



Australian Government

SITEEVT014 Develop and implement event management plans

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to assess event planning requirements and respond with the development of detailed event plans. It requires the ability to monitor plans through to event execution and evaluation. Plans developed may be a single plan, or a series of interrelated plans that guide different aspects of event management.

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.

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. Define planning requirements.

PERFORMANCE CRITERIA

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

- 1.1. Analyse event information, scope and objectives to determine planning requirements.
- 1.2. Identify requirements for consultation and involvement of stakeholders in plan development.
- 1.3. Assess the impact of internal and external factors on event

- plan.
- 1.4.Determine scope, nature and format of event plans.
2. Develop event plan.
- 2.1.Consult with stakeholders to facilitate their input and effective event planning.
- 2.2.Identify risk, regulatory and sustainability issues and incorporate into plan.
- 2.3.Take account of interrelationships between different event components and their impact on planning.
- 2.4.Integrate financial, human and physical resource specifications into plan.
- 2.5.Develop systems and procedures to support the planned event.
- 2.6.Develop an internal and external communications strategy.
- 2.7.Negotiate and agree on event plan with stakeholders.
- 2.8.Agree on evaluation criteria for event success.
- 2.9.Finalise event plan, clearly identifying priorities, timelines, and responsibilities.
3. Monitor event plan.
- 3.1.Implement and monitor activities according to agreed timelines.
- 3.2.Provide support and assistance to colleagues involved in implementing the plan.
- 3.3.Monitor implementation of integrated plan for multiple event components to ensure cohesive planning.
- 3.4.Assess and respond to the need to adjust plan, systems and procedures.
- 3.5.Provide progress and other reports as required and according to event requirements.
4. Evaluate event and event plan.
- 4.1.Obtain feedback from stakeholders according to predetermined evaluation criteria.
- 4.2.Evaluate event for operational service efficiency, quality and achievement of objectives.
- 4.3.Review and assess effectiveness of event plan in delivering outcomes, and identify deficiencies.
- 4.4.Use information to enhance future event planning.

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
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|----------------------------|--|
| Reading skills to: | • interpret complex and varied event information from diverse sources. |
| Writing skills to: | • write complex event plans and performance measurement documents to facilitate event planning and evaluation. |
| Numeracy skills to: | • interpret diverse components of event budgets and develop resource specifications within budgetary parameters. |
| Problem-solving skills to: | • address operational issues at a management level. |

Unit Mapping Information

SITXEVT604 Develop and implement event management plans

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 SITEEVT014 Develop and implement event management plans

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 an event management plan for at least two different events with multiple operational components
- document the above plans, specifying system and procedure details for:
 - risk, regulatory and sustainability considerations
 - financial, human and physical resource requirements
 - reporting lines, and meeting schedules and protocols
 - internal and external communications strategy
- monitor the implementation of each event plan, ensuring:
 - timelines and deadlines are met
 - adjustments to plan, systems and procedures are made as required
- obtain feedback from stakeholders to evaluate the event against the following criteria:
 - communication
 - contingency management
 - operational efficiency
 - profitability
 - resource efficiency
 - success in meeting event objectives
 - stakeholder feedback.

Knowledge Evidence

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

- sources of information that inform event plan development:
 - event concepts
 - feasibility analysis
 - initial budget
 - proposals or bids
 - sources of revenue
- internal and external factors and their impact on event plans:

- availability of external resources
- capacity of organisation to manage the event
- competing and complementary events
- economic climate
- sponsor requirements
- regulatory requirements:
 - licensing
 - safety
 - security
- risk management
- venue capacity issues
- key event planning concepts:
 - steps in the planning process
 - technologies that support effective event planning
 - interrelationships between different event components and their impact on event planning
 - methods for developing and managing integrated plans for multiple event components
 - communication strategies between stakeholders
 - stakeholder involvement and approval processes
 - plan formats and inclusions for different aspects of event management:
 - catering
 - human resources
 - regulatory compliance
 - risk management
 - safety and security
 - sponsorship
 - talent
 - technical equipment and services
 - venues or sites
- evaluation and performance measurement systems for events:
 - formats and systems
 - qualitative and quantitative evaluation criteria and ways to evaluate having achieved them
- sustainability considerations and ways of enhancing event sustainability:
 - environmental:
 - resource conservation
 - waste management
 - social:
 - community impacts
 - community involvement

- issues that arise in the implementation of event plans, and strategies to address them.

Assessment Conditions

Skills must be demonstrated in an operational events context where the development and implementation of event management plans is required. This can be:

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

Assessment must ensure access to:

- formal communication plans
- information to inform event plan development:
 - dedicated event budgets
 - event concept documents
 - evaluation criteria
- an events team with which the individual can interact
- event stakeholders with whom the individual can liaise and negotiate; 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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