



Australian Government

Department of Education, Employment and Workplace Relations

THTFME05A Select event venues and sites

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to undertake the venue/site selection process for a major event comprising multiple components. It requires the application of significant analytical and research skills to complete the process of matching an event to a particular site or venue. The unit THTPPD11B Develop and implement event management systems and procedures builds on this unit.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Analyse venue or site requirements	1.1 Analyse event-specific venue or site requirements based on detailed review of all aspects of the proposed event. 1.2 Develop accurate and complete specifications for venues or sites to facilitate the research process. 1.3 Integrate the needs of all stakeholders, including those with disabilities, into venue or site specifications.
2 Source event venues or sites	2.1 Research potential venues or sites using appropriate information sources and research methods. 2.2 Assess the suitability of venues or sites based on comparison of services offered with specifications. 2.3 Assess the need for and nature of contingency planning required by specific venues or sites. 2.4 Assess venue or site capacity to deliver quality outcomes in relation to customer service, co-operative management and past experience. 2.5 Negotiate and liaise with personnel from potentially suitable venues or sites to ensure all event requirements can be met and to address potential problem areas. 2.6 Assess the need for tentative bookings and take action promptly. 2.7 Co-ordinate multiple site and venue selection when required in a logical manner 2.8 Provide clear and accurate briefings on venue or site options to colleagues and key stakeholders to include recommendations and rationale.
3 Confirm venue or site arrangements	3.1 Confirm venue or site arrangements accurately in writing when the selection process is finalised. 3.2 Review and sign venue or site contracts within

appropriate timeframes and within scope of individual responsibility.

- 3.3 Integrate specific venue and site planning issues into overall event management systems promptly.

Required Skills and Knowledge

Not applicable.

Evidence Guide

Essential Knowledge and Skills to be Assessed

The following knowledge and skills must be assessed as part of this unit:

different styles of venues and sites, services offered and their suitability for particular event types

venue and site options within a given locality

presentation styles for venue and site information and interpretation of this information

information sources for venue and site information

the features and requirements of typical venue or site contracts

typical operational structures within a venue including relevant personnel, internal networks and inter-relationships and reporting structures.

Linkages to Other Units

This unit has very strong linkages to other event management units and combined assessment and/or training is recommended with units such as:

THTFME04A Develop an event concept

THTFME06A Manage event contractors

Critical Aspects of Assessment

Evidence of the following is critical:

ability to research and select an appropriate venue or site for a nominated event comprising multiple components

ability to interpret the range of information used in the venue and site selection process

knowledge of different venue and site options within the local area.

Context of Assessment and Resource Implications

Assessment must ensure:

conduct of the venue/site selection process for an event which becomes an event managed by the candidate

access to venues and sites relevant to different types of events.

use of current industry documentation and publications relating to venues and sites

access to and liaison with venue personnel during the selection process

involvement of and consultation with event stakeholders.

Assessment Methods

Assessment methods must be chosen to ensure that the ability to undertake the complete venue or site selection process can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.

The following examples are appropriate for this unit:

evaluation of the suitability of a venue or site selected by the candidate through attendance at the event

case studies to assess ability to source and select venues and sites for different types of event

review of documentation and specifications prepared by the candidate

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies

Collecting, Organising and Analysing Information

For example:

Analysing information from a range of venues or sites and assessing suitability (3)

Communicating Ideas and Information

For example:

Developing an event specification document (3)

Planning and Organising Activities

For example:

Selecting and booking venues for an event which will tour four cities in a week (3)

Working with Others and in Teams

For example:

Running a venue sub-committee meeting to assess venue options (3)

Using Mathematical Ideas and Techniques

For example:

Calculating floor space requirements for a given event (1)

Solving Problems

For example:

Adjusting venues and dates when venue availability is limited (2)

Using Technology

For example:

Use a CAD system to assess space requirements (1)

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Range Statement

This unit applies to any enterprise involved in event management. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

A major event comprising multiple components must include:

- multiple contractors
- substantial catering (i.e. not simply an afternoon tea)
- multiple speakers, performers or exhibitors
- requirement for display, decoration or theming.

Aspects of the event that must be considered in developing venue or site specifications include:

- overall theme and image
- estimated numbers
- facilities and services to be provided
- budget
- audience/delegate profile and location.

Venue or site specifications must include details of requirements in relation to:

- availability
- facilities and services (e.g. catering, size of area, equipment)
- staging
- capacity
- budget parameters
- access
- access and timing (set-up and break down).

Stakeholders may include:

- attendees/delegates/guests
- host organisation
- contractors/suppliers
- sponsors
- emergency services
- regulatory authorities.

Information sources may include:

- local/regional/State tourism organisations
- Convention and Visitor Bureaux
- venue publications and directories
- destination brochures
- trade journals
- Internet.

Research methods may include:

- using personal event industry networks
- desk research
- calling for tenders
- personal venue or site inspection.

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Unit Sector(s)

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