



Australian Government

Department of Education, Employment and Workplace Relations

THTFME03A Develop and update event industry knowledge

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to develop and update general knowledge of the meetings and events industry including industry structure, legal issues and current technology. This knowledge underpins effective performance in all meeting and event organisation and management roles.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Source and apply information on the structure and operation of the event industry	1.1 Identify sources of information on the event industry correctly including information relating to: ; industry structure; different event types and staging elements; event protocols; major industry bodies/associations; impacts of events on local economies; career opportunities.
	1.2 Use knowledge of the event industry in the correct context to enhance the quality of work performance.
2 Source and apply information on ethical and legal issues for the event industry	2.1 Obtain information on legal and ethical issues to assist effective work performance.
	2.2 Conduct day-to-day event organisation activities in accordance with legal obligations and ethical industry practices.
3 Source and apply information on event industry technology	3.1 Obtain information on current and emerging technologies that impact on the event organisation process.
	3.2 Assess the potential effects of different technologies on the event organisation process.
	3.3 Apply knowledge of current and emerging technology in day-to-day work activities.
4 Update event industry knowledge	4.1 Identify and use a range of opportunities to update knowledge of the events industry.
	4.2 Monitor current issues of concern to the industry.
	4.3 Share updated knowledge with customers and colleagues as appropriate, and incorporate into day-to-day work activities.

Required Skills and Knowledge

Not applicable.

Evidence Guide

Essential Knowledge and Skills to be Assessed

The following knowledge and skills must be assessed as part of this unit:
main types of events as listed in the Range Statement including the following for different event types:

- objectives/roles
- scope
- nature of audience
- key stakeholders
- key elements of staging an event

- structure and function of the events industry, including:
 - relationships between the events industry and other industries such as tourism, hospitality and entertainment
 - businesses and organisations involved in the industry
 - key motivations for hosting events

- the role and impact of events on local economies
- legal and ethical issues that impact on event management including overview of relevant legislation
- current and emerging technology for different aspects of the event management process.

Linkages to Other Units

This unit underpins effective performance in all other event management related units. It is also an extension of the following units and combined training and assessment is appropriate:
THHCO01B Develop and update hospitality industry knowledge
THTCO01B Develop and update tourism industry knowledge

Critical Aspects of Assessment

Evidence of the following is critical:
general knowledge of the events industry as listed under Essential Knowledge and Skills
understanding of how industry knowledge can be applied to work activities to maximise effective performance
knowledge of ways to maintain currency of knowledge.

Context of Assessment and Resource Implications

Assessment must ensure:
application of knowledge to specific event organisational contexts.

Assessment Methods

Assessment methods must be chosen to ensure that the application of knowledge to event organisation activities can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.

The following examples are appropriate for this unit:

- case studies and problem solving to assess application of knowledge to different event organisation situations and contexts
- questions to assess knowledge of different aspects of the events industry as detailed in the Evidence Guide
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies

Collecting, Organising and Analysing Information

For example:

Deciding whether to join an industry association based on evaluation of promotional materials (2)

Communicating Ideas and Information

For example:

Liaising with clients on protocol requirements for a given event (1)

Planning and Organising Activities

For example:

Organising a personal program of professional development activities for the upcoming year (1)

Working with Others and in Teams

For example:

Discussing industry developments with colleagues (1)

Using Mathematical Ideas and Techniques

Not Applicable

Solving Problems

For example:

Respond to situation organising a particular type of event that includes components of which you have no knowledge (1)

Using Technology

For example:

Using the Internet to source information on the events industry (1)

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Range Statement

This unit applies to any enterprise involved in event management. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Events refers to all types of events including:

conferences
symposia
exhibitions
festivals
promotions
shows
sporting events
parades
cultural celebrations
trade and consumer shows
social events
public events
corporate events
charitable, fund-raising events.

Opportunities to update knowledge may include:

industry seminars
training courses
industry association membership
participation in events industry association activities
informal networking with colleagues
reading industry journals
web research.

Ethical industry practices in the context of events may include:

commission procedures
bookings at venues
confidentiality
overbooking
sub-contracting
pricing.

Legal issues in the context of events may include:

public liability
duty of care
licensing
risk management
occupational health and safety

Technologies that impact on the event organisation process may relate to:

project management systems
delegate registration and tracking systems
CAD systems
Internal venue booking systems.

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Unit Sector(s)

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