



Higher National Unit specification

General information for centres

Unit title: Events Industry: An Introduction

Unit code: F35W 34

Unit purpose: This Unit is designed to provide candidates with an overview of elements of the events industry. It will introduce the candidate to the scope of the industry including the types of events organised and their characteristics; the venues and resources used for events and the key personnel that organise events.

On completion of the Unit the candidate should be able to:

- 1 Investigate the scope of the events industry.
- 2 Evaluate venues used for events.
- 3 Explain the use of resources used within the events industry.
- 4 Explain the role of key staff within the events industry.

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.

Core Skills: There are opportunities to develop the Core Skill of *Communication* at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

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.

Assessment: This Unit could be assessed using three assessments. Outcome 1 will be assessed by an investigation. The assessment for Outcome 2 and 3 could be combined and evidence could be gathered from a case study or extended response questions. The assessment should be carried out under open book supervised conditions. Alternatively Outcomes 2 and 3 could be assessed separately. The assessment for Outcome 4 will be carried out under closed book supervised conditions and could take the form of restricted response questions.

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

Higher National Unit specification: statement of standards

Unit title: Events Industry: An Introduction

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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 scope of the events industry

Knowledge and/or Skills

- ◆ Definition of ‘events’
- ◆ Characteristics of events
- ◆ Types of events
- ◆ The emergence and growth of the events industry
- ◆ Impact of major events
- ◆ Associations
- ◆ Industry trends

Evidence Requirements

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

- ◆ define the term ‘events’
- ◆ describe three common characteristics of events
- ◆ describe three types of events
- ◆ review the emergence and growth of one sector of the events industry
- ◆ evaluate the social, political and economic impact of one major event
- ◆ outline the purpose of one event industry association
- ◆ examine four trends within the industry over the last five years.

Assessment Guidelines

Evidence of the candidate’s investigation may be presented as a report. It is recommended that candidates be given four weeks to complete the assessment.

Higher National Unit specification: statement of standards (cont)

Unit title: Events Industry: An Introduction

Outcome 2

Evaluate venues used for events

Knowledge and/or Skills

- ◆ Venues used for events
- ◆ Venue facilities
- ◆ Venue layout or floor plan
- ◆ Selection criteria for booking events venues

Evidence Requirements

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

- ◆ evaluate a purpose built event's venue, including its fit for purpose and flexibility for use
- ◆ evaluate a venue which can be adapted for events
- ◆ describe four essential venue facilities for any event to take place
- ◆ explain four constraints of a venue from the layout or floor plan
- ◆ explain four key selection criteria for booking events venues

The evidence should be generated under open book supervised conditions.

Assessment Guidelines

The assessment of this Outcome may be combined with Outcome 3. Assessment may take the form of extended response questions or a case study. Where a case study is used it is recommended that this be given to the candidates 7-10 days before the assessment takes place to allow for preparation, with the questions being distributed at the assessment event.

It is recommended that the assessment of this Outcome, if combined with Outcome 3, be completed within two and a half hours. If this Outcome is assessed on an individual basis the recommended time is one hour 15 minutes.

Higher National Unit specification: statement of standards (cont)

Unit title: Events Industry: An Introduction

Outcome 3

Explain the use of resources used within the events industry

Knowledge and/or Skills

- ◆ Events resources
- ◆ In-house and out-sourcing of resources
- ◆ Resources specifications
- ◆ Process of hiring and buying resources

Evidence Requirements

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

- ◆ compile resource requirements for an event (with a minimum of eight resources)
- ◆ explain when to use in-house resources and when to out-source, giving two reasons for each
- ◆ prepare a resource specification for one of the resources required
- ◆ outline the process of hiring one resource and buying one resource

The evidence should be generated under open book supervised conditions.

Assessment Guidelines

The assessment of this Outcome may be combined with Outcome 2. Assessment may take the form of extended response questions or a case study. Where a case study is used it is recommended that this be given to the candidates 7-10 days before the assessment takes place to allow for preparation, with the questions being distributed at the assessment event.

It is recommended that the assessment of this Outcome, if combined with Outcome 2, be completed within two and a half hours. If this Outcome is assessed on an individual basis the recommended time is one hour 15 minutes.

Higher National Unit specification: statement of standards (cont)

Unit title: Events Industry: An Introduction

Outcome 4

Explain the role of key staff within the events industry

Knowledge and/or Skills

- ◆ Staff roles and responsibilities
- ◆ Leadership qualities
- ◆ Strategic and operational management
- ◆ Team effectiveness

Evidence Requirements

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

- ◆ explain the role and responsibilities of the event organiser and two other key staff within the events industry
- ◆ describe four leadership qualities essential for an event organiser
- ◆ explain the differences between the function of strategic management and that of operational management within events
- ◆ explain three aspects of team effectiveness

The evidence should be generated under closed book controlled conditions.

Assessment Guidelines

Outcome 4 may be assessed by restricted response questions. It is recommended the assessment of this Outcome be completed within one hour.

Administrative Information

Unit code:	F35W 34
Unit title:	Events Industry: An Introduction
Superclass category:	AA
Original date of publication:	July 2008
Version:	03 (May 2011)

History of changes:

Version	Description of change	Date
02	Reference to word count in Outcome 1 removed. Previously stated: 'It is recommended that the report should be no more than 2,000 words or equivalent'. Outcome 2 — added 'layout' to Evidence Requirements.	13/02/09
03	Assessment Conditions and Assessment Guidelines clarified.	18/05/11

Source: SQA

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Higher National Unit specification: support notes

Unit title: Events Industry: An Introduction

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 is intended to provide the candidates with an introduction to the events industry and the various types of events they may be required to plan and organise and their resulting impact on society. The Unit also takes into consideration venues, resources and staff roles within the industry. It gives the underpinning knowledge for the other practical Units within the Events Management Group Award.

Outcome 1 concentrates on an overview of the industry including ‘what is an event?’, the characteristics of events; the categories and types of events being organised such as mega or hallmark events, charity events, conferences, to social life cycle events. The emergence and growth of the event industry should be considered, with reference to how the industry has developed over the last century and the importance to Britain and the rest of the world. The various associations linked to the industry and the benefits of these associations to individuals within the industry should also be considered. Finally, current trends within the industry should be discussed indicating their impact to events organisations and organisers.

In Outcome 2 candidates will look at the range of venues available for events including purpose built conference centres, stadia, hotels, theatres, outdoor spaces, concert venues and unusual venues. The facilities at these venues should be discussed including parking, technical support and equipment, catering facilities and other services, etc. Also important is the use of space and the variations of layouts, including any other constraints within venues which should be considered when booking a venue.

In Outcome 3 candidates will look at the range of resources used within the industry such as audio-visual equipment, exhibition equipment, decorations, tableware, conference registration resources and staging, etc. Candidates will require to determine whether these resources are found within the venues or require to be out-sourced and if out-sourced the most suitable supplier. The Outcome will then consider the compilation of resource specifications to ensure correct quality and quantity of the out-sourced resources being sought. The process of hiring or buying resources should then be investigated including finding suitable suppliers, preparing specifications, getting quotes and negotiating discounts and placing orders through to delivery and payment. The decision whether to buy or hire must also be made.

Outcome 4 considers the key personnel roles and responsibilities within the industry including such roles as Event Co-ordinator, Event Manager, Event Organiser, Conference Organiser, Event Assistant, and Sponsorship Manager, etc. The qualities required to lead in these roles should be outlined. The function of strategic and operational management should also be discussed. Candidates should be aware of how to create an effective team within the industry and the differing skills required by team members.

Higher National Unit specification: support notes (cont)

Unit title: Events Industry: An Introduction

Guidance on the delivery and assessment of this Unit

Where this Unit is being delivered as part of the HNC Events or HND Events Management Group Award, it is recommended that it be delivered at the beginning of the Group Award as the knowledge and skills contained in this Unit underpin other Units within the Group Award.

In terms of delivery, initially lecturers should introduce the topic areas to be covered in this Unit. However, the Unit is designed to encourage candidates to actively participate in a number of activities to reinforce the learning and underpinning knowledge and skills. The variety of teaching and learning approaches could include group discussions, case studies, practical activities, structured work-sheets and internet research.

Materials such as current event magazines, books and web sites should be utilised. Other materials such as industry related DVDs, CD ROMs and videos may also provide valuable information for candidates.

Where possible centres may wish to incorporate visits to event establishments or invite visiting speakers to talk to candidates in order to provide up to date information on meeting industry standards and practices.

Where possible the delivery of this Unit should attempt to reflect current industry practice in order to provide candidates with relevant knowledge and skills.

This Unit may be assessed by three assessments. Outcome 1 can be assessed by an investigation of the events industry. This assessment considers what an event is; the characteristic of events; the types of event organised within the industry, the growth and impact of events; associations relating to the events industry and the present trends that are recognised by the events industry. Candidates should be given four weeks to carry out their investigation and submit their findings.

It is recommended that the assessment of Outcomes 2 and 3 be combined with evidence generated under open book controlled conditions. The assessment may take the form of restricted response questions or a case study. Where a case study is used it is recommended that this be given to the candidates 7-10 days prior to the assessment to allow the preparation. The recommended assessment time for the combined assessment is two hours 30 minutes.

Outcome 4 may be assessed by restricted response questions taken under closed book controlled conditions. The assessment will cover the roles and responsibilities within the events industry; the qualities required to lead a team within the industry and the function of strategic and operational management and team effectiveness. It is recommended that the assessment be completed within one hour.

Opportunities for developing Core Skills

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 for Outcomes 1, 2 and 3.

Higher National Unit specification: support notes (cont)

Unit title: Events Industry: An Introduction

Any preparation towards producing a report such as reading and research will facilitate development of the component's reading element, as candidates will need to examine a variety of information, for example relating to emergence and growth of an events industry sector, assessing its relevance and importance.

The writing element of the component may be developed when dealing with topics such as events industry trends in Outcome 1 and where tackling the complex differences between operational and strategic management in Outcome 4.

In both formative and summative assessment, candidates should be encouraged to present all essential ideas/information and supporting detail in a logical and effective order; use a structure that takes account of purpose and audience and links major and minor points in ways which assist the clarity and impact of the writing; use conventions which are effective in achieving the purpose and adapted as necessary for the target audience and use spelling, punctuation and sentence structures which are consistently accurate.

These skills can be developed through formative activities, such as short essays/reports on theory or debates/issues, without formal Core Skill certification.

Candidates should be encouraged to use an appropriate referencing method for their report, and for any formative work.

Open learning

If this Unit is delivered by open or distance learning methods, additional resources will be required for candidate support, assessment and quality assurance.

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).

General information for candidates

Unit title: Events Industry: An Introduction

This Unit will introduce you to the events industry and give an overview of the industry at the present time.

In Outcome 1 you will investigate what is meant by the term event and research various categories of events that are being planned and organised throughout the world. You will look at the history of events and the impact events have on the world and society. You will discuss the role of associations within the events industry as well as identifying present trends that affect the various types of events.

In Outcome 2 you will research the types of venues events are normally held in and consider the facilities these venues have. You may visit types of event establishment to see firsthand what they have to offer and the constraints that facilities may have. You will discuss the layout of venues and the best fit for different types of events. You will also consider the factors that affect your decision in booking a venue.

In Outcome 3 you will consider the resources that are available to event managers when organising an event and whether these resources will be provided by the venue or require to be out-sourced. You will produce resource specifications so that you get the correct quantity and quality of resource required for your event. You will also discuss the process of hiring or buying resources and the step you would have to take to get suitable resources for your event.

In Outcome 4 you will be looking at the people within the industry and their roles and responsibilities including the qualities they need to be effective leaders. You will consider the function of strategic and operational management within events and the effectiveness of team when working in events.

This Unit may be assessed using a variety of methods. Outcome 1 may be assessed by an investigation into the events industry. Outcomes 2 and 3 can be assessed together, or separately, and may utilise a case study and/or extended response questions. The assessment for Outcome 4 may also take the form of restricted response questions.