



Australian Government

SITEEVT005 Plan in-house events or functions

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan the delivery of events or functions in a commercial venue. It requires the ability to identify customer operational needs and preferences, prepare and confirm event proposals, and finalise operational documents for the delivery of events.

This unit is relevant to events that are diverse in nature and are coordinated in many industry contexts, including the tourism, hospitality, sport, cultural and community sectors.

It applies to event coordinators who operate independently, and are responsible for making a range of operational decisions. They may work in commercial event or function venues, such as hotels, clubs, theatres, and convention and exhibition centres.

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

Pre-requisite Unit

Nil

Competency Field

Events

Unit Sector

Events

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Liaise with event customer to satisfy service expectations.

PERFORMANCE CRITERIA

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

- 1.1.Discuss and confirm purpose and scope of event or function with customer.
- 1.2.Liaise with customer to determine specific operational needs, preferences and budget for event.
- 1.3.Conduct site inspection as required.
- 1.4.Hold ongoing discussions about event plans to satisfy all

- requirements and service expectations.
2. Prepare and confirm event proposal.
 - 2.1. Analyse and document event staging requirements based on detailed review of brief.
 - 2.2. Identify and pursue additional sales opportunities to ensure maximum event profitability.
 - 2.3. Develop options and ideas on event concept, theme and format for inclusion in event proposal.
 - 2.4. Verify operational and service practicality of proposal through consultation with colleagues and suppliers.
 - 2.5. Present proposal including accurate information on costs, range and style of products and services.
 - 2.6. Negotiate and agree on final event details.
 - 2.7. Prepare and issue relevant event documentation and update as required.
 3. Coordinate event services.
 - 3.1. Liaise with internal personnel and external suppliers to facilitate effective event planning.
 - 3.2. Identify potential environmental and social impacts and organise services to minimise impacts.
 - 3.3. Determine event components and create schedule to facilitate event service bookings.
 - 3.4. Issue event orders to venue departments and external suppliers according to event deadlines, and update as changes occur.
 - 3.5. Prepare and distribute operational documentation to internal personnel and suppliers according to organisational procedures.
 - 3.6. Develop and provide event briefings to relevant operations personnel in advance of event.
 - 3.7. Minimise use of printed materials and maximise electronic transmission of documents to reduce waste.
 4. Finalise event and evaluate operational success.
 - 4.1. Prepare final customer invoices and check and authorise payment of supplier invoices.
 - 4.2. Obtain feedback from customers and seek input from personnel and contractors on event operations.
 - 4.3. Evaluate operational problems.
 - 4.4. Use all information to enhance future event planning activities.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance

criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• interpret unfamiliar and detailed product and technical information from event staging supply organisations • research new product and service options for event staging.
Writing skills to:	• write complex and detailed event operational documents.
Numeracy skills to:	• calculate: • number of products and services required for an event or function • timings for the delivery of the event.
Learning skills to:	• seek and assimilate new knowledge of event staging options from external suppliers.
Problem-solving skills to:	• analyse event staging requirements and consider and determine practicality of various options • anticipate and analyse service difficulties for proposed options, and resolve or abandon ideas before submitting proposals.
Planning and organising skills to:	• access and sort required information to submit event proposal within designated deadlines.
Technology skills to:	• use event industry operations systems and other business technology for word processing, presentations and spreadsheets.

Unit Mapping Information

SITXEVT401 Plan in-house events or functions

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITEEVT005 Plan in-house events or functions

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:

- plan the delivery of at least two in-house events or functions listed in the knowledge evidence to meet the operational requirements of diverse customers
- prepare and present accurate and comprehensive event proposals and operational documentation for each of the above events
- demonstrate the following for each of the above events:
 - liaise with internal personnel and external suppliers to facilitate effective event planning and booking of services
 - issue event orders and operational documents
 - complete activities within commercial time constraints and event deadlines.

Knowledge Evidence

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

- types of in-house events and functions:
 - balls
 - banquets
 - business and corporate
 - celebrations and ceremonies
 - entertainment and leisure
 - exhibitions, expositions and fairs
 - festivals
 - fundraising
 - government and civic
 - industry and other award presentations
 - marketing
 - meetings and conventions
 - parties
 - sports
- characteristics of different types of events and functions staged in commercial venues:

- purpose and format
- roles and responsibilities of different event clients, including corporate clients, family members or officials
- event running order
- entertainment and speeches
- service order and timing for food and beverage items to complement event or function activities
- key features and functions of event staging products and services:
 - accommodation
 - catering
 - displays, stands and signage
 - exhibitor services
 - security
 - talent
 - technical equipment and services
 - venue or site
- styles used in venue room set-up and their different purposes:
 - banquet
 - classroom
 - conference
 - theatre
 - u shape
- different formats for, inclusions, and uses of:
 - event proposals
 - event documentation issued to customers:
 - booking conditions
 - confirmation letters
 - contracts
 - invoices
 - event orders and operational documentation
 - floor plans
 - menus
- key environmental and social impacts of event delivery and minimal impact procedures to:
 - reduce the impact on the lifestyle of neighbouring residents
 - recycle and dispose of waste, especially hazardous substances
 - ensure crowd safety and the safe movement of large numbers of attendees
 - efficiently use energy, water and other resources during event set-up, operation and break-down
- for specific organisation or event:

- comprehensive product knowledge of venue features and capacity to service different types of events
- procedures and deadlines for preparing proposals and booking internal and external event services
- role of different venue personnel in the event management process.

Assessment Conditions

Skills must be demonstrated in an operational events business or activity where in-house events and functions are planned. This can be:

- an industry workplace
- a simulated event set up for the purpose of skills assessment.

Assessment must ensure access to:

- computerised operations system currently used in the events industry to administer event planning functions
- current and comprehensive event venue information:
 - product information in sales kits, brochures, product manuals, information kits or information databases
 - site specifications, operational and capacity information
 - technical production and staging specifications
 - access and security details
 - car parking facilities
- industry current template documents for:
 - event proposals
 - event running sheets
 - event documentation issued to customers:
 - booking conditions
 - confirmation letters
 - contracts
 - invoices
 - event operational documentation
 - floor plans
 - menus
- technical equipment and services required for the event from the following:
 - audiovisual
 - rigging
 - stage design and construction
 - venue styling
- event operations team, internal personnel, external suppliers and customers with whom the individual can interact; these can be:

- those in an industry workplace who are assisted by the individual during the assessment process; or
- individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

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