



Australian Government

SITEEVT014 Develop and implement event management plans

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to assess event planning requirements and respond with the development of detailed event plans. It requires the ability to monitor plans through to event execution and evaluation. Plans developed may be a single plan, or a series of interrelated plans that guide different aspects of event management.

This unit is relevant to events that are diverse in nature and are coordinated in many industry contexts, including the tourism, hospitality, sport, cultural and community sectors.

It applies to event managers who operate with significant autonomy and who are responsible for making strategic event management decisions. They may work in event management companies, in event venues, or in organisations that organise their own events.

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

Pre-requisite Unit

Nil

Competency Field

Events

Unit Sector

Events

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Define planning requirements.

PERFORMANCE CRITERIA

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

- 1.1. Analyse event information, scope and objectives to determine planning requirements.
- 1.2. Identify requirements for consultation and involvement of stakeholders in plan development.
- 1.3. Assess the impact of internal and external factors on event

- plan.
- 1.4.Determine scope, nature and format of event plans.
2. Develop event plan.
 - 2.1.Consult with stakeholders to facilitate their input and effective event planning.
 - 2.2.Identify risk, regulatory and sustainability issues and incorporate into plan.
 - 2.3.Take account of interrelationships between different event components and their impact on planning.
 - 2.4.Integrate financial, human and physical resource specifications into plan.
 - 2.5.Develop systems and procedures to support the planned event.
 - 2.6.Develop an internal and external communications strategy.
 - 2.7.Negotiate and agree on event plan with stakeholders.
 - 2.8.Agree on evaluation criteria for event success.
 - 2.9.Finalise event plan, clearly identifying priorities, timelines, and responsibilities.
 3. Monitor event plan.
 - 3.1.Implement and monitor activities according to agreed timelines.
 - 3.2.Provide support and assistance to colleagues involved in implementing the plan.
 - 3.3.Monitor implementation of integrated plan for multiple event components to ensure cohesive planning.
 - 3.4.Assess and respond to the need to adjust plan, systems and procedures.
 - 3.5.Provide progress and other reports as required and according to event requirements.
 4. Evaluate event and event plan.
 - 4.1.Obtain feedback from stakeholders according to predetermined evaluation criteria.
 - 4.2.Evaluate event for operational service efficiency, quality and achievement of objectives.
 - 4.3.Review and assess effectiveness of event plan in delivering outcomes, and identify deficiencies.
 - 4.4.Use information to enhance future event planning.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
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- Reading skills to:
- interpret complex and varied event information from diverse sources.
- Writing skills to:
- write complex event plans and performance measurement documents to facilitate event planning and evaluation.
- Numeracy skills to:
- interpret diverse components of event budgets and develop resource specifications within budgetary parameters.
- Problem-solving skills to:
- address operational issues at a management level.

Unit Mapping Information

SITXEVT604 Develop and implement event management plans

Links

Companion Volume implementation guides are found in VETNet -

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