

Competency Standard

UNIT TITLE: IMPLEMENT EVENT MANAGEMENT SYSTEMS AND PROCEDURES		NOMINAL HOURS: 70
UNIT NUMBER: D2.TCS.CL5.16		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required to implement, monitor and evaluate event management systems and procedures.		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Confirm event requirements</p> <p>1.1 Review <i>identified requirements for the event</i></p> <p>1.2 Meet with <i>relevant personnel</i></p> <p>1.3 Review <i>existing event management systems and procedures</i></p> <p>1.4 Develop <i>additional event management systems and procedures, as required</i></p> <p>1.5 Submit <i>systems and procedures for approval</i></p> <p>1.6 Communicate <i>event systems and procedures</i> to relevant parties</p> <p>Element 2: Implement event systems and procedures</p> <p>2.1 Integrate <i>event management systems and procedures</i> into standard operating procedures</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 organisations that offer events as part of their products and services whether in a stand-alone capacity or in conjunction with other providers menu within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Travel Agencies 2. Tour Operation <p><i>Identified requirements for the event</i> may be related to:</p> <ul style="list-style-type: none"> • Type and nature of the event • Location of the event • Numbers attending • Activities and entertainment involved • Public profile of the event • Timing • Budget. 	

<p>2.2 Provide <i>training for staff</i> in application of systems and procedures</p> <p>2.3 <i>Apply the approved systems and procedures</i> to the operation of the event</p> <p>2.4 <i>Capture and record data</i> in relation to the conduct of the event</p> <p>2.5 <i>Supervise implementation</i> of the established systems and procedures</p> <p>2.6 Take remedial action to address problems or deficiencies in the established systems and procedures</p>	<p><i>Relevant personnel</i> will include:</p> <ul style="list-style-type: none"> • Event organiser • Internal departmental managers with responsibility for service provision to the event • External contractors • Emergency services, where appropriate • Suppliers. <p><i>Review existing event management systems and procedures</i> may be related to:</p> <ul style="list-style-type: none"> • Assessing the suitability of existing protocols against the individual requirements of the event • Ensuring support structures for the established protocols are in effect – including record-keeping systems, allocation of roles and responsibilities, determination of scopes of authority, key performance indicators (KPIs) and internal documentation • Becoming familiar with internal requirements that may not be regularly used • Identifying the purpose and need for existing protocols.
<p>Element 3: Evaluate event management systems and procedures</p> <p>3.1 <i>Evaluate the effectiveness of the systems and procedures used</i></p> <p>3.2 <i>Seek feedback on the event management systems and processes</i></p> <p>3.3 <i>Archive lessons learned from the event management system and procedures for future reference</i></p>	<p><i>Systems and procedures</i> may relate to planning, controlling, recording, delivery and evaluation of activities that may include:</p> <ul style="list-style-type: none"> • Customer service • Catering • Accommodation • Office administration • Reservations • Cleaning and maintenance • Quality assurance • Security and safety

- Stock movement and usage
- And in relation to events these may particularly relate to:
- Preparing event proposals
- Developing event concepts
- Selecting event sites and venues
- Conducting pre-event briefings
- Processing event registrations
- Integrating technological requirements into the event
- Managing the involvement of contractors
- Providing on-site event management services
- Organising infrastructure for outdoor events.

Develop additional event management systems and procedures should include:

- Updating systems and procedures that are dated by virtue of organisational changes
- Complying with changes to legislated requirements
- Seeking input from others as to internal needs regarding systems and procedures
- Producing new systems and procedures to address areas previously not covered
- Producing hard copy systems and procedures
- Producing internal documentation, as required, to support the new and revised protocols
- Identifying the purpose and need for new or revised protocols.

Submit systems and procedures for approval should relate to:

- Providing management and others with written copies of proposed new and revised systems and procedures
- Obtaining clearance from management to apply new and revised protocols
- Checking with relevant internal managers to ensure new and revised protocols meet with their operational needs.

Communicate event systems and procedures may include:

- Verbally advising staff of the new and revised protocols
- Posting information in staff areas
- Conducting staff briefings.

Integrate event management systems and procedures may include:

- Including new and revised protocols into existing staff and operational manuals
- Conducting trials of the new and revised protocols.

Training for staff may include:

- Demonstrations
- Verbal explanations
- Trial runs
- Opportunity for practice
- Assessment of competency levels.

Apply the approved systems and procedures may include:

- Implementing the systems and procedures as planned and designed to the conduct of the event.

Capture and record data may include:

- Entering event related information into the established event and accounting files – including information relating to costs, monies received, registrations, correspondence, requirements and requests
- Providing supporting documentation for data, where applicable
- Ensuring accuracy and comprehensiveness of data collected.

Supervise implementation may include:

- Conducting regular staff briefings
- Providing event sheets for staff
- Explaining expectations and operational requirements to be followed/delivered
- Observing activities
- Assisting staff
- Providing advice and suggestions
- Decision-making to enable resolution of issues arising
- Liaising with event organiser.

Evaluate the effectiveness of the systems and procedures used may include:

- Assessing the practical operational performance of the systems and procedures against organisational requirements
- Discussing operational issues and results with staff and management
- Making notations of suggestions for future changes to systems and procedures
- Capturing evidence of the success or failure of the systems and procedures
- Collecting feedback from the event organiser.

Feedback on the event management systems and procedures may include verbal and written feedback from :

- Event organisers
- Those who attended the event
- Contractors and suppliers
- Enterprise staff who attended and/or worked on the event.

Assessment Guide

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

- Enterprise policies and procedures in regard to event management including supporting systems and procedures essential for the planning and delivery of events
- Principles of event planning and management
- Ability to use management, leadership, monitoring and control techniques
- Ability to use analytical and forecasting techniques
- Knowledge of standard operating procedures for the host enterprise
- Knowledge of host country legislation that applies to events
- Knowledge of local authority requirements that apply to event management.

Linkages To Other Units

- Implement occupational health and safety procedures
- Work effectively with colleagues and customers
- Establish and maintain a business relationship
- Maintain quality customer/guest service
- Produce documents, reports and worksheets on a computer
- Plan and establish systems and procedures

- Develop and implement operational policies
- Manage special events
- Develop and update tourism industry knowledge
- Establish and maintain a safe and secure workplace
- Maintain the security of premises and property
- Organise functions
- Follow safety and security procedures
- Build and maintain a team approach to service delivery
- Develop conference programs
- Develop and manage business strategies
- Maintain a secure financial accounting system
- Manage contractual agreements/commitments
- Manage and control operational costs
- Lead and manage a development team
- Monitor workplace operations.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to event management including the supporting systems and procedures essential for the planning and delivery of events
- Demonstrated ability to implement and monitor provided systems and procedures (and, where necessary, establish new or revised systems and procedures) in the management of a nominated event

- Demonstrated ability to communicate, and provide necessary training for, identified systems and procedures to staff and contractors working on a nominated event
- Demonstrated ability to evaluate the effectiveness and applicability of designated systems and procedures for event management following the implementation at a nominated event.

Context of Assessment

Assessment must ensure:

- Actual or simulated workplace implementation of an event.

Resource Implications

Training and assessment must include a real event including real people, real commodities and activities, and prescribed event management systems and procedures.

Assessment Methods

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

- Observation of practical candidate performance
- Portfolio of documentation developed as part of the event management process – including information supplied by event organisers, copies of new and revised systems and procedures, records event implementation and written feedback from event organisers
- Feedback from the event organiser, contractors and other relevant event participants
- Case studies
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

Key Competencies in this Unit		
<i>Level 1 = competence to undertake tasks effectively</i>		
<i>Level 2 = competence to manage tasks</i>		
<i>Level 3 = competence to use concepts for evaluating</i>		
Key Competencies	Level	Examples
Collecting, organising and analysing information	1	Obtain event details and requirements from the event organiser Confirm existing systems and procedures
Communicating ideas and information	2	Advise staff and contractors in relation to systems and procedures
Planning and organising activities	3	Develop new and revised systems and procedures to accommodate individual event needs
Working with others and in teams	2	Liaise with management and other to identify requirements for new or revised systems and procedures
Using mathematical ideas and techniques	2	Record event data
Solving problems	2	Resolve event issues as they arise
Using technology	1	Use project management and planning software