



Australian Government

SITEEVT028 Manage on-site event operations

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage on-site operational activities for the production of events. It requires the ability to finalise operational plans, oversee event set-up, execution and break-down, and evaluate the operational success 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 and managers as well as venue duty, front of house and operations managers who operate independently, and are responsible for operational decisions. They may work in event management companies, in event venues, or in organisations that organise their own events.

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. Finalise event preparations.

PERFORMANCE CRITERIA

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

- 1.1. Check final arrangements for event and address discrepancies or outstanding matters.
- 1.2. Analyse event requirements and develop plans and procedures for event production.

- 1.3. Prepare and collate operational documentation to facilitate effective on-site management and distribute to relevant personnel.
 - 1.4. Develop and provide event briefings to relevant personnel in advance of event.
 - 1.5. Minimise use of printed materials and maximise electronic transmission of documents to reduce waste.
2. Oversee event set-up.
 - 2.1. Establish on-site contact with contractors and reconfirm all requirements.
 - 2.2. Assess all aspects of event set-up against prearranged service agreements and check for safety and ease of attendee access.
 - 2.3. Identify deficiencies and discrepancies and take prompt action to resolve.
 - 2.4. Conduct final briefing on event operational details, including communication and control mechanisms.
3. Monitor event operation.
 - 3.1. Monitor event operation through observation and communication with relevant personnel to ensure effective delivery of services.
 - 3.2. Identify and quickly evaluate operational problems as they arise and take prompt action to resolve.
 - 3.3. Monitor compliance with environmental and social sustainability procedures to ensure minimal impacts.
 - 3.4. Liaise with client throughout event to ensure satisfaction with service delivery and make necessary adjustments.
4. Oversee event break-down.
 - 4.1. Ensure event break-down is completed according to agreements.
 - 4.2. Check and sign invoices according to contractor agreements.
 - 4.3. Debrief relevant personnel to improve future event service delivery.
5. Evaluate operational success of event.
 - 5.1. Obtain feedback from customers and seek input from personnel and contractors on event operations.
 - 5.2. Reflect on and evaluate operational problems.
 - 5.3. Provide recommendations for improvements to future event management practices.

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 complex event planning documentation.
Writing skills to:	• write complex and detailed, yet easily accessible, event operational documents.
Oral communication skills to:	• negotiate solutions and provide clear instructions when problems arise.
Numeracy skills to:	• interpret event budgets and event service agreement costings to determine correct on-site supply of contracted services • work quickly and accurately with budget figures to calculate effect on event profitability when resolving on-site problems.
Problem-solving skills to:	• negotiate solutions with clients, and internal and external personnel under pressure where time constraints play a key factor.
Teamwork skills to:	• lead a team of event production personnel and external contractors to effectively deliver events • consult with team members and take account of suggested solutions to on-site production problems.
Self-management skills to:	• take responsibility for the finalisation of event plans and on-site coordination of the delivery of the event.
Technology skills to:	• use calculators, computers, software programs and printers for processing event documentation • use two-way communication equipment for on-site management.

Unit Mapping Information

Supersedes and is equivalent to SITEEVT010 Manage on-site event operations.

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 SITEEVT028 Manage on-site event operations

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:

- manage on-site event operations for at least one event with multiple operational components, overseeing event:
 - set-up
 - operation
 - break-down
- develop comprehensive plans, procedures and operational documentation for production at above event
- conduct event briefings prior to and following the above event
- liaise and consult with contractors and other relevant personnel during the above event finalisation, operation and break-down to ensure service agreements are met and potential risks are mitigated
- manage above on-site event operations in live time where commercially realistic time pressures and constraints apply.

Knowledge Evidence

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

- types of events:
 - business and corporate
 - entertainment and leisure
 - exhibitions, expositions and fairs
 - festivals
 - fundraising
 - government and civic
 - marketing
 - meetings and conventions
 - sports
- characteristics of different types of events including purpose, format and running order
- personnel and others involved in the operation of an event:
 - clients

- contractors
- event operations team
- exhibitors
- merchandisers
- organising committee
- sponsors
- suppliers
- venue coordinators or duty managers
- volunteers
- roles, responsibilities, hierarchy of controls, and reporting for event production of:
 - corporate clients
 - internal event team members, venue personnel and external contractors
 - on-site event manager
- features and functions of two-way communication equipment used to facilitate communication between event personnel
- techniques for managing stress and time during operation of events
- types of event contractors:
 - caterers
 - display suppliers
 - entertainers
 - food and beverage personnel
 - florists
 - equipment hire companies
 - registration and ticket sales specialist companies
 - security personnel
 - speakers and facilitators
 - suppliers of technical equipment and services
 - venue coordinators or duty managers
- key features and functions of event production products and services:
 - catering
 - displays, stands and signage
 - exhibitor services
 - security
 - talent
 - technical equipment and services:
 - audio-visual
 - lighting
 - rigging
 - sets
 - sound

- special effects
- stage design
- venue or site:
 - furniture
 - layouts
 - registration areas and equipment
 - styling
- styles used in venue set-up and their different purposes:
 - banquet
 - classroom
 - cabaret
 - theatre
 - u shape
- formats for, inclusions, and uses of:
 - operational plans and procedures used to manage on-site event logistics:
 - event documentation issued to operational personnel and contractors
 - briefing papers
 - running sheets for delivery of event
 - registration reports
 - layout plan for venue or site
 - event service agreements
- key environmental and social impacts of event delivery and minimal impact procedures to reduce them:
 - maintaining natural and cultural integrity
 - recycling and disposing of waste, including hazardous substances
 - safety for crowds and the movement of large numbers of attendees
 - use of energy, water and other resources during event set up, operation and break down
- control measures to mitigate risk for:
 - attendees
 - contract staff
 - personnel
 - volunteers
- components of event break-down:
 - correctly removing infrastructure and facilities to ensure site is left in good condition
 - debriefing participants, exhibitors and contractors
 - directing event team member participation
 - liaising with venue and site personnel
 - overseeing recycling and environmentally sound disposal of waste
 - packing and removing items

- organisational procedures to evaluate events and report on improvements.

Assessment Conditions

Skills must be demonstrated in:

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

Assessment must ensure access to:

- dedicated event budgets
- venues and sites where events are operated
- computers, software programs and printers currently used by the events industry to prepare event documentation
- industry current operational documents used to facilitate effective on-site management
- client's internal event team members, venue personnel and external contractors 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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