



Australian Government

SITXEVT501 Develop conference programs

Release 1

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITXEVT014A Develop conference programs. Minor changes to Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content. Re-worked Evidence Guide to better articulate assessment requirements.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop conference programs that include a significant business component. It requires the application of detailed knowledge of conference formats and options as well as a sound understanding of learning and development issues that impact on program design.

Application of the Unit

Conferences are diverse in nature and occur in all industry contexts.

This unit applies to conference coordinators who operate independently, and are responsible for making a range of operational decisions. They may work in event management companies, in conference venues, or in organisations that organise their own conferences.

More general conference organisation skills are found in business units such as BSBADM503A Plan and manage conferences.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

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

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|------------------------------------|---|
| 1. Establish program requirements. | <p>1.1 Analyse <i>conference context, scope and objectives</i> in consultation with stakeholders to determine program parameters and balance.</p> <p>1.2 Develop and agree on <i>program requirements</i> with relevant stakeholders.</p> <p>1.3 Assess <i>internal and external factors</i> for impact on program design.</p> |
| 2. Design conference program. | <p>2.1 Develop conference format within known budget, venue and staging constraints.</p> <p>2.2 Research and analyse options for different program components and investigate ways to incorporate innovative approaches.</p> <p>2.3 Identify and integrate use of appropriate <i>technologies</i> in program development.</p> <p>2.4 Include activities that integrate <i>learning and development principles</i> appropriate to the target audience.</p> |
| 3. Finalise program details. | <p>3.1 Create cohesive program by integrating program components.</p> <p>3.2 Prepare realistic program cost estimates.</p> <p>3.3 Present proposed conference program to appropriate stakeholders within required timeframe.</p> <p>3.4 Negotiate program details with stakeholders and gain appropriate approvals.</p> <p>3.5 Initiate actions for publication of conference program in the context of broader conference management plans.</p> |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to consult and reach agreement on program design with stakeholders
- critical thinking skills to analyse conference requirements and develop program options that best meet conference objectives
- initiative and enterprise skills to consider and incorporate innovative approaches to program design
- learning skills to develop and maintain knowledge of conference programming options
- literacy skills to:
 - research and interpret potentially wide-ranging and complex information sources about conference programming options
 - develop clear program documentation
- numeracy skills to work with conference scheduling and timing issues
- planning and organising skills to create cohesive conference programming and scheduling
- problem-solving skills to analyse and respond to potential risks and issues in program design.

Required knowledge

- needs of different conference market segments and relevant stakeholders:
 - associations
 - corporate
 - government
- conference session formats, and the features, advantages and disadvantages of different options
- current, emerging and innovative approaches to conference program design
- links between different conference program components and how these affect program design:
 - breaks
 - business program:
 - plenary
 - break-outs
 - catering
 - links with other parallel events
 - pre and post-touring elements
 - social program
- scheduling options and issues for conferences of varying durations
- options for conference staging, including:
 - key staging components
 - room layouts

- current technologies
- educational, learning and development principles:
 - learning principles for different groups
 - varying learning styles
 - features of learning materials
- features of academic abstracts and how these are used.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- design cohesive and practical conference programs that meet overall objectives, audience needs and program budgetary guidelines
- design multiple and diverse conference programs
- integrate knowledge of:
 - needs of different conference market segments
 - options available to conference organisers in terms of:
 - venues
 - staging
 - format
 - pre and post-touring components
 - learning and development principles.

Context of and specific resources for assessment

Assessment must ensure use of:

- industry-realistic conferences for which programs are developed. Conferences may be created for the specific purpose of skills assessment, but must still meet the requirements outlined under Critical aspects of assessment, and have commercial, community or business relevance. Small personal events are not appropriate as a means of assessing an individual's skills and knowledge
- venues where conferences are operated
- dedicated conference budgets
- current industry documentation and publications relating to conference venues
- stakeholders with whom the individual consults.

Method 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 a project to develop a program for a conference
- use of case studies or projects to assess knowledge of programming for different types of conferences
- written or oral questioning to assess knowledge of conference programming formats and considerations
- review of portfolios of evidence and third-party workplace

reports of on-the-job performance by the individual.

**Guidance information
for assessment**

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example:

- SITTPPD401 Package tourism products.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Conference context, scope and objectives may relate to:

- delegates:
 - numbers
 - origin
 - profile
- host organisation:
 - development needs
 - objectives
 - profile
- industry context:
 - development needs
 - current issues of concern
- practical issues:
 - dates
 - duration
 - location.

Program requirements may relate to:

- balance of social and business program
- duration
- learning and development focus
- speakers and facilitators.

Internal and external factors may include:

- current and emerging industry trends
- emerging research
- speaker or facilitator availability
- venue-related issues.

Technologies may relate to:

- delivery of program information
- remote conferencing options
- social media
- venue requirements
- ways to enhance presentations.

Learning and development principles may relate to:

- action and experiential learning
- instructional design
- interpretive techniques
- learning styles of particular groups
- principles of adult learning.

Unit Sector(s)

Cross-Sector

Competency Field

Events