



Australian Government

SITXEVT601 Research event trends and practice

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	<p>E</p> <p>Replaces and is equivalent to SITXEVT006A Research and evaluate event industry trends and practices.</p> <p>Simplified title. Re-worked Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content.</p>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to research and critically evaluate event practice at a strategic level, and to use that research as a way of extending expertise in event management.

Application of the Unit

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

This unit applies to event managers who operate with significant autonomy and who are responsible for making a range of strategic event management decisions. They may work in event management companies, in event venues, or in organisations that organise their own events.

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. Research event ideas and management practice. | 1.1 Assess and select <i>research strategies</i> for exploration of event <i>ideas and concepts</i> .
1.2 Identify and explore potential <i>new and alternative sources</i> of information.
1.3 Research information on the history and evolution of the global event industry as a context for current work practice.
1.4 Identify and explore current, emerging and innovative ideas and management practice. |
| 2. Evaluate information to inform work practice. | 2.1 Analyse ways in which information may be used or adapted to current work practice.
2.2 Use information to generate discussion and <i>critical analysis</i> of event management practice and opportunities.
2.3 Develop <i>positions and ideas</i> from research and integrate into professional practice. |
| 3. Extend event management skills and knowledge. | 3.1 Investigate <i>ways to extend and expand individual research</i> to support professional practice and self development.
3.2 Proactively identify and use opportunities presented by research to extend and refine event management skills and knowledge.
3.3 Collaborate with other professionals on event management practice.
3.4 Identify and use practice, feedback, discussion and evaluation opportunities to continuously improve skills. |

Required Skills and Knowledge

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

Required skills

- communication skills to collaborate with other professionals
- critical thinking skills to develop complex conceptual, technical or management positions and ideas
- initiative and enterprise skills to seek professional development opportunities
- learning and self-management skills to:
 - extend individual research capability through self-directed projects
 - pro-actively use opportunities to extend own skills and knowledge
- literacy skills to analyse varied information sources dealing with complex ideas and strategic management practice
- planning and organising skills to establish and undertake a research process.

Required knowledge

- research methodologies and options
- sources of event industry references, and broader references that may inform emerging and innovative practice in event management and operations
- current and emerging event industry trends across areas of event planning and management:
 - concept development
 - marketing
 - funding and financial models
 - operations
 - regulation
 - sustainability, including ISO20121 Event Sustainability Management Systems
 - evaluation
- evolution of the event industry, globally and within Australia
- event industry networks and professional development opportunities
- techniques and methods to generate new ideas and develop innovative approaches to work.

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:

- research and evaluate event industry issues, trends and ideas
- develop positions, ideas and professional strategies that are grounded in research and reflection
- identify and use opportunities to extend own professional event management practice.

Context of and specific resources for assessment

Assessment must ensure use of:

- a current and varied range of general and specialised information sources.

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 research undertaken by the individual
- oral or written questioning to assess depth and complexity of individual's event industry knowledge
- 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.

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.

Research strategies may include:

- collaboration or engagement with others:
 - academics
 - industry groups
 - mentors
 - professional practitioners
- desk research
- formal study.

Event industry information, ***ideas and concepts*** may relate to:

- best practice examples
- broader context for events:
 - economic
 - historical
 - philosophical
 - political
 - social
- operations
- management
- risk
- sustainability
- technology
- overall management practice.

New and alternative sources may include:

- theories of business and management practice
- work from other related areas of community or business activity, including:
 - artists and designers
 - photographers
 - historians
 - film makers
 - authors
 - entertainers.

Critical analysis may include:

- adapting
- analysing
- challenging
- comparing and contrasting:
 - ideals with practice

- beliefs
- interpretations
- theories
- debate and discussion
- drawing links:
 - between research and own work
 - between seemingly disconnected ideas
- exploring:
 - assumptions
 - implications
- generating and assessing solutions
- reflecting.
- adaptation of current practice
- specific operational innovations
- totally new approaches to work practice.
- community engagement
- connecting to areas of research beyond the obvious
- further study
- greater levels of specialisation and depth in research
- mentored reflection
- self analysis.

Positions and ideas may include:

Ways to extend and expand individual research may involve:

Unit Sector(s)

Cross-Sector

Competency Field

Events