



Australian Government

SITEEVT017 Develop multi-venue event plans

Release: 1

SITEEVT017 Develop multi-venue event plans

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to address the particular issues that apply to events that operate across a number of venues. It requires the ability to use significant analytical and management skills, combined with a strong understanding of event management operational issues. It focuses only on the additional knowledge and skills required in the context of cross-venue event operations.

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, 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. Conduct multi-venue selection process.

PERFORMANCE CRITERIA

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

1.1. Identify parameters for venue selection based on customer and event requirements.

1.2. Incorporate multi-venue considerations into the venue or site selection process.

1.3. Determine best combination of venues to meet event

- needs.
2. Analyse multi-venue planning and management implications.
 - 2.1. Determine potential impact of multi-venue operations through analysis of event requirements.
 - 2.2. Analyse risks associated with multi-venue events.
 - 2.3. Assess and respond to geographical factors arising from multi-venue operations.
 - 2.4. Assess inter-venue communication needs and determine most appropriate forms of communication.
 - 2.5. Evaluate need for consistency across venues and develop guidelines in consultation with venue personnel.
 - 2.6. Integrate multi-venue considerations into broader event management structures and processes.
 3. Develop operational plan to address multi-venue issues.
 - 3.1. Develop and document multi-venue operational procedures and contingency procedures.
 - 3.2. Identify critical tasks and allocate responsibilities and timelines.
 - 3.3. Obtain approval for plan from relevant stakeholders.
 - 3.4. Provide operational information to staff, venues and other stakeholders.
 4. Evaluate success of multi-venue operations.
 - 4.1. Obtain feedback from stakeholders according to predetermined evaluation criteria.
 - 4.2. Evaluate multi-venue operations in terms of operational efficiency and service quality.
 - 4.3. 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

Reading skills to:

- interpret complex event documentation.

Oral communication skills to:

- consult with stakeholders on complex management and operational requirements
- manage relationships and negotiations with venue stakeholders.

Numeracy skills to:

- calculate budgetary impacts of multi-venue operations.

Problem-solving skills to:

- anticipate and address management and operational issues

across multiple venues.

Planning and organising skills to:

- manage information from multiple sources.

Unit Mapping Information

SITXEVT607 Develop multi-venue event plans

Links

Companion Volume implementation guides are found in VETNet -

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