



Australian Government

Assessment Requirements for SITEEVT032 Develop and implement event management plans

Release: 1

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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 one event with multiple operational components
- document the above event management plan, 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 the above 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 above 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:

- a live event; or
- 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:
 - event budgets
 - event concept documents
 - evaluation criteria
- an events team with which the individual can interact and 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>