probe questions and actively listen to discuss and negotiate key floristry styling requirements.
Numeracy skills to:	<ul style="list-style-type: none"> calculate dimensions of display areas and appropriate size of floristry products to suit calculate timeframes for production and staging of event products and services.
Problem solving skills to:	<ul style="list-style-type: none"> anticipate and review production, service and venue difficulties and abandon unfeasible ideas before submitting proposals.
Planning and organising skills to:	<ul style="list-style-type: none"> produce and use cohesive operational plans to guide production and staging activities for self and others efficiently manage operational logistics for delivery of event products and services for self and others.
Self-management skills to	<ul style="list-style-type: none"> critically analyse event objectives, staging requirements and input from self, colleagues and event planners.
Technology skills to:	<ul style="list-style-type: none"> use computers and software programs to develop and document concept proposals and operational plans.

Unit Mapping Information

SFLDEC511A Style and manage an event

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>