



Australian Government

Department of Education, Employment and Workplace Relations

THTPPD08B Plan and develop event proposals and bids

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit deals with the skills and knowledge required to plan and develop proposals and bids for the staging of meetings and events. Depending on the context, this role could be performed by a wide range of individuals including event managers, local or regional tourism managers, venue managers and marketing managers.

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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 Interpret brief	1.1 Interpret contents of the brief accurately and interpret and assess in terms of the organisation's capacity to meet the stated requirements. 1.2 Identify and plan action required for development of the proposal/bid. 1.3 Undertake liaison with the customer to clarify requirements where appropriate.
2 Develop proposal/bid details	2.1 Develop details for inclusion in the proposal/bid after consultation with suppliers and other relevant agencies. 2.2 Develop options to meet and where possible exceed the expectations of the customer, including integration of current and emerging technology. 2.3 Seek support for the proposal/bid from relevant individuals and agencies. 2.4 Evaluate possible competitors and develop strategies developed to address competitive issues.
3 Develop bid materials	3.1 Prepare bid materials within the designated timelines in accordance with the requirements of the brief. 3.2 Present materials in a format that maximises the use of presentation and promotional techniques.

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:
components required for meeting/event proposals and bids and product knowledge in relation to those components
networks and interrelationships of different industry sectors in relation to meeting/event proposal/bids
presentation techniques for proposal and bid materials, including current technology.

Linkages to Other Units

This unit must be assessed with or after the following units. These units describe the skills and knowledge that are essential to this unit of competence:

THHGGA04B Prepare business documents

Critical Aspects of Assessment

Evidence of the following is critical:

ability to undertake the proposal/bidding process for a specific meeting/event, including effective assessment of the brief, coordination of all details and resources to meet the bid requirements and professional presentation of bid materials and documents
knowledge of typical bid/proposal requirements and formats.

Context of Assessment and Resource Implications

Assessment must ensure:

project or work activities that allow the candidate to develop a bid/proposal for a specific event in a competitive bidding environment
involvement of multiple individuals or agencies in the bid process
liaison with the customer and with potential suppliers.

Assessment Methods

Assessment methods must be chosen to ensure that the preparation of a proposal or bid 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:

project to bid for a meeting or event being staged within a college or local community
case studies to assess knowledge of the components required for inclusion in different types of bids
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:

Assessing quotes and product information from suppliers to make an effective selection (3)

Communicating Ideas and Information

For example:

Creating an effective presentation format for the bid document (3)

Planning and Organising Activities

For example:

Allocating responsibilities to team members and monitoring progress on bid preparations (3)

Working with Others and in Teams

For example:

Running team meetings to monitor progress (3)

Using Mathematical Ideas and Techniques

For example:

Making cost estimates for inclusion in the bid document (2)

Solving Problems

For example:

Creating a proposal from scratch within an extremely short timeframe (3)

Using Technology

For example:

Designing an animated computer presentation (1)

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Range Statement

This unit applies to sectors of the tourism industry where proposals and bids are developed. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Details to be included in the proposal/bid will vary but may include information on:

- general concepts and themes
- business program
- social program
- costs
- touring
- accommodation
- entertainment
- staging
- special features
- sample promotional materials
- references and details of other successful undertakings
- organisational information (e.g. structure, personnel etc.)
- support statements, information from other organisations
- approach to environmental impacts and issues
- proposals relating to use of technology.

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Unit Sector(s)

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