



Australian Government

SITEEVT011 Research event industry trends and practice

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to research and critically evaluate event practice at a strategic level, and to use that research as a way of extending expertise in event management.

This unit is relevant to individuals managing events in any industry context. It is particularly relevant to the cultural, community, hospitality, sporting and tourism sectors.

It applies to event managers who operate with significant autonomy and who are responsible for making strategic event management decisions. They may work in event management companies, in event venues, or in organisations that organise their own events.

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. Research event ideas and management practice.

PERFORMANCE CRITERIA

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

- 1.1. Assess and select research strategies for exploration of event ideas and concepts.
- 1.2. Explore potential new and alternative sources of information.
- 1.3. Research information on the history and evolution of the global events industry as a context for current work practice.

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| | 1.4.Explore current, emerging and innovative ideas and management practices. |
| 2. Evaluate information to inform work practice. | 2.1.Analyse ways in which information may be used or adapted to current work practice.
2.2.Use information to generate discussion and critical analysis of event management practice and opportunities.
2.3.Develop positions and ideas from research and integrate into professional practice. |
| 3. Extend event management skills and knowledge. | 3.1.Investigate ways to extend and expand individual research to support professional practice and self-development.
3.2.Identify and use opportunities presented by research to extend and refine event management skills and knowledge.
3.3.Collaborate with other professionals on event management practice.
3.4.Identify and use practice, feedback, discussion and evaluation opportunities to continuously improve skills. |

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:	analyse varied information sources dealing with complex ideas and strategic management practice.
Learning skills to:	extend individual research capability through self-directed projects.
Technology skills to:	use business technology to conduct research.

Unit Mapping Information

SITXEVT601 Research event trends and practice

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 SITEEVT011 Research event industry trends and practice

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:

- document and evaluate current trends in event ideas, concepts and management practices in the following areas:
 - event operations
 - risk management
 - sustainability
 - technology
 - best practice in event management
- analyse above research findings to inform professional practice by:
 - identifying ways to adapt current practice
 - developing new approaches to work
 - developing awareness of new operational innovations.

Knowledge Evidence

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

- research methodologies and strategies:
 - collaboration or engagement with others:
 - academics
 - industry groups
 - mentors
 - professional practitioners
 - desk research
 - formal study
- sources of events industry references and broader references that inform emerging and innovative practice in event management and operations
- current and emerging events industry trends across areas of event planning and management:
 - concept development
 - marketing

- funding and financial models
- operations
- regulation
- sustainability
- International Organization for Standardization (ISO) 20121 Event Sustainability Management Systems
- evaluation
- risk management and health and safety
- evolution of the events industry, globally and within Australia
- events industry networks and professional development opportunities
- techniques and methods to generate new ideas and develop innovative approaches to work.

Assessment Conditions

Skills must be demonstrated in an operational events business or activity where research of event trends and practice is required. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- a current and varied range of general and specialised information sources
- communication technology and information programs used to source industry information
- industry professionals with whom the individual can collaborate.

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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