



Australian Government

SITEEVT023 Plan in-house events

Release: 1

SITEEVT023 Plan in-house events

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan the delivery of commercial events. It requires the ability to identify client 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 venues, such as hotels, clubs, theatres, and convention and exhibition centres.

The skills in this unit of competency must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Unit Sector

Events

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Liaise with event client 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 with client.
- 1.2. Liaise with client 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 production 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. Collaborate 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 client invoices and check and authorise payment of supplier invoices.
 - 4.2. Obtain feedback from clients and seek input from personnel and contractors on event operations.
 - 4.3. Evaluate operational problems to identify potential solutions.
 - 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 production supply organisations - research new product and service options for event production.
Writing skills to:	write complex and detailed event operational documents.
Numeracy skills to:	- calculate number of products and services required for an event - estimate timings for the delivery of the event.
Learning skills to:	seek and assimilate new knowledge of event production options from external suppliers.
Problem-solving skills to:	- analyse event production 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

Supersedes and is equivalent to SITEEVT005 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 SITEEVT023 Plan in-house events

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 one face-to-face, virtual or hybrid event
- prepare and present accurate and comprehensive event proposals and operational documentation for the above event
- for the above event:
 - collaborate 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
- characteristics of different types of events staged in commercial venues:
 - purpose and format
 - roles and responsibilities of different event clients
 - event running order
 - entertainment and speeches
 - service order and timing for food and beverage items to complement event activities
- key features and functions of event production 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, their purpose and their benefits and drawbacks
- different formats for, inclusions, and uses of:

- event proposals
- event documentation issued to clients:
 - 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:
 - 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 industry workplace; or
- 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 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 clients:

- booking conditions
- confirmation letters
- contracts
- invoices
- event operational documentation
- floor plans
- menus
- technical equipment and services required for the event from the following:
 - audio-visual
 - stage design and construction
 - venue styling
- event operations team, internal personnel, external suppliers and clients 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.

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