



Australian Government

SITEEVT006 Develop conference programs

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop conference programs that include a significant business component. It requires the application of detailed knowledge of conference formats and options as well as a sound understanding of learning and development issues that impact on program design.

This unit is relevant to events that are diverse in nature and are coordinated in many industry contexts.

It applies to conference coordinators who operate independently, and are responsible for making a range of operational decisions. They may work in event management companies, in conference venues, or in organisations that produce their own conferences.

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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Establish program requirements.	1.1.Analyse conference context, scope and objectives in consultation with stakeholders to determine program parameters and structure. 1.2.Develop and agree on program requirements in consultation with relevant stakeholders. 1.3.Assess internal and external factors for impact on program

- design.
2. Design conference program.
 - 2.1. Develop conference format within known budget, venue and staging constraints.
 - 2.2. Research and analyse options for different program components and investigate ways to incorporate innovative approaches.
 - 2.3. Identify and integrate use of appropriate technologies into program development.
 - 2.4. Include activities that integrate learning and development principles appropriate to the target audience.
 3. Finalise program details.
 - 3.1. Create cohesive conference programs by integrating program components and scheduling.
 - 3.2. Prepare realistic program cost estimates.
 - 3.3. Present proposed conference program to appropriate stakeholders.
 - 3.4. Negotiate program details with stakeholders and gain appropriate approvals.
 - 3.5. Initiate actions for publication of conference program in the context of broader conference management plans.

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:	research and interpret potentially wide-ranging and complex information sources about conference programming options.
Writing skills to:	develop clear program documentation.
Numeracy skills to:	work within conference scheduling and timing requirements.
Learning skills to:	develop and maintain knowledge of conference programming options.
Problem-solving skills to:	analyse and respond to potential risks and issues in program design.
Technology skills to:	use computers and word processing software to develop conference programs.

Unit Mapping Information

SITXEVT501 Develop conference programs

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 SITEEVT006 Develop conference programs

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:

- design one conference program in consultation with stakeholders
- determine and document the following operational and program requirements for the above conference program:
 - accommodation
 - budget
 - catering
 - date
 - delegate numbers and profile
 - duration
 - event running sheet
 - venue and staging requirements
 - balance of social and business program
 - format
 - learning and development requirements
 - speakers, facilitators and talent.

Knowledge Evidence

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

- needs of different conference market segments and relevant stakeholders, including:
 - associations
 - corporate
 - government
- conference session formats, and the features, advantages and disadvantages of different options
- current, emerging and innovative approaches to conference program design
- different conference program components and their impact on program design:
 - breaks
 - business program:

- plenary
- break-outs
- catering
- links with other parallel events
- pre- and post-touring elements
- social program
- scheduling options and issues for conferences of varying durations
- options for conference staging:
 - key staging components
 - room layouts
 - current technologies
 - remote conferencing options
 - venue requirements
- educational, learning and development principles:
 - learning principles for different groups
 - varying learning styles
 - features of learning materials
 - features of academic abstracts and how they are used.

Assessment Conditions

Skills must be demonstrated in an operational events context where development of a conference program is required. This can be:

- a live event
- a simulated event, set up for the purpose of skills assessment.

Assessment must ensure access to:

- dedicated conference budgets
- current industry documentation relating to at least three different conference venues:
 - audio visual
 - banquet event orders
 - floors plans
 - insurance and indemnity
 - menus
 - venue access information
 - venue requirements
- computers and word processing software to produce conference programs
- organisational templates:
 - booking forms
 - event running sheets

- registration reports
- risk assessments
- sign-in and sign-out records
- stakeholders with whom the individual consults and develops a conference program; 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.

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