

<b>UNIT TITLE:</b> MANAGE SPECIAL EVENTS		<b>NOMINAL HOURS:</b> 80
<b>UNIT NUMBER:</b> D1.HML.CL10.08 D1.HRM.CL9.07		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to manage a special event, either in-house or at a remote location, on behalf of the host enterprise or on behalf of a client/event principal		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Develop event concept and proposal</b></p> <p>1.1 Identify <i>event objectives and scope</i></p> <p>1.2 Establish <i>event concept, theme, format and protocols</i></p> <p>1.3 Prepare <i>event brief</i></p> <p>1.4 Develop <i>event proposal/bid</i> details, where necessary</p> <p><b>Element 2: Determine event venue/location</b></p> <p>2.1 Identify <i>potential event venues and sites</i></p> <p>2.2 Analyse alternative event venues and sites</p> <p>2.3 Select event venue/site</p> <p>2.4 <i>Confirm arrangements</i> for selected venue/site</p>	<p><b>Unit Variables</b></p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment</p> <p>This unit applies to all industry sectors that undertake special event management at a designated location within the labour divisions of the hotel and travel industries (it is to be expected that not all events will contain all the Elements of this unit) and may include:</p> <ol style="list-style-type: none"> <li>1. Front Office</li> <li>2. Housekeeping</li> <li>3. Food and Beverage Service</li> <li>4. Food Production</li> <li>5. Travel Agencies</li> <li>6. Tour Operation</li> </ol>	

<p><b>Element 3: Plan and deliver event catering</b></p> <p><b>3.1</b> Identify and analyse <i>event factors which may impact on catering</i></p> <p><b>3.2</b> Prepare <i>event catering proposal</i></p> <p><b>3.3</b> Prepare <i>event catering operational plan</i></p> <p><b>3.4</b> <i>Implement event catering operational plan</i></p> <p><b>Element 4: Plan and deliver sponsorship plans</b></p> <p><b>4.1</b> Identify <i>sponsorship opportunities</i>, where appropriate</p> <p><b>4.2</b> Create and promote sponsorship packages, where appropriate</p> <p><b>4.3</b> Implement <i>sponsorship items and activities</i></p> <p><b>4.4</b> Follow up with sponsors</p> <p><b>Element 5: Plan and deliver event management</b></p> <p><b>5.1</b> Liaise with <i>event stakeholders</i></p> <p><b>5.2</b> Prepare <i>event management plan</i></p> <p><b>5.3</b> Manage event set up in-line with event management plan</p> <p><b>5.4</b> Monitor conduct and implementation of event in-line with event management plan</p> <p><b>5.5</b> Manage finalisation of event and event breakdown in-line with event management plan</p>	<p>Event objectives and scope may include specification of:</p> <ul style="list-style-type: none"> <li>• Person or organisation running the event</li> <li>• Key objectives – identifying what the event is intended to achieve</li> <li>• Size of event, duration including times and dates, number of attendees, special needs, location and budget.</li> </ul> <p><i>Event concept, theme, format and protocols</i> will include:</p> <ul style="list-style-type: none"> <li>• Venue decoration, talent, stage and table set ups, catering needs, technical effects and technical support required, collateral materials needed or preferred</li> <li>• Publicity to be given to the event</li> <li>• Facilities, equipment and areas to be used as part of event implementation</li> <li>• Restrictions and limitations that apply to the event</li> <li>• Level of formality to be adhered to</li> <li>• Event liaison and management structure and lines of authority, contact persons for event decisions</li> <li>• Access restrictions, security arrangements, marketing and promotional issues</li> <li>• Identification of key stakeholders – who may include event principal, local community, organising committees, local authorities (including police and fire), external contractors, entertainers, talent, staff from host businesses.</li> </ul> <p><i>Event brief</i> should include:</p> <ul style="list-style-type: none"> <li>• Agreed event details – including concept, theme, format and protocols</li> <li>• Identification of stakeholders – and their individual roles</li> <li>• Action plans (see below – event management plans) and costing for meeting the requirements of the event</li> <li>• Allocation of responsibilities and setting of milestones and task completion dates.</li> </ul>
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<p><b>Element 6: Plan and deliver event registration</b></p> <p><b>6.1</b> Take <i>event bookings and process event registrations</i></p> <p><b>6.2</b> Monitor on-going event registrations and take remedial action where necessary to increase attendance/registrations</p> <p><b>6.3</b> Finalise event registrations</p> <p><b>6.4</b> Produce identified <i>event materials</i> for guests and delegates</p> <p><b>6.5</b> Coordinate and process <i>guest and delegate registration at the event</i></p> <p><b>Element 7: Plan and deliver infrastructure for outdoor event</b></p> <p><b>7.1</b> Identify necessary <i>infrastructure requirements</i></p> <p><b>7.2</b> Organise identified infrastructure needs</p> <p><b>7.3</b> Monitor implementation of identified infrastructure requirements</p> <p><b>Element 8: Conduct post-event evaluation</b></p> <p><b>8.1</b> Meet with client to discuss the event and finalise outstanding issues</p> <p><b>8.2</b> Meet with sponsors to analyse their thoughts</p> <p><b>8.3</b> Meet with staff to debrief the event</p> <p><b>8.4</b> Calculate the financial outcome of the event</p> <p><b>8.5</b> Determine the extent to which the event attained the identified objectives that were set for it</p>	<p><i>Event proposal/bid</i> should include:</p> <ul style="list-style-type: none"> <li>• Overview of how the enterprise can meet/exceed client expectations</li> <li>• Sample materials to illustrate planned actions</li> <li>• Production of written or other material ('bid materials') to present to client</li> <li>• Determination of presentation and/or promotional methods and technologies to be used</li> <li>• Arrangement of meeting with client to pitch for the event</li> <li>• Price.</li> </ul> <p><i>Potential event venues and sites</i> should relate to:</p> <ul style="list-style-type: none"> <li>• Research into suitable venues and sites – internal and external</li> <li>• Development of specifications against which to assess options</li> <li>• Finalisation of client needs</li> <li>• Negotiation and liaison with site/venue owners or controllers.</li> </ul> <p><i>Confirm arrangements</i> may include:</p> <ul style="list-style-type: none"> <li>• Identification of tentative and contingency bookings of sites/venues</li> <li>• Payment of deposits</li> <li>• Forwarding and/or exchange of relevant documentation – insurance, business details, food safety plan/program, contracts, restrictions on use of facilities, access arrangements, clean up agreements</li> <li>• Confirming dates, times and prices.</li> </ul> <p><i>Event factors which may impact on catering</i> may include:</p> <ul style="list-style-type: none"> <li>• Budget, dates, timing, numbers, speed of service</li> <li>• Types of food required, service styles required, cuisines preferred</li> </ul>
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- Location of event , seasonal influences, nature of event
- Production and transport issues – general logistics including staffing.

*Event catering proposal* should include:

- Details of all catering proposed – including menus, drinks, timing, service times
- Costs
- Options available within designated budget parameters
- Overview of production, transportation and service of food and beverages
- Staff numbers
- Reference to previous events that have been catered for on the same/similar scale.

*Event catering operational plan* will follow acceptance/final confirmation of the event proposal and will present:

- Final menus and beverages
- Final arrangements regarding timing, locations and all agreed service issues
- Final prices
- Details of implementation protocols to ensure service and product delivery in accordance with the proposal
- Distribution of the plan to all relevant stakeholders.

*Implement event catering* refers to actual service provision of food and beverages at the times, in the locations and in the quantities identified in the final event catering operational plan. This plan will form a critical element of the contract that is signed with the client

Sponsorship opportunities can include:

- Identification of potential sponsors – including individuals, government agencies, companies, industry organisations
- Suggesting sponsorship possibilities and options to clients.

*Sponsorship items and activities* may include:

- Overall event sponsorship and/or segmented sponsorship
- Satchels and physical items
- Meals, drinks, travel, accommodation, speakers, social events
- One-off promotional activities and on-going organisational activities.

*Event stakeholders* may include:

- Event principal, local community, organising committees, local authorities (including police and fire), external contractors, entertainers, talent, staff from host businesses

*Event management plan* should address planning and preparation issues focusing on event implementation such as:

- Staffing requirements
- Security
- Management of external contractors
- Running sheets
- Briefing papers
- Staging elements or requirements – including set ups, rigging, room preparation, seating, tables, audio visual equipment, catering, security, sound and lighting
- Displays and signage
- Catering arrangements – as specified in the event catering plan
- Liaison with stakeholders, dignitaries, delegates and guests, media, sponsors
- Guest/delegate management on arrival, during the event and on departure

- Risk management
- Emergency management
- Performance standards and guidelines
- Traffic management – including vehicular control and foot traffic within the venue/site
- Specification of control, command and communication structures – including lines of authority, scopes of responsibility, identification of key contact details for event managers
- Use of technology
- Timing and co-ordination of services, facilities
- Contingency plans – including contingency plans for adverse weather, and other identified high-medium level potential risks.

*Event bookings and process event registrations may include:*

- Recording bookings – including special requests and issuing confirmations
- Promoting booking
- Distributing event kits/materials.

*Event materials may include:*

- Guest and delegate lists and name cards
- Delegate kits and reports
- Promotional and give-away materials
- Display materials
- Stationery
- Spare supplies

- Materials for sale – including cash register/credit card facilities
- Audio visual aids.

*Guest and delegate registration at the event* may include:

- Establishing registration table/s and necessary support materials including staff
- Checking payment status – and accepting payment, as appropriate
- Providing session/event details and advice and/or information on venue/site
- Welcoming guests and delegates and facilitating other introductions and networking opportunities
- Facilitating refreshment services on arrival
- Finalising/confirming tours, meals, accommodation and other relevant details, bookings and event-related issues.

*Infrastructure requirements* can be expected to vary widely between venues/sites and depending on the size, scope and nature of the event, but may include:

- Power and water supply
- Environmental control – including air conditioning, sound and lighting, privacy and screening from public gaze/access
- Toilet facilities and the erection of various temporary facilities
- Emergency services
- Car and coach parking – including use and/or integration with other transport options, including public transport system
- Disabled access
- Signage and other arrangements to meet the needs of people who may have language difficulties/barriers
- Waste management.

### **Assessment Guide**

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

- Identification of key stakeholders
- Description of internal and external factors impacting on events
- Key management issues including role of appropriate event/project management software
- Creativity in event development and execution
- Technical and operational requirements for staging events
- Details of event briefs, proposals and all allied plans and planning abilities
- Presentation techniques for pitching events to clients and stakeholders
- Identification of differential event venues and sites highlighting their comparative advantages and disadvantages
- Knowledge of sources of information in relation to venue and site options, availability, facilities and costs
- Typical operational facilities and equipment within event venues and sites
- Knowledge of different catering options, menu styles, service options for a range of different event types
- Operational constraints for catering at different venues, at different times and in different weather conditions and seasons
- Space, staff and facility requirements to support a range of catering options
- Food preparation and cooking principles and practices
- Safe food handling protocols
- Features of sponsorship packages, protocols and activities

- Potential sponsors for a nominated range of events
- Event management practices and techniques – including time management, stress management, negotiation skills, communication skills, risk management and contingency management
- Event registration procedures and protocols
- Roles and responsibilities of event contractors, suppliers, agencies involved, internal staff and delegates/clients.

**Linkages To Other Units**

- Manage financial performance within a budget
- Prepare and monitor budgets
- Provide a link between kitchen and service area
- Provide advice to patrons on food and beverage services
- Comply with workplace hygiene procedures
- Promote hospitality products and services
- Receive and resolve customer complaints
- Maintain quality customer/guest service
- Manage responsible service of alcohol
- Serve a range of wine products
- Develop and update local knowledge
- Develop and maintain food & beverage product knowledge
- Design a concept for a major event or function
- Prepare business documents
- Manage and implement small projects

- Plan, manage and conduct meetings
- Use common business tools and technology
- Monitor catering revenue and costs
- Manage the effective use of human resources
- Manage legal requirements for business compliance
- Operate a computerised reservation system
- Prepare and deliver a presentation
- Create promotional display stand
- Manage operational risk
- Develop conference programs
- Manage contractual agreements/commitments.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- Ability to develop an event concept in-line with nominated requirements, objectives and scope
- Knowledge of a variety of event formats and options
- Ability to prepare an event brief and an accompanying event bid/proposal and deliver same to nominated clients/stakeholders
- Ability to research and identify suitable venue and site options for a nominated event
- Knowledge of different event sites/venues within the local area of the host enterprise

- Ability to plan for the catering (food and beverages) of a nominated event, including staffing requirements and all allied factors that will impact on catering service delivery
- Ability to identify realistic sponsors for a nominated event and manage the inclusion of such sponsors into the execution of the event for mutual benefit
- Development of sponsorship packages, materials and activities appropriate to a nominated event
- Ability to manage the effective and successful operation of a nominated event in-line with designated/client demands, requirements and preferences
- Knowledge of the range of issues, problems and risks associated with the conduct of events
- Ability to use nominated reservation systems and accurately record bookings for a nominated event
- Ability to organise the infrastructure requirements for a nominated event
- Knowledge of local authorities, host country government agencies and legislation that applies to infrastructure requirements for an event that include food and beverages
- Knowledge of staging requirements for events as listed under unit variables
- Ability to organise, coordinate, supervise and monitor the activities of external contractors who have been engaged to support execution of a nominated event
- Apply nominated protocols involving communication and liaison with nominated stakeholders as listed under the unit variables.

**Context of Assessment**

Assessment must ensure:

- Involvement in the planning and execution of an actual and substantial event (that is, the event must be much more than a simple meeting) that involves food and beverage service.

**Resource Implications**

Training and assessment must include the use of real resources, clients/stakeholders, products, materials, equipment, venues, staff and external contractors, foodstuffs and beverages as dictated by the event proposal and brief.

**Assessment Methods**

The following methods may be used to assess competency for this unit:

- Observation of practical candidate performance
- Feedback from key stakeholders
- Evaluation of the financial outcome of the event
- Extent and nature of media coverage received
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

**Key Competencies in this Unit**

*Level 1 = competence to undertake tasks effectively*

*Level 2 = competence to manage tasks*

*Level 3 = competence to use concepts for evaluating*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organising and analysing information	3	Research event options and venues/sites; develop running sheets

	Communicating ideas and information	3	Liaise with stakeholders; undertake briefings and running sheets
	Planning and organising activities	3	Organise event infrastructure, cater to staffing needs; arrange venues, supplies, and special service needs/preferences of client
	Working with others and in teams	3	Coordinate with staff, stakeholders and external contractors to deliver integrated service delivery of the event
	Using mathematical ideas and techniques	3	Calculate event costs, process, catering requirements, staffing needs
	Solving problems	3	Resolve guest/delegate issues during the event; overcome problems and issues that threaten the successful implementation of the event
	Using technology	2	Use reservation systems and technology required to implement the event