



Australian Government

SITX EVT607 Develop multi-venue event plans

Release 1

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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	E Replaces and is equivalent to SITX EVT019A Manage multi-venue events. More accurate title. Re-worked Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content. Re-worked Evidence Guide to better articulate rigorous assessment requirements.

Unit Descriptor

This unit deals with the performance outcomes, skills and knowledge required to address the particular issues that apply to events that operate across a number of venues. It requires the ability to use significant analytical and management skills, combined with a strong understanding of event management operational issues. The unit focuses only on the additional knowledge and skills required in the context of cross-venue event operations.

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, 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.

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|--|---|
| 1. Conduct multi-venue selection process. | 1.1 Identify parameters for venue selection based on <i>event</i> requirements.
1.2 Incorporate multi-venue considerations into the venue or site selection process.
1.3 Determine best combination of venues to meet event needs. |
| 2. Analyse multi-venue planning and management implications. | 2.1 Determine potential impact of multi-venue operations through analysis of event requirements.
2.2 Analyse risks associated with multi-venue events.
2.3 Assess and respond to <i>geographical factors</i> arising from multi-venue operations.
2.4 Assess <i>inter-venue communication</i> needs and determine most appropriate forms of communication.
2.5 Evaluate need for consistency across venues and develop guidelines in consultation with venue personnel.
2.6 Integrate multi-venue considerations into broader event management structures and processes. |
| 3. Develop operational plan to address multi-venue issues. | 3.1 Develop and document <i>multi-venue operational procedures</i> , including contingency procedures.
3.2 Identify critical tasks and allocate responsibilities and timelines.
3.3 Obtain approval for plan from relevant stakeholders.
3.4 Provide <i>operational information</i> to staff, venues and other stakeholders. |
| 4. Evaluate success of multi-venue operations. | 4.1 Obtain feedback from stakeholders according to predetermined <i>evaluation criteria</i> .
4.2 Evaluate multi-venue operations in terms of operational efficiency and service quality.
4.3 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:
 - consult with stakeholders on complex management and operational requirements
 - manage relationships and negotiations with venue stakeholders
- critical thinking skills to analyse complex information from varying sources and develop operational strategies and procedures in response
- learning skills to evaluate and reflect on potential improvements for future event planning
- literacy skills to:
 - interpret complex event documentation
 - develop clear operational procedures for event personnel across multiple venues
- numeracy skills to assess budgetary impacts of multi-venue operations
- planning and organising skills to:
 - manage information from multiple sources
 - develop cohesive strategies and procedures for smooth operation of multi-venue events
- problem-solving skills to anticipate and address management and operational issues across multiple venues.

Required knowledge

- types of events that require the use of multiple venues
- implications of multi-event operations and ways to address these:
 - communication
 - management structures
 - operational complexities
 - resources:
 - financial
 - human
 - physical
 - safety
- inter-venue communication options, including relevant technologies to suit particular event requirements
- risk management issues associated with the use of multiple venues for an event:
 - communication issues
 - contractor management
 - consistency of presentation and standards
 - crowd control
 - delays
 - security complications

- additional resource and staging requirements of a multi-venue event.

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 operational plans for multi-venue events involving:
 - comprehensive event plans
 - dedicated event budgets
 - formal communications plans
 - multiple operational components
 - an event operations team
 - a wide range of stakeholders
- develop plans for multiple and diverse multi-venue events
- liaise with event stakeholders during the planning process
- select an appropriate set of venues for a multi-venue event
- integrate knowledge of:
 - implications of multi-event operations and ways to address these
 - inter-venue communication options
 - risk management issues associated with the use of multiple venues for an event.

Context of and specific resources for assessment

Assessment must ensure use of:

- actual multi-venue events for which plans are developed. 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
- multiple venues and sites where events are operated; these can be:
 - 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
- comprehensive event plans
- dedicated event budgets

- formal communications plans
- current industry documentation and publications relating to venues and sites
- venue personnel whom operational and communication strategies and procedures can be established
- event stakeholders with whom the individual consults.

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 plans and procedures developed by the individual to address multi-venue operations
- use of case studies to assess individual's ability to address multi-venue considerations for a range of different events
- written or oral questioning to assess detailed knowledge of the operational issues to be addressed for a multi-venue event
- 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:

- SITX EVT 502 Select event venues and sites
- SITX EVT 503 Manage event staging components.

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.

Event may include:

- business and corporate
- entertainment and leisure
- exhibitions, expositions and fairs
- festivals
- fundraising
- government and civic
- marketing
- meetings and conventions
- social
- sports.

Geographical factors may include:

- distance
- terrain
- traffic routes
- transport requirements:
 - event specific
 - public
 - private.

Inter-venue communication may involve:

- computer networks
- telephone systems
- two-way radios
- video links or videoconferencing.

Multi-venue operational procedures may relate to:

- communication protocols
- consistency of presentation
- information provision
- key personnel in each venue
- management structures
- pick up and drop off routes
- transport scheduling.

Operational information may include:

- contingency procedures
- emergency information
- event information:
 - rosters
 - running sheets
 - schedules across venues
- maps and other geographical information:
 - route maps between venues and sites
 - information for venues, sites and local area
- venue information.

Evaluation criteria may relate to:

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

Unit Sector(s)

Cross-Sector

Competency Field

Events