



Australian Government

SITEEVT024 Develop conference and event programs

Release: 1

SITEEVT024 Develop conference and event programs

Modification History

Not applicable.

Application

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

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

It applies to workers 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.

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. Establish program requirements.

PERFORMANCE CRITERIA

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

- 1.1. Analyse conference or event 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.

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| | 1.3 Assess internal and external factors for impact on program design. |
| 2. Design conference or event program. | 2.1. Develop conference or event format within known budget, venue and production 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 or event programs by integrating program components and scheduling.
3.2. Prepare realistic program cost estimates.
3.3. Present proposed conference or event program to appropriate stakeholders.
3.4. Negotiate program details with stakeholders and gain appropriate approvals.
3.5. Initiate actions for publication of conference or event 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 and event programming options.
Writing skills to:	develop clear program documentation.
Oral communication skills to:	communicate effectively with the stakeholder group.
Numeracy skills to:	work within conference or event scheduling and timing requirements.
Learning skills to:	develop and maintain knowledge of conference and event programming options.

Unit Mapping Information

Supersedes and is equivalent to SITEEVT006 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 SITEEVT024 Develop conference and event 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 or event program in consultation with stakeholders
- determine and document the following operational and program requirements for the above program:
 - accommodation
 - budget
 - catering
 - date
 - delegate numbers and profile
 - duration
 - event running sheet
 - venue and production 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 and event market segments and relevant stakeholders:
 - associations
 - corporate
 - government
- conference and event session formats, and the features, advantages and disadvantages of different options
- current, emerging and innovative approaches to conference and event program design
- processes for publicising event as outlined in conference or event management plan
- processes for ensuring material used to promote event aligns with conference or event management plan

- different conference and event program components and their impact on program design:
 - breaks
 - business program:
 - plenary
 - break-outs
 - catering
 - exhibitions
 - links with other parallel events
 - pre- and post-touring elements
 - social program
- scheduling options and issues for conferences and events of varying durations
- options for conference and event production:
 - key production components
 - room layouts
 - current technologies
 - virtual conferencing and event 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:

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

Assessment must ensure access to:

- dedicated conference or event budget
- current industry documentation relating to different conference or event venues for:
 - audio-visual
 - banquet event orders
 - floors plans
 - insurance and indemnity
 - menus
 - venue access information
 - venue requirements
- computers and word processing software to produce conference or event programs
- organisational templates for:

- booking forms
- running sheets
- registration reports
- risk assessments
- sign-in and sign-out records
- stakeholders with whom the individual consults and develops a conference or event 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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