



Australian Government

SITEEVT012 Develop event concepts

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to explore and refine ideas for event concepts, and to progress those concepts to the point where they can be made operational. At times the concept development phase is undertaken in parallel with feasibility analysis or the event bidding process.

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 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.

The unit does not include the specialist concept development undertaken by experts such as writers, technical specialists or lighting, sound, exhibition, set or costume designers. Consultation with relevant experts, however, may be a key aspect of overall event concept development.

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. Evaluate and explore needs and opportunities

PERFORMANCE CRITERIA

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

- 1.1. Research and evaluate existing information that informs new concept development.

- for events.
- 1.2. Expand the potential of new ideas by exploring a diverse range of opportunities.
 - 1.3. Evaluate factors that impact event concept development.
 - 1.4. Develop preliminary ideas on innovative and different ways to address needs and opportunities, in consultation with relevant stakeholders.
2. Develop a range of creative approaches to event concepts.
 - 2.1. Use creative thinking techniques to generate innovative and creative concepts.
 - 2.2. Challenge, test and experiment with different concepts as part of a collaborative process.
 - 2.3. Evaluate event concepts in terms of their suitability for the target audience or purpose, feasibility and commercial potential.
 - 2.4. Take account of regulatory, risk and sustainability considerations as concepts and ideas are developed.
 - 2.5. Evaluate and select strategies for achieving desired outcomes.
 - 2.6. Identify resources required to achieve desired outcomes.
 - 2.7. Present proposed concepts in an appropriate format.
3. Refine event concepts.
 - 3.1. Ensure concept development process is open to ongoing refinement and testing.
 - 3.2. Seek input and feedback on concepts from relevant stakeholders.
 - 3.3. Seek specialist advice on creative and technical aspects of proposals as required.
 - 3.4. Compare concepts with best practice examples of similar products, programs, processes or services.
 - 3.5. Use creative and practical criteria to determine advantages and disadvantages of different concepts.
 - 3.6. Evaluate constraints on the realisation of concepts.
 - 3.7. Refine proposals based on analysis and feedback.
4. Progress event concept to operational stage.
 - 4.1. Verify operational practicality and cohesiveness of the concept through consultation and analysis.
 - 4.2. Develop implementation specifications from refined concept.
 - 4.3. Present specifications to relevant parties for funding or approval.
 - 4.4. Facilitate effective planning and implementation through timely provision of concept information relevant to stakeholders.
 - 4.5. Reflect on methodology used to generate concepts and ideas, and note possible future improvements.

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 complex information from varied sources.
Oral communication skills to:	- consult and liaise on potentially complex concepts and planning issues - engage in a collaborative process of ideas generation and refinement.
Numeracy skills to:	estimate costs and develop broad budgetary scenarios.
Problem-solving skills to:	develop and adjust ideas in response to varied creative, management and operational challenges.
Planning and organising skills to:	integrate practical considerations into the concept development process.
Technology skills to:	use business technology to conduct research.

Unit Mapping Information

SITXEVT602 Develop event concepts

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 SITEEVT012 Develop event concepts

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:

- develop preliminary event creative concept for two different events using information sources listed in the knowledge evidence
- develop and evaluate approaches for each of the above preliminary event concepts, which address the following criteria:
 - cost-effectiveness
 - competing priorities
 - fit with:
 - creative aspirations
 - strategic direction of the organisation
 - target market needs
 - innovation
 - risk-benefit analysis
 - technical feasibility
- prepare and present a proposal to stakeholders for one of the above event concepts, detailing creative and practical criteria of each proposed approach, and seek feedback and input to obtain agreement to proceed with further development and refinement of selected event concept approach
- develop implementation specifications for the selected event concept which include:
 - briefs for work
 - concept specification
 - operational plan
 - resource breakdown
 - staging requirements.

Knowledge Evidence

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

- information sources that shape event concept development:
 - creative brief
 - event objectives

- event parameters:
 - date, time and duration
 - size and scope
 - location
 - resourcing
- market research
- organisational vision
- techniques for exploring, generating and testing creative ideas, and for translating these ideas into workable concepts:
 - challenging existing assumptions and preconceptions
 - considering change to the way things are done
 - exploring practice in a different industry context
 - investigating new technologies
 - making connections between seemingly unrelated activities
- internal and external factors that affect event concept development:
 - market factors:
 - competitive environment
 - potential levels of participation and interest
 - media interest
 - operational considerations:
 - access
 - climate
 - regulatory requirements
 - risk
 - resource availability, constraints and potential:
 - human
 - physical
 - financial
 - sustainability
- different options to consider when developing an event concept:
 - creative
 - promotional
 - technical
 - operational
- key stakeholders for different event types.

Assessment Conditions

Skills must be demonstrated in an operational events context where development of event concepts is required. This can be:

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

Assessment must ensure access to:

- industry current implementation specifications and templates for:
 - briefs for work
 - concept specification
 - operational plan
 - resource breakdown
 - staging requirements
- stakeholders with whom the individual can consult; 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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