

UNIT TITLE: DESIGN A CONCEPT FOR A MAJOR EVENT OR FUNCTION		NOMINAL HOURS: 35
UNIT NUMBER: D1.HCA.CL3.02		
UNIT DESCRIPTOR: This unit deals with the skills and knowledge required to design a concept for a major event or function in a range of settings within the food production labour division of the hotel and travel industries		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Identify key objectives of event</p> <p>1.1 Clarify key objectives of event in consultation with customer/s and/or key <i>stakeholders</i></p> <p>1.2 Identify and analyse <i>key information</i> in consultation with customer/s and/or key stakeholders and other <i>relevant parties</i></p> <p>1.3 Identify and analyse <i>factors</i> which might impact on the event</p> <p>Element 2: Establish concept, theme and format of event</p> <p>2.1 Meet both customer needs and expectations in accordance with <i>organisation standards, policies and procedures</i> and within acceptable time frames</p> <p>2.2 Develop an overall event concept, theme and format which reflects key objectives agreed upon with customer/s and/or key stakeholders</p> <p>2.3 Verify practicality and viability of concept, theme and format through a sound process of consultation and analysis</p>	<p>Unit Variables</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 designing a concept for a major event or function in a range of outlets within the labour divisions of the hotel and travel industries and may include:</p> <p>1. Food Production.</p> <p>Stakeholders may include:</p> <ul style="list-style-type: none"> • Event principal • Local community • Organising committees • Local authorities • Staging contractors • Colleagues <p><i>Key information</i> may be related to:</p> <ul style="list-style-type: none"> • Size and numbers of guests/delegates • Requirements of all relevant parties 	

<p>2.4 Identify logistical requirements of overall concept, theme and format</p> <p>2.5 Obtain relevant approval from customer/s and/or stakeholders prior to implementation</p> <p>Element 3: Prepare a concept plan</p> <p>3.1 Document theme and operational context of the event or function</p> <p>3.2 Document <i>elements</i> of the total concept agreed to by customer/s and/or stakeholders</p> <p>3.3 Gain <i>written agreement</i> from customer/s and/or stakeholders</p>	<ul style="list-style-type: none"> • Location/s • Duration • Resource issues, e.g. Spatial requirements of the site/venue, environmental conditions, budget • Purpose of function or event, e.g. Wedding, convention, corporate function, ball. <p>Relevant parties may include:</p> <ul style="list-style-type: none"> • Venue staff and management • Caterers • Security • Musicians • Florists • Decorators • Exhibitors • Contractors.
	<p><i>Factors</i> may include:</p> <ul style="list-style-type: none"> • Resource availability, e.g. Human, financial, physical • Potential for attracting additional resources, e.g. Sponsorship, co-hosting • Lead time restrictions • Potential levels of participation and interest • Competitive environment • Timing and duration factors, e.g. Impact of public holidays and/or other public events • Potential contributors • Talent requirements

- Climate
- Access factors, e.g. Physical access, access times/availability, internal/external location
- Marketing and promotional issues, e.g. Media coverage.

Organisation standards, policies and procedures may include:

- Complaints procedures
- Organisational standard report forms
- Job descriptions
- Code of ethics
- Quality systems, standards and guidelines.

Elements may include:

- Venue decoration, e.g. Stage set up, design, props, decoration
- Venue plan, e.g. Seating, lighting, stage set up
- Catering
- Talent
- Technical effects, e.g. Sound, lighting, audio-visual.

Written agreement may include:

- Formal purchase order
- Formal contracts
- Letters of agreement
- Memorandums of understanding.

Assessment Guide

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

- Ability to identify and work with key stakeholders for different types of events
- Ability to identify all factors that impact on the planning, construction and staging of an event or function
- Ability to design creative options for different types of events
- Ability to communicate effectively with a range of people relevant to position and role
- Ability to liaise and negotiate with the customer and other relevant parties to the event/function to develop the overall concept, theme and format of the event or function.

Linkages To Other Units

- Apply catering control principles and procedures
- Prepare tenders for catering contracts
- Establish and maintain a business relationship
- Develop and implement a business plan
- Gather and present product information
- Manage financial performance within budget.

Critical Aspects of Assessment

Evidence of the following is essential:

- Demonstrated ability to identify factors which impact on the planning, construction and staging of an event or function
- Demonstrated ability to liaise and negotiate with the customer and other stakeholders in the event to develop the overall concept, theme and format of the event or function
- Demonstrated ability to develop a concept, theme and format that reflects the key objectives agreed upon by the customer/s and/or key stakeholders

- Demonstrated ability to develop a concept, theme and format that is operationally practical
- Demonstrated ability to consider a range of creative options when developing a concept, theme and format of an event or function.

Context of Assessment

This unit may be assessed on or off the job

- Assessment should include practical demonstration of the ability to design a concept for a major event or function either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- Assessment must relate to the individual's work area, job role and area of responsibility.

Resource Implications

Training and assessment to include access to a real or simulated workplace; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

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

- Case studies
- Observation of practical candidate performance
- Oral and written questions
- Portfolio evidence
- Problem solving
- Role plays
- 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		
Key Competencies	Level	Examples
Collecting, organising and analysing information	2	Identify customer requirements and key factors influencing the development of the event concept
Communicating ideas and information	2	Use positive communication techniques to 'sell' proposed concepts
Planning and organising activities	2	Identify the most appropriate way to respond to customer requests
Working with others and in teams	2	Work with relevant parties to plan concept
Using mathematical ideas and techniques	0	
Solving problems	2	Apply conflict resolution and communication skills to resolve conflict(s) and/or misunderstandings
Using technology	0	