



**Australian Government**

# **SITX EVT604 Develop and implement event management plans**

**Release 1**

## SITX EVT 604 Develop and implement event management plans

### Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

| Version | Comments  |
|---------|-----------|
| 1.0     | New unit. |

### Unit Descriptor

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.

### Application of the Unit

Events are diverse in nature and this unit is relevant to any type of event coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors. This unit applies to event managers who operate with significant autonomy and who are responsible for making a range of strategic event management decisions. They may work in event management companies, in event venues, or in organisations that organise their own events.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### Pre-Requisites

Not applicable.

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- |                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Define planning requirements.   | 1.1 Analyse event information, scope and objectives to determine planning requirements.<br>1.2 Identify requirements for consultation and involvement of <b><i>stakeholders</i></b> in plan development.<br>1.3 Assess <b><i>internal and external factors</i></b> for impact on event plan.<br>1.4 Determine scope, nature and format of event plans.                                                                                                                                                                                                                                                                                                                                                               |
| 2. Develop event plans.            | 2.1 Consult with stakeholders to facilitate input and effective event planning.<br>2.2 Identify risk, regulatory and sustainability issues and incorporate into plans.<br>2.3 Take account of interrelationships between different event components and their planning impact.<br>2.4 Integrate financial, human and physical resource specifications.<br>2.5 Develop <b><i>systems and procedures</i></b> to support the planned event.<br>2.6 Develop an internal and external communications strategy.<br>2.7 Negotiate and agree event plans with stakeholders.<br>2.8 Agree evaluation criteria for event success.<br>2.9 Finalise event plans clearly identifying priorities, timelines, and responsibilities. |
| 3. Monitor event plans.            | 3.1 Implement and monitor activities according to agreed timelines.<br>3.2 Provide support and assistance to colleagues involved in implementing the plan.<br>3.3 Monitor implementation of integrated plans for multiple event components to ensure cohesive planning.<br>3.4 Assess and respond to the need for adjustments to plans, systems and procedures.<br>3.5 Provide progress and other reports according to event requirements.                                                                                                                                                                                                                                                                           |
| 4. Evaluate event and event plans. | 4.1 Obtain feedback from stakeholders according to predetermined <b><i>evaluation criteria</i></b> .<br>4.2 Evaluate event for operational service efficiency, quality and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

achievement of objectives.

4.3 Review and assess the effectiveness of event plans in delivering outcomes and identify deficiencies.

4.4 Use information to enhance future event planning.

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- communication and negotiation skills to elicit diverse stakeholder input to complex event plans and negotiate agreements
- critical thinking skills to:
  - analyse complex event information to determine planning requirements
  - develop practical and operationally sound event plans and management responses
- literacy skills to:
  - interpret complex and varied event information from diverse sources
  - write complex event plans and performance measurement documents to facilitate event planning and evaluation
- numeracy skills to interpret event budgets for diverse components and develop resource specifications within budgetary parameters
- planning and organising skills to collect information from diverse sources, establish integrated event plans and regularly monitor event planning activities
- problem-solving skills to address a broad range of operational issues at a management level
- teamwork skills to consult with stakeholders and incorporate their views to develop effective event plans.

### Required knowledge

- sources of information that inform event plan development including:
  - event concepts
  - feasibility analysis
  - initial budget
  - proposals or bids
  - sources of revenue
- internal and external factors and their impacts on event plans
- key event planning concepts:
  - steps in the planning process
  - technologies that support effective 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
  - ways to evaluate achievement of criteria
- 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 these.

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

### Overview of assessment

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- develop and implement plans for multiple and diverse events involving:
  - dedicated event budgets
  - multiple operational components
  - an event operations team
  - a wide range of stakeholders
- liaise with event stakeholders during the planning process
- integrate knowledge of:
  - key planning concepts, techniques and steps in the planning process
  - event plan formats and inclusions
  - event performance measurement systems
  - risk, regulatory and sustainability issues associated with staging events and methods of managing these.

#### Context of and specific resources for assessment

Assessment must ensure use of:

- actual events for which plans are developed and implemented. Events may be created for the specific purpose of skills assessment, but must still meet the requirements outlined under Critical aspects of assessment, and have commercial, community or business relevance. Small personal events are not appropriate as a means of assessing an individual's skills and knowledge. Events can be operated in:
  - real event venues and sites
  - event venues and sites operated within a training organisation such as auditoria, exhibition areas, conference rooms, restaurants and sporting facilities where real events are staged
- information to inform event plan development including dedicated event budgets and concept documents
- stakeholders with whom the individual can interact.

#### Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of event plans prepared by the individual

- review of event evaluations prepared by the individual
- evaluation of reports prepared by the individual detailing the plan, how the planning process was undertaken, the ways in which implementation and evaluation of the plan and event operation were carried out and the lessons learned to inform future event planning
- use of case studies that allow the individual to analyse event information and determine the scope, nature and format required for plans
- problem-solving exercises to allow the individual to respond to the need for plan adjustments
- written or oral questioning to assess knowledge of:
  - key planning concepts and techniques
  - risk, regulatory and sustainability issues and methods of managing these
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

**Guidance information  
for assessment**

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example:

- SITXEVT602 Develop event concepts.

## Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

***Stakeholders*** may include:

- community agencies
- customer or client
- event management committee
- external contractors
- host organisation
- internal personnel
- government departments or statutory authorities
- local businesses
- media
- sponsors.

***Internal and external factors*** may include:

- 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
- sustainability considerations:
  - environmental
  - financial
  - social
- venue capacity issues.

***Systems and procedures*** may relate to:

- communication:
  - lines of reporting
  - meeting schedules
  - protocols
- documentation
- management structures
- resources:
  - financial
  - human

**Evaluation criteria** may relate to:

- physical.
- communication
- contingency management
- operational efficiency
- profitability
- resource efficiency
- success in meeting event objectives
- stakeholder feedback.

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Events