



Australian Government

Assessment Requirements for SITEEV030

Develop event concepts

Release: 2

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Modification History

Release	Comments
Release 2	Release 2 Supersedes and is equivalent to Release 1, minor correction to performance criteria.

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 creative event 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 above selected event concept which includes:
 - briefs for work
 - concept specification
 - operational plan
 - resource breakdown
 - production 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
- 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:

- a live event; or
- 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
 - production 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.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>