



## Higher National Unit Specification

### General information for centres

**Unit title:** Events Applications

**Unit code:** F35R 34

**Unit purpose:** This Unit is designed to enable candidates to participate in the planning, implementation and evaluation of an event. Candidates will develop an understanding of the importance of good team work, communication, customer care skills, organisational techniques, legal and health and safety requirements. Candidates will understand the importance of target audience, promotion, marketing and strategic planning.

On completion of this Unit the candidate will be able to:

- 1 Investigate the feasibility of an event.
- 2 Contribute to the planning of an event.
- 3 Participate in the running of an event.
- 4 Evaluate an event.

**Credit points and level:** 2 HN credits at SCQF level 7: (16 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Entry to this Unit will be at the discretion of the centre, no prior knowledge of the subject area is required. It would be beneficial if candidates had experience of the following NQ Units, D673 12 *Event Organisation* or ED5Y 11 *Contribute to the Arrangement of Events*.

**Core Skills:** The achievement of this Unit gives automatic certification of the Core Skill of *Problem Solving* at SCQF level 5. There are also further opportunities to develop the Core Skills of *Working with Others* and the Written Communication component of the Core Skill of *Communication* at SCQF level 5 in this Unit.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

## **General information for centres (cont)**

**Assessment:** It is recommended that the assessment of the four Outcomes is integrated. The assessment may take the form of a practical activity with evidence presented in a folio of work.

Candidates may work in teams of three or four.

An exemplar instrument of assessment and marking guidelines have been produced to indicate the national standard of achievement at SCQF level 7.

## **Higher National Unit Specification: statement of standards**

**Unit title:** Events Applications

**Unit code:** F35R 34

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Investigate the feasibility of an event

#### **Knowledge and/or Skills**

- ◆ Job roles
- ◆ Job responsibilities
- ◆ Type of events
- ◆ Purpose and aims of an event
- ◆ Sourcing suitable venues
- ◆ Event resources
- ◆ Cost implications
- ◆ Market research
- ◆ SWOT analysis
- ◆ Target audience

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by investigating the feasibility of an event. The investigation should include:

- ◆ explanation of three job roles and four responsibilities for each role
- ◆ a description of the event outlining its purpose and aims
- ◆ suitability of three potential venues and the cost implications of one venue
- ◆ event resources – in-house, out-sourced and the cost implications
- ◆ identification of target audience
- ◆ a SWOT Analysis
- ◆ a decision, based on market research, on the feasibility of the event

#### **Assessment Guidelines**

This Outcome can be assessed on its own or in conjunction with Outcomes 2, 3 and 4, details of which are given under Outcome 4.

Candidates may work in teams of 3 or 4.

## **Higher National Unit Specification: statement of standards (cont)**

**Unit title:** Events Applications

### **Outcome 2**

Contribute to the planning of an event

#### **Knowledge and/or Skills**

- ◆ Roles within a team
- ◆ SMART objectives
- ◆ Planning tools
- ◆ Timing
- ◆ Pre-event activities
- ◆ Contingency plan
- ◆ Event promotions
- ◆ Human and other resources
- ◆ Risk assessment
- ◆ Legal requirements
- ◆ Running order

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by contributing to the planning of an event showing that they can:

- ◆ assign roles to individuals within a team
- ◆ create SMART objectives for the event to cover the areas of marketing, finance, administration, personnel and operational issues
- ◆ use a planning tool to sequence timing and pre-event activities
- ◆ prepare a contingency plan
- ◆ contribute to the promotion of the event
- ◆ procure appropriate human and other resources
- ◆ prepare risk assessment
- ◆ describe the legal requirements and apply them to the event
- ◆ produce a running order for the event

#### **Assessment Guidelines**

This Outcome can be assessed on its own or in conjunction with Outcomes 1, 3 and 4, details of which are given under Outcome 4.

Candidates may work in teams of 3 or 4.

## **Higher National Unit Specification: statement of standards (cont)**

**Unit title:** Events Applications

### **Outcome 3**

Participate in the running of an event

#### **Knowledge and/or Skills**

- ◆ Briefing session
- ◆ Individual and team roles
- ◆ Customer care skills
- ◆ Control measures
- ◆ Work schedules and running orders
- ◆ Contingency plans

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by participating in the running of an event showing that they can:

- ◆ participate in a briefing session
- ◆ operate effectively as an individual and as part of a team
- ◆ demonstrate good customer care skills
- ◆ use appropriate control measures
- ◆ implement work schedule and running order
- ◆ execute contingency plans if required

#### **Assessment Guidelines**

This Outcome can be assessed on its own or in conjunction with Outcomes 1, 2 and 4, details of which are given under Outcome 4.

Candidates may work in teams of 3 or 4.

Evidence may be recorded on observation checklists.

## **Higher National Unit Specification: statement of standards (cont)**

**Unit title:** Events Applications

### **Outcome 4**

Evaluate an event

#### **Knowledge and/or Skills**

- ◆ Debriefing session
- ◆ Event evaluation
- ◆ Recommendations for future events
- ◆ Personal contribution

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ participate in a debriefing session
- ◆ evaluate the event making reference to team/individual effectiveness, event purpose, event plan, event promotion, running of the event and customer feedback
- ◆ identify 2 recommendations for future events
- ◆ evaluate personal contribution to the event

#### **Assessment Guidelines**

The assessment of this Outcome can be combined with Outcomes 1, 2 and 3 as part of a single assessment for this Unit.

This Unit could be assessed by a folio of work based on a practical activity with supporting checklists and documentation.

The folio of work can be based on a practical event covering all the Evidence Requirements.

The folio may be supplemented by additional questions to ensure all aspects of the Evidence Requirements have been covered.

Candidates may work in teams of 3 or 4.

## Administrative Information

<b>Unit code:</b>	F35R 34
<b>Unit title:</b>	Events Applications
<b>Super class category:</b>	BA
<b>Original date of publication:</b>	July 2008
<b>Version:</b>	03 (May 2011)

### History of Changes:

Version	Description of change	Date
02	Knowledge and Skills and Evidence Requirements for Outcome 1: Changed from 'purpose and benefits of an event' to 'purpose and objectives of an event'.	13/02/09
03	Outcome 1 – two items added to Knowledge and/or Skills and Evidence Requirements clarified. Outcome 2 – SMART objectives added to Knowledge and/or Skills and/or Skills and Evidence Requirements.	18/05/11

**Source:** SQA

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Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

## **Higher National Unit Specification: support notes**

### **Unit title:** Events Applications

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

### **Guidance on the content and context for this Unit**

This Unit will provide candidates with the practical experience of investigating the feasibility of an event. Candidates will participate in the planning, implementation and evaluation of an event. This can be done working in small groups or on an individual basis. The selected event should be appropriate to the candidate's course of study and be within the range and scope of the presenting organisation.

For example, the event may take the form of a competition, conference, exhibition, charity event, community event, trade fair or performance. Alternatively, there should be flexibility within delivery of the Unit to allow candidates to work with organisations that require additional help with managing an event.

In Outcome 1 candidates investigate the feasibility of an event. This will cover the job roles and responsibilities of personnel as well as the purpose and aims of an event. They will look at the suitability of venues and their resources as well as the costs and risks involved. The target audience for the event will be investigated and a SWOT analysis will be conducted.

Outcome 2 allows candidates to contribute to the planning of an event. They will be involved in describing the roles of individuals and teams. They will be able to outline a contingency plan and describe the timing of pre-event activities. The effectiveness of planning tools will be explained and they will contribute to the marketing and promotion of the event. They will be involved in identifying appropriate human and other resources, and contribute to the work schedule and running order. A risk assessment should be prepared and they should apply appropriate legal requirements to the event.

In Outcome 3 candidates will participate in the running of an event. They will demonstrate good customer care skills and participate in a briefing session. They will operate effectively as an individual and as part of a team, use appropriate control measures and execute contingency plans. If required, they will participate in implementing a work schedule and running order and execute contingency plans.

In Outcome 4 candidates will review the effectiveness of the event, by participating in a debriefing session. They should evaluate the team effectiveness, event purpose, event plan, event promotion, running of the event and the customer feedback. They should identify 2 recommendations for future events. They should evaluate their personal contribution to the event.



## Higher National Unit Specification: support notes (cont)

**Unit title:** Events Applications

### Guidance on the delivery and assessment of this Unit

This Unit is likely to form part of a Group Award designed to provide candidates with technical or professional knowledge and skills for a specific occupational area.

Where this Unit is being delivered as part of the HND Events Management Group Award, it is recommended that it be delivered in Year 1 of the Group Award.

Initial delivery could be by short lectures followed by tutor-led research. Candidates could then work in small groups under tutor observation to plan and carry out an event. Each candidate could have an individual role within the team and a log/diary maintained as part of their evidence. Following the event the candidates will evaluate the success of their event.

Assessment evidence may take the form of a portfolio of work along with observation checklists.

Outcomes 1, 2 and 4 may be assessed using a completed folio of evidence along with a completed diary/log book.

Outcome 3 may be assessed by the assessor observing the event and recording evidence on an observation checklist.

It is expected that candidates will work in teams of 3 or 4.

#### ***Opportunities for developing Core Skills***

The delivery and assessment of this Unit gives automatic certification of the Core Skill of *Problem Solving* at SCQF level 5 including Critical Thinking, Planning and Organising and Reviewing and Evaluating. The general skill required is the ability to 'analyse a complex situation or issue'. Specific skills required at SCQF level 5 include identifying the factors involved in the situation, assessing their relevance, and developing and justifying an approach to deal with the situation.

There are also further opportunities to develop the Core Skills of *Working with Others* and the Written Communication component of the Core Skill of *Communication* at SCQF level 5 in this Unit.

Candidates may develop the Core Skill of *Working with Others*, since assessment will involve working as a team or with other teams.

Over the course of this Unit candidates may use these skills, for example in dealing with complex topics such as organising an event, preparing the running order of the event in Outcome 2. The delivery and assessment of this Unit may contribute towards the component Written Communication of the Core Skill of *Communication* at SCQF level 5, particularly if a report is used as the instrument of assessment in the folio of evidence for Outcomes 1, 2 and 4. The general skills of the component are 'Read, Understand and Evaluate Written Communication' for its reading element and 'produce well-structured written communication' for its written element.

Any preparation towards producing a report within the folio of evidence, such as reading and research will facilitate development of the component's reading element, as candidates will need to examine a variety of information.

## **Higher National Unit Specification: support notes (cont)**

**Unit title:** Events Applications

### **Open learning**

This Unit could be delivered by distance learning; however it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

### **Candidates with disabilities and/or additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## **General information for candidates**

### **Unit title:** Events Applications

This Unit is designed to enable you to work in small groups or individually to investigate, plan, participate and review an event.

It is primarily intended to prepare you for the post of an Events Supervisor/Coordinator in your chosen career path, but can also help you if you already hold such a position within the industry.

In Outcome 1 you will investigate the feasibility of an event. You will learn about job roles and responsibilities as well as the purpose and aims of an event. You will look at the suitability of venues and their resources, the costs and outline any risks involved. The target audience for the event will be investigated and a SWOT analysis will be conducted.

Outcome 2 allows you to contribute to the planning of the event. You will be involved in describing the roles of individuals and teams. You will be able to outline a contingency plan and describe the timing of pre-event activities. The effectiveness of planning tools will be explained and you will contribute to the marketing and promotion of the event. You will be involved in identifying appropriate human and other resources, and contribute to the work schedule and running order. A risk assessment should be prepared and you should apply appropriate legal requirements to the event.

In Outcome 3 you will participate in the running of the event. You will demonstrate good customer care skills and participate in a briefing session. You will operate effectively as an individual and as part of a team, use appropriate control measures and execute contingency plans. If required you will participate in implementing work schedule and running order and execute contingency plans.

In Outcome 4 you will review the effectiveness of the event, by participating in a debriefing session. You should evaluate the team effectiveness, event purpose, event plan, event promotion, running of the event and the customer feedback. You should identify two recommendations for future events and evaluate your contribution to the event.

To complete this Unit you will have to achieve a satisfactory level of performance for all the Outcomes.

This Unit could be assessed by a practical activity with supporting checklists and documentation. Evidence may be presented as a folio of work along with completed diaries/logbook.