



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SITX EVT017B Provide on-site event management services**

**Revision Number: 1**

## SITXEVT017B Provide on-site event management services

### Modification History

Not applicable.

### Unit Descriptor

#### Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate the final preparation and set-up of a complex event comprising multiple components and to manage all aspects of the on-site operation.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### Application of the Unit

#### Application of the unit

This unit applies to individuals managing events in any industry context, but it is particularly relevant to the cultural, community, hospitality, sporting and tourism sectors.

A complex event comprising multiple components must involve:

- need for a comprehensive and multifaceted event plan
- need for a formal internal or external communications strategy
- dedicated and diverse event budget
- multiple administrative and operational components
- a wide range of stakeholders
- an event operations team.

On-site management of a complex event requires considerable organisational, communication, negotiation and problem-solving skills as well as detailed knowledge of the range of issues and challenges that impact on event operations. Those with managerial responsibility undertake this role.

## Licensing/Regulatory Information

Not applicable.

## Pre-Requisites

**Prerequisite units** Nil

## Employability Skills Information

**Employability skills** The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

## Elements and Performance Criteria

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
----------------	-----------------------------

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
1 Prepare for on-site management.	<ul style="list-style-type: none"><li>1.1 Develop <i>plans and procedures for on-site management</i> based on assessment of overall event requirements.</li><li>1.2 Analyse final arrangements for all aspects of the event and address any discrepancies or outstanding matters.</li><li>1.3 Develop and collate <i>materials to facilitate effective on-site management</i>.</li><li>1.4 Organise and provide accurate <i>event briefings</i> to operational staff and contractors prior to the event, including clarification of roles and responsibilities.</li></ul>
2 Oversee event set-up.	<ul style="list-style-type: none"><li>2.1 Establish contact with <i>relevant contractors</i> at the appropriate time and reconfirm all requirements.</li><li>2.2 Assess all aspects of event set-up against the <i>prearranged operational agreements</i>.</li><li>2.3 Assess set-up to ensure appropriate access and safety issues have been addressed.</li><li>2.4 Identify any <i>deficiencies and discrepancies</i> and take prompt action to negotiate any necessary adjustments with the appropriate contractor to rectify the situation.</li><li>2.5 Brief any additional on-site staff on full details of the meeting or event operation, including <i>communication and control mechanisms</i>.</li></ul>
3 Monitor event operation.	<ul style="list-style-type: none"><li>3.1 Monitor event operation through observation and appropriate <i>communication and control mechanisms</i>.</li><li>3.2 Identify and analyse <i>operational problems</i> or need for additional services as they arise and take prompt action to address.</li><li>3.3 Liaise with the client throughout the event to ensure it is progressing to his or her satisfaction.</li><li>3.4 Monitor and ensure effective delivery of services through ongoing liaison with contractors.</li></ul>
4 Oversee event break-down.	<ul style="list-style-type: none"><li>4.1 Ensure <i>event break-down</i> is completed according to agreements.</li><li>4.2 Debrief operational staff and contractors as required with view to future operational and service improvements.</li></ul>

**ELEMENT****PERFORMANCE CRITERIA**

- 4.3 Check and sign accounts according to contractor agreements.
- 4.4 Assess matters requiring post-event action and initiate relevant processes.

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- critical thinking skills to evaluate and assess event requirements for on-site management
- problem-solving skills to evaluate and address a wide range of unpredictable operational issues within tight time constraints
- communication skills to lead, liaise and negotiate with a wide range of stakeholders on potentially complex and unpredictable operational issues
- negotiation skills to allow for on-the-day negotiations where time constraints play a key factor
- literacy skills to interpret and develop potentially complex event documentation
- numeracy skills to address a range of operational and planning issues that may include the need to manage the flow of a large number of people and work quickly and accurately with budget figures and estimates.

The following knowledge must be assessed as part of this unit:

- typical systems, procedures and logistics for on-site management, including:
- contractor communication mechanisms and protocols, including main liaison person within a venue, hierarchy of control and walkie-talkie options
- operational control documents, such as running sheets and how they are used
- techniques for managing stress and time during the operation of an event
- detailed characteristics of written contractor documentation across a wide range of services, including venue, technical, catering and staging
- safety and risk issues associated with different types of event, such as movement of numbers of people and security issues in particular situations
- environmental impacts and minimal impact practices for the construction, maintenance and disposal of event staging components
- correct and environmentally sound disposal methods for all types of waste and in particular for hazardous substances.

## Evidence Guide

### EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment

## EVIDENCE GUIDE

Guidelines for this Training Package.

### **Critical aspects for assessment and evidence required to demonstrate competency in this unit**

Evidence of the following is essential:

- ability to manage the efficient, environmentally protective and safe on-site operation of an event, including all aspects of preparation, set-up, operation and move-out
- knowledge of the range of issues and problems that may arise during the conduct of meetings and events
- demonstration of skills in managing the on-site aspects of more than one complex event
- presence of commercially realistic time pressures related to the operation of an event.

### **Context of and specific resources for assessment**

Assessment must ensure:

- participation of a team of operational staff involved in delivering an event
- involvement of suppliers of equipment and services
- realistic ratios of operational staff to participants, delegates or guests
- use of meeting and event operational documents and equipment.

## EVIDENCE GUIDE

### Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of the operational efficiency and service quality at an event site-managed by the candidate
- evaluation of reports prepared by the candidate on the event management process, including the issues and challenges associated with delivering effective outcomes
- review of documentation, such as running sheets and other site management plans prepared by the candidate
- review of staff or supplier briefing documents and reconfirmation checklists prepared by the candidate
- written and oral questioning or interview to test knowledge of management procedures and systems, event documentation requirements and negotiating techniques
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

SITXMGT003A Manage projects.

### Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

## Range Statement

### RANGE STATEMENT



## RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

***Plans and procedures for on-site management*** may be related to:

- registrations
- organising committee
- record-keeping and reporting
- special needs
- risk management
- crowd control
- event timings
- contractor communication
- minimisation of environmental impacts on the site.

***Materials to facilitate effective on-site management*** may include:

- running sheets
- copies of agreements with clients
- copies of agreements with all contractors
- contact numbers for all contractors
- contact numbers for emergency services
- briefing papers
- pre-determined processes and procedures for managing risks to personnel, participants and the site environment.

***Event briefings*** may be:

- face-to-face
- in writing
- on telephone.

***Relevant contractors*** may include:

- venues
- speakers and facilitators
- staging suppliers
- display suppliers
- caterers
- entertainers
- equipment hire companies.

## RANGE STATEMENT

*Prearranged operational agreements* may relate to:

- the correct installation of infrastructure and facilities to ensure minimal impacts to the site
- availability of materials and equipment
- room set-ups
- staging and technical equipment
- display and signage
- food and beverage arrangements
- registration areas.

*Deficiencies and discrepancies* may include:

- incorrect room set-ups
- incorrect staging
- faulty or unavailable technical equipment
- lack of equipment to manage displays and signage
- shortage of food and beverage
- inappropriate space in registration areas
- inappropriate management of risk to personnel, participants and the site environment.

*Communication and control mechanisms* may include:

- guidelines on hierarchy of control and associated reporting lines during the event
- regularity of updates to event managers
- specific performance indicators
- contingency plans.

*Event break-down* may involve:

- the correct removal of infrastructure and facilities to ensure site is left in good condition
- packing and removing items
- debriefing participants, exhibitors and contractors
- liaising with venue and site personnel.

## Unit Sector(s)

Sector

Cross-Sector

## **Competency field**

**Competency field**                      Event Management