



Australian Government

SFLDEC011 Style and manage floristry for events

Release: 1

SFLDEC011 Style and manage floristry for events

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan the provision of floristry products and services for events including large or themed social or corporate events, exhibitions and festivals. It requires the ability to identify event objectives and scope, customer operational needs and style preferences, prepare and confirm concept proposals, prepare and implement operational plans and manage the staging of floral displays at the venue.

This unit applies to all floristry industry businesses including retail floristry shops, studio floristry businesses and those that specialise in corporate or special events. It applies to senior florists, specialist floral designers and stylists who operate with significant autonomy, have considerable experience across product categories and are responsible for making a range of strategic design, operational and team decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Design and Construction

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify event objectives and scope

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Discuss and clarify, with event planner, event objectives and scope and design preferences for theme and style.
- 1.2 Liaise with event planner to determine budget and

- key venue and operational issues for event.
2. Prepare and present concept proposal.
 - 2.1 Analyse and document event staging requirements based on detailed review of customer brief.
 - 2.2 Contribute ideas to event concept, theme and format.
 - 2.3 Identify and define key floristry styling requirements in consultation with event planner to reflect event objectives and requirements.
 - 2.4 Develop options and ideas for floral styling theme and incorporate creative elements.
 - 2.5 Analyse and verify operational practicality of floristry concept through consultation with colleagues and event planner.
 - 2.6 Consider options to reduce negative environmental impacts of production and staging.
 - 2.7 Present creative and descriptive proposal including accurate information on floral styling concept, range and style of floristry products.
 - 2.8 Negotiate final cost and details and obtain event planner approval to proceed with specific designs.
 3. Prepare and implement operational plan for floral styling of event.
 - 3.1 Prepare operational plan identifying purchasing budget and logistics for production and staging of event products and services.
 - 3.2 Incorporate appropriate risk management issues into plan.
 - 3.3 Review, verify and finalise details with event planner.
 - 3.4 Provide accurate information on operational plan to floristry team to ensure timely and effective planning and implementation.
 - 3.5 Implement, monitor and adjust operational plan throughout production and staging of products and services.
 4. Coordinate staging of floral displays at event.
 - 4.1 Coordinate delivery or transport arrangements.
 - 4.2 Monitor loading and unloading of all floristry products.
 - 4.3 Coordinate on-site assembly and display of floristry products according to job specifications and operational plan.
 - 4.4 Evaluate quality of display and negotiate changes with venue staff and event planner.
 - 4.5 Monitor and maintain floristry products to ensure optimum appearance throughout life of event.
 5. Dismantle floral styling.
 - 5.1 Coordinate transport arrangements.

5.2 Coordinate removal and disposal of floristry products and ensure minimal environmental impacts.

5.3 Obtain post-event feedback to evaluate satisfaction and use to enhance future service provision.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	interpret complex briefs and unfamiliar and complex event and venue information.
Oral communication skills to:	ask open and closed probe questions and actively listen to discuss and negotiate key floristry styling requirements.
Numeracy skills to:	- calculate dimensions of display areas and appropriate size of floristry products to suit - calculate timeframes for production and staging of event products and services.
Problem solving skills to:	anticipate and review production, service and venue difficulties and abandon unfeasible ideas before submitting proposals.
Planning and organising skills to:	- produce and use cohesive operational plans to guide production and staging activities for self and others - efficiently manage operational logistics for delivery of event products and services for self and others.
Self-management skills to	critically analyse event objectives, staging requirements and input from self, colleagues and event planners.
Technology skills to:	use computers and software programs to develop and document concept proposals and operational plans.

Unit Mapping Information

SFLDEC511A Style and manage an event

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

Assessment Requirements for SFLDEC011 Style and manage floristry for events

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- respond to customer briefs, event objectives and prepare:
 - two concept proposals, each for a different event and different site environment
 - two operational plans, each for a different event and different site environment
- use one of the above plans to coordinate staging of floristry displays for one event to be chosen from the following types:
 - a large themed social event
 - a corporate event
 - an exhibition.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key features of these different types of events:
 - large themed social events
 - corporate events
 - exhibitions
 - community and other festivals
- for each type of event, these key features:
 - interrelationship between floral styling and other event aspects
 - types of customer attendees and quality expectations
 - floristry product options, themes and styles
 - roles and responsibilities of event planners, on-site event managers, technical staging and venue personnel
- intricate characteristics and interrelationships of elements and principles of design and use in large, complex or themed floral products and displays for events and event venues:
 - elements of design:
 - texture
 - form
 - colour

- space
- line
- principles of design:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale
 - proportion
 - contrast
- staffing requirements to service floral production and staging for events
- operational constraints for:
 - display of floristry products in different climatic conditions
 - floral styling within different types of venue or sites:
 - on-site assembly and display
 - maintenance for optimum appearance
 - disposal of floristry products
- space and equipment requirements to construct event products off-site at the floristry business and assemble and display at event site
- risk management issues to be considered for floral production and staging for events
- a range of formats for, inclusions and uses of:
 - descriptive concept proposals for the floral styling of events
 - operational plans to guide production and staging activities for events
- potential environmental impacts of assembling and maintaining floral displays at event venues and sites and practices for:
 - reducing water and energy use
 - reducing wastage of floristry raw materials
- environmentally sound disposal methods for these types of floristry construction waste at event venues and sites:
 - hazardous substances
 - spoiled and diseased flower and plant materials
 - flower and plant materials that have a propensity to propagate weeds.

Assessment Conditions

Skills must be demonstrated in a floristry design and event display environment. This can be:

- an industry workplace or event venue or site
- a simulated industry environment operated within a training organisation. This includes event venues and sites operated within a training organisation such as function rooms, restaurants, outdoor courtyards, gardens or exhibition areas.

Assessment must ensure use of:

- computers and general software programs to document concept proposals and operational plans
- customer briefs for events
- information about the spatial parameters and constraints of event venues to allow the individual to consider appropriate floral styling concepts
- templates to record concept proposals and operational plans
- clients or event planners with whom the individual can consult
- a team of other florists with whom the individual can interact to coordinate production team outcomes
- venue staff with whom the individual can interact to manage on-site assembly and display of floristry products; clients, event planners and venue staff can be:
 - clients, event planners, florists and venue staff in an industry workplace or
 - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- assessment activities that allow the individual to:
 - work with commercial speed, timing and productivity to complete concept proposals within nominated deadlines
 - coordinate on-site assembly and display of floristry products in live time where time pressures and constraints play a key factor.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

Links

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