



Australian Government

SITXEVT602 Develop event concepts

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>N</p> <p>Replaces but not equivalent to SITXEVT009A Develop event concepts.</p> <p>Re-written and based on BSBCRT501A Originate and develop concepts. Unit now more fully articulates the creative process of developing event concepts.</p>

Unit Descriptor

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.

Application of the Unit

Events are diverse in nature and this unit is relevant to any type of event coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors. Sometimes the concept development phase is undertaken in parallel with feasibility analysis or the event bidding process.

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.

The unit does not include the specialist concept development undertaken by experts such as writers, technical specialists or lighting, sound, exhibition, set or costume designers.

Consultation with relevant experts, however, may be a key aspect of overall event concept development.

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

stage.

- 4.2 Develop *implementation specifications* from refined concepts.
- 4.3 Present specifications to relevant parties for approval, funding or approval.
- 4.4 Facilitate effective planning and implementation through timely provision of information on the concept relevant stakeholders.
- 4.5 Reflect on methodology used to generate concepts and ideas and note ways of improving this in the future.

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - consult and liaise on potentially complex concepts and planning issues
 - engage in a collaborative process of ideas generation and refinement
- critical thinking skills to analyse, develop and refine complex information and ideas
- initiative and enterprise skills to develop innovative ideas for events
- literacy skills to analyse complex information from varied sources
- planning and organisational skills to:
 - integrate practical considerations into the concept development process
 - create implementation specifications for concepts
- numeracy skills to estimate costs and develop broad budgetary scenarios
- problem-solving skills to develop and adjust ideas in response to varied creative, management and operational challenges.

Required knowledge

- techniques for exploring, generating and testing creative ideas, and for translating these ideas into workable concepts
- internal and external factors that affect event concept development:
 - market factors:
 - competitive environment
 - potential levels of participation and interest
 - media interest
 - operational considerations:
 - access
 - climate
 - regulatory requirements
 - risk
 - resource availability, constraints and potential:
 - human
 - physical
 - financial
 - sustainability
- different creative, promotional, technical and operational options to consider when developing an event concept
- key stakeholders for different types of event.

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:

- engage in a creative process of concept generation and refinement
- develop multiple event concepts, substantiated and supported with sufficient information to allow for implementation to occur
- integrate knowledge of event planning and operations opportunities and constraints.

Context of and specific resources for assessment

Assessment must ensure use of:

- other people with whom the individual can interact and collaborate.

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 event concepts generated by the individual, and of the processes used to generate and test the ideas
- debate and discussion with the individual to assess knowledge of the operational context and the broader factors that impact on event concept development
- evaluation of presentation or 'pitch' made by the individual in relation to a particular concept
- use of case studies to develop concepts for different types of events
- oral or written questioning to assess knowledge of the range of key market factors and management issues to be considered in the concept development phase
- 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:

- SITXEVT603 Determine event feasibility.

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.

Information may include:

- creative brief
- event objectives:
 - business
 - creative
 - educational
 - profile creation
 - community impact
 - participation or attendance
- event parameters:
 - date, time and duration
 - size and scope
 - location
 - resourcing
- market research
- organisational vision
- personal vision.

Exploration of opportunities beyond the obvious may involve:

- challenging existing assumptions and preconceptions
- considering change to the way things are done
- exploring practice in a different industry context
- investigating new technologies
- making connections between seemingly unrelated activities.

Stakeholders may include:

- clients
- colleagues
- creative professionals
- entertainers
- event principal
- local authorities
- local community
- organising committees
- staging contractors.

Creative thinking techniques may

- brainstorming:
 - bulletin board

include:

- buzz session
- computer-aided
- sequencing
- stop and go
- Edward de Bono's six thinking hats
- ego alter or heroes
- graphic organisers:
 - concept fans
 - visual maps
 - webbing
- lateral thinking games
- making associations
- mind mapping
- morphological analysis
- sub-culture surfing
- trigger words
- use of metaphors and analogies
- vision circles
- word salads
- visualisation.

Creative and practical criteria may relate to:

- cost-effectiveness
- competing priorities
- 'fit' with:
 - creative aspirations
 - strategic directions of organisation
 - target market needs
- how innovative the concept is
- risk benefit analysis
- technical feasibility
- time to realise the concept.

Operational practicality and cohesiveness may relate to:

- components of the event and how they fit together
- managing risk
- resource availability
- scheduling
- sustainability
- time constraints
- venue or site constraints.

Implementation specifications may include:

- briefs for work
- concept specification
- operational plan

- resource breakdown
- staging requirements.

Unit Sector(s)

Cross-Sector

Competency Field

Events