



**Australian Government**

# **SITEEVT030 Develop event concepts**

**Release: 2**

## SITEEVT030 Develop event concepts

### Modification History

| Release   | Comments                                                                                       |
|-----------|------------------------------------------------------------------------------------------------|
| Release 2 | Release 2 Supersedes and is equivalent to Release 1, minor correction to performance criteria. |

### Application

This unit describes the performance outcomes, skills and knowledge required to explore and refine ideas for event concepts, and to progress those concepts to the point where they can be made operational. The concept development phase may be undertaken in parallel with feasibility analysis or the event bidding process.

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 workers 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.

The skills in this unit of competency must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

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

### Pre-requisite Unit

Nil

### Competency Field

### Unit Sector

Events

### Elements and Performance Criteria

#### ELEMENTS

*Elements describe the essential outcomes*

#### PERFORMANCE CRITERIA

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

1. Evaluate and explore needs and opportunities for events.
  - 1.1. Research and evaluate existing information that informs new concept development.
  - 1.2. Expand the potential of new ideas by exploring a diverse range of opportunities.
  - 1.3. Evaluate factors that impact event concept development.
  - 1.4. Develop preliminary ideas on innovative and different ways to address needs and opportunities, in consultation with relevant stakeholders.
2. Develop creative approaches to event concepts.
  - 2.1. Use creative thinking techniques to generate innovative and creative concepts.
  - 2.2. Challenge, test and experiment with different concepts as part of a collaborative process.
  - 2.3. Evaluate event concepts in terms of their suitability for the target audience or purpose, feasibility and commercial potential.
  - 2.4. Take account of regulatory, risk and sustainability considerations as concepts and ideas are developed.
  - 2.5. Evaluate and select strategies for achieving desired outcomes.
  - 2.6. Identify resources required to achieve desired outcomes.
  - 2.7. Present proposed concepts in an appropriate format.
3. Refine event concepts.
  - 3.1. Ensure concept development process is open to ongoing refinement and testing.
  - 3.2. Seek input and feedback on concepts from relevant stakeholders.
  - 3.3. Seek specialist advice on creative and technical aspects of proposals as required.
  - 3.4. Compare concepts with best practice examples of similar products, programs, processes or services.
  - 3.5. Use creative and practical criteria to determine advantages and disadvantages of different concepts.
  - 3.6. Evaluate constraints on the realisation of concepts.
  - 3.7. Refine proposals based on analysis and feedback.
4. Progress event concept to operational stage.
  - 4.1. Verify operational practicality and cohesiveness of the concept through consultation and analysis.
  - 4.2. Develop implementation specifications from refined concept.
  - 4.3. Present specifications to relevant parties for funding or approval.
  - 4.4. Facilitate effective planning and implementation through timely provision of concept information relevant to stakeholders.
  - 4.5. Reflect on methodology used to generate concepts and

ideas, and note possible future improvements.

## 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:                 | <ul style="list-style-type: none"><li>analyse complex information from varied sources.</li></ul>                                                                                                                                                                                      |
| Oral communication skills to:      | <ul style="list-style-type: none"><li>consult and liaise on potentially complex concepts and planning issues</li><li>engage in a collaborative process of ideas generation and refinement</li><li>convey complex ideas to both the internal and external stakeholder group.</li></ul> |
| Numeracy skills to:                | <ul style="list-style-type: none"><li>estimate costs and develop broad budgetary scenarios.</li></ul>                                                                                                                                                                                 |
| Problem-solving skills to:         | <ul style="list-style-type: none"><li>develop and adjust ideas in response to varied creative, management and operational challenges.</li></ul>                                                                                                                                       |
| Planning and organising skills to: | <ul style="list-style-type: none"><li>integrate practical considerations into the concept development process.</li></ul>                                                                                                                                                              |
| Technology skills to:              | <ul style="list-style-type: none"><li>use business technology to conduct research.</li></ul>                                                                                                                                                                                          |

## Unit Mapping Information

Supersedes and is equivalent to SITEEVT012 Develop event concepts.

## Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>