



**Australian Government**

**Assessment Requirements for SITEEVT014  
Develop and implement event management  
plans**

**Release: 1**

# Assessment Requirements for SITEEVT014 Develop and implement event management plans

## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop an event management plan for at least two different events with multiple operational components
- document the above plans, specifying system and procedure details for:
  - risk, regulatory and sustainability considerations
  - financial, human and physical resource requirements
  - reporting lines, and meeting schedules and protocols
  - internal and external communications strategy
- monitor the implementation of each event plan, ensuring:
  - timelines and deadlines are met
  - adjustments to plan, systems and procedures are made as required
- obtain feedback from stakeholders to evaluate the event against the following criteria:
  - communication
  - contingency management
  - operational efficiency
  - profitability
  - resource efficiency
  - success in meeting event objectives
  - stakeholder feedback.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sources of information that inform event plan development:
  - event concepts
  - feasibility analysis
  - initial budget
  - proposals or bids
  - sources of revenue
- internal and external factors and their impact on event plans:

- availability of external resources
- capacity of organisation to manage the event
- competing and complementary events
- economic climate
- sponsor requirements
- regulatory requirements:
  - licensing
  - safety
  - security
- risk management
- venue capacity issues
- key event planning concepts:
  - steps in the planning process
  - technologies that support effective event planning
  - interrelationships between different event components and their impact on event planning
  - methods for developing and managing integrated plans for multiple event components
  - communication strategies between stakeholders
  - stakeholder involvement and approval processes
  - plan formats and inclusions for different aspects of event management:
    - catering
    - human resources
    - regulatory compliance
    - risk management
    - safety and security
    - sponsorship
    - talent
    - technical equipment and services
    - venues or sites
- evaluation and performance measurement systems for events:
  - formats and systems
  - qualitative and quantitative evaluation criteria and ways to evaluate having achieved them
- sustainability considerations and ways of enhancing event sustainability:
  - environmental:
    - resource conservation
    - waste management
  - social:
    - community impacts
    - community involvement

- issues that arise in the implementation of event plans, and strategies to address them.

## Assessment Conditions

Skills must be demonstrated in an operational events context where the development and implementation of event management plans is required. This can be:

- a live event
- a simulated industry event set up for the purpose of skills assessment.

Assessment must ensure access to:

- formal communication plans
- information to inform event plan development:
  - dedicated event budgets
  - event concept documents
  - evaluation criteria
- an events team with which the individual can interact
- event stakeholders with whom the individual can liaise and negotiate; these can be:
  - those in an industry workplace who are assisted by the individual during the assessment process; or
  - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>