



Australian Government

Department of Education, Employment and Workplace Relations

THTFME04A Develop an event concept

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to develop the overall concept, theme and format for a major event comprising multiple components. An event manager would generally undertake this process at the commencement of the event management cycle in consultation with key stakeholders. Sometimes the concept development phase is undertaken as part of the event bidding process. Event bids and proposals are covered in unit THHPPD08B Plan and develop event proposals and bids. The unit also shares some similarities with unit THTPPD09B Develop conference programs but is broader in application.

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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 Identify overall event objectives and scope	<p>1.1 Clarify and agree the key objectives of the event in consultation with stakeholders.</p> <p>1.2 Analyse key information and consult with stakeholders to determine the broad scope of the event including indicators for: ; size and numbers of guests/delegates; audience/participant needs; location (s); duration; financial investment and other resourcing issues.</p> <p>1.3 Identify and analyse internal and external factors which may impact on the event.</p>
2 Establish event concept theme and format	<p>2.1 Develop an overall event concept, theme and format which reflects key objectives and meets the needs of the potential audience.</p> <p>2.2 Incorporate creative elements into the event concept and theme.</p> <p>2.3 Verify the operational practicality and cohesiveness of the concept, theme and format through consultation and analysis.</p> <p>2.4 Develop a summary of key logistical requirements based on the overall concept, theme and format.</p> <p>2.5 Provide accurate and complete information on the concept, theme and format to all relevant stakeholders to facilitate timely and effective planning and implementation.</p> <p>2.6 Obtain approval from relevant stakeholders prior to implementation.</p>

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:

key stakeholders for different types of event
internal and external factors to be considered when developing an event concept
key management issues that impact on development of an event concept
creative options for different types of event
technical and staging options for different types of event.

Linkages to Other Units

This unit has very strong linkages to other event management units and combined training and assessment is strongly recommended. Examples are:

THTFME05A Select event venues and sites
THTPPD08B Plan and develop event proposals and bids
THTFME06A Manage event staging
THHGLE14A Prepare and monitor budgets
THHGGA09A Manage projects

Critical Aspects of Assessment

Evidence of the following is critical:

ability to develop a concept and format that reflects event objectives, is operationally practical and which results in the achievement of objectives
knowledge of typical formats for different styles of events
knowledge of the creative options to be considered when developing an event concept.

Context of Assessment and Resource Implications

Assessment must ensure:

development of an event concept, theme and format for a specified need
access to and interaction with event industry suppliers
involvement of and interaction with an event principal or organising group.

Assessment Methods

Assessment methods must be chosen to ensure that the skills to develop an event concept 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 to develop concepts, themes and formats for different types of event
evaluation of concept, theme and format through a candidate presentation or "bid" for an event
oral or written questions 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 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:

Completing and reporting on an internal research process to determine key factors affecting a corporate event (3)

Communicating Ideas and Information

For example:

Developing concept, theme and format proposals for presentation to an event organising committee (3)

Planning and Organising Activities

For example:

Liaising with multiple potential contractors to develop an event concept within a very short timeframe (3)

Working with Others and in Teams

For example:

Co-ordinating a brainstorming session to develop the creative elements of an event (2)

Using Mathematical Ideas and Techniques

For example:

Estimating costs for particular concepts and formats (1)

Solving Problems

For example:

Developing a solution to a situation where the event principal's desire for a particular creative component does not fit with the overall concept (2)

Using Technology

For example:

Using computer software to develop an animated presentation on an event concept (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.

A major event comprising multiple components must include:

- multiple contractors
- substantial catering (i.e. not simply an afternoon tea)
- multiple speakers, performers or exhibitors
- requirement for display, decoration or theming.

Key staging requirements that must relate to the event concept, theme and format may include:

- venue decoration
- talent
- stage set-up and design
- catering
- technical effects (e.g. sound, lighting, audio-visual)
- collateral materials.

Internal and external factors to be assessed may include:

- resource availability (e.g. human, financial, physical)
- potential for attraction of additional resources (e.g. sponsorship, co-hosting)
- level of management commitment
- restrictions on lead-time
- potential levels of participation and interest
- competitive environment
- timing and duration factors (e.g. impact of public holidays and other public events)
- potential contributors
- talent requirements
- climate
- access factors
- marketing and promotional issues (e.g. potential for media coverage).

Stakeholders may include:

- event principal
- local community
- organising committees
- local authorities
- customers
- colleagues
- staging contractors
- entertainers.

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Unit Sector(s)

Not applicable.