



Higher National Unit Specification

General information for centres

Unit title: Managing an Event

Unit code: F35Y 35

Unit purpose: This Unit is designed to allow candidates the opportunity to manage an event either individually or in small groups. It allows for development from the Units delivered in year 1 of the Award. Candidates will prepare, plan and implement an event, and evaluate the event process. This will be of a different style to that developed in year 1. It could be hosted in an external venue.

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

- 1 Prepare an event proposal.
- 2 Plan an event.
- 3 Manage the implementation of an event.
- 4 Evaluate the management of the event process.

Credit points and level: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**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. However it would be helpful if the candidate is working towards or already had achieved the following Units: Events Application Unit and Events Industry: An Introduction delivered in the HNC framework.

Core Skills: There are opportunities to develop the Core Skills of Working with Others, Problem Solving and Communication: written at SCQF level 6 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.

General information for centres (cont)

Assessment: The candidate will be assessed on his/her ability to manage an event. The candidate must prepare and present an event proposal, plan the event, implement the event and evaluate the management process.

Outcomes 1 and 4 may be assessed by means of a report, integration may be considered along with the Unit: DK04 35 *Marketing Planning in Travel & Tourism*.

Higher National Unit specification: statement of standards

Unit title: Managing an Event

Unit code: F35Y 35

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

Prepare an event proposal

Knowledge and/or skills

- ◆ Event concept
- ◆ Event objective/s
- ◆ Draft budget
- ◆ Draft marketing plan
- ◆ Staff structure
- ◆ Event proposal selection

Evidence Requirements

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

- ◆ describe the concept for at least 2 events and the objectives for running each of them
- ◆ prepare a draft budget showing where income will be generated and what expenditure will be incurred to run each of the events.
- ◆ describe the draft marketing plan including the target audience and the methods of promoting the events.
- ◆ describe the staff structure showing the roles of the staff required for planning and running of the events.
- ◆ select an event proposal for implementation, providing a rationale and justification.

Assessment guidelines

The proposal may be presented as a report of approximately 500 words or equivalent. Assessment conditions could be open-book.

Outcomes 1, 2, 3 and 4 may be assessed holistically by the production of a folio of evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event

Outcome 2

Plan an event

Knowledge and/or skills

- ◆ Event plan
- ◆ Event planning tools
- ◆ Event budget
- ◆ Promotional strategy
- ◆ Stakeholder communication
- ◆ Customer feedback tool
- ◆ Risk Assessment
- ◆ Contingency plan
- ◆ Event schedule

Evidence Requirements

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

- ◆ prepare and implement an event plan from the agreed event proposal
- ◆ utilise an event-planning tool to allocate key tasks and implement timescales
- ◆ prepare a detailed budget
- ◆ devise and implement a promotional strategy
- ◆ plan the process of stakeholder communication, including reporting of progress and recording of Outcomes
- ◆ design a customer feedback tool to provide qualitative and quantitative data
- ◆ compile and manage the risk assessment
- ◆ prepare the contingency plan
- ◆ prepare the event schedule.

Assessment guidelines

Evidence may be submitted as a portfolio. Evidence may be submitted in the form of working documents such as Gantt charts, minutes of meetings, contracts, letters, and risk assessment.

Outcomes 1, 2, 3 and 4 may be assessed holistically by the production of a folio of evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event

Outcome 3

Manage the implementation of an event

Knowledge and/or skills

- ◆ Event set up
- ◆ Event run
- ◆ Event ‘breakdown’
- ◆ Event schedule
- ◆ Briefing session
- ◆ Task allocation
- ◆ Event resources
- ◆ Service standards and quality control
- ◆ Customer feedback

Evidence Requirements

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

- ◆ manage the set up, running and ‘breakdown’ of the event
- ◆ manage the event schedule
- ◆ manage a briefing session and allocate tasks as necessary
- ◆ manage the use of the resources
- ◆ maintain service standards through quality control
- ◆ manage customer feedback.

Assessment guidelines

Outcome 3, some knowledge and skills may be assessed by observation checklist.

Evidence may also be submitted as a portfolio. Evidence may be submitted in the form of working documents.

Outcomes 1, 2, 3 and 4 may be assessed holistically by the production of a folio of evidence

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event

OUTCOME 4

Evaluate the management of the event process

Knowledge and/or skills

- ◆ Event Process
- ◆ Customer feedback data
- ◆ Individual contribution
- ◆ Group contribution
- ◆ Management recommendations

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and or skills by showing that they can:

- ◆ evaluate the management of the event process including, objectives, agreed plan and budget and the promotional strategy
- ◆ analyse data obtained from customer feedback
- ◆ evaluate the effectiveness of individual and group contribution to the event
- ◆ make any necessary recommendations for improvement of the management of the event.

Assessment/Guidelines

The candidate may submit a reflective report analysing the event and their personal contribution to the management of it. The report may be 1,200-1,500 words in length.

Evidence may be submitted as a portfolio. Evidence may be submitted in the form of working documents.

Outcomes 1, 2, 3 and 4 may be assessed holistically by the production of a folio of evidence

Administrative Information

Unit code: F35Y 35
Unit title: Managing an Event
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Higher National Unit specification: support notes

Unit title: Managing an Event

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

The type of event that a candidate may choose to manage is varied eg an exhibition, a conference, an open air concert, a fund raising event. The candidate may undertake to manage an event in the workplace or as part of college activity.

Outcome 1

The candidate will describe the concept for at least 2 events and their objectives. They will outline a draft budget showing where income will be generated and what expenditure will be incurred to run each of the events, and describe the draft marketing plan including the target audience, the methods of promoting the event. They should discuss the staff structure showing the roles of the staff required for planning and running of the event and select an Event proposal for implementation.

Outcome 2

The candidate will plan an event, utilising an event-planning tool to allocate key tasks and implement timescales, as well as preparing a detailed budget. They should devise and implement a promotional strategy. They should describe the process of stakeholder communication and design a customer feedback tool. A risk assessment should be managed along with a contingency plan. An event schedule should be completed.

Outcome 3

The candidate will manage the implementation of the event. They will manage the set up, running and breakdown of the event, manage the event schedule, manage a briefing session and allocate tasks as necessary. They should manage effective use of resources and maintain service standards through quality control. Customer feedback should be managed.

Outcome 4

The candidate will evaluate the management event process. They will analyse data obtained from customer feedback, evaluate objectives, evaluate the effectiveness of individual and group contribution to the event and make recommendations for improvement.

Higher National Unit specification: support notes (cont)

Unit title: Managing an Event

Guidance on the delivery and assessment of this Unit

This Unit is primarily a practical Unit. All theoretical underpinning should be taught prior to the event implementation.

The details of the assessment may be issued within the first few weeks of the start of the Unit to allow as much time as possible for candidates to prepare to undertake the management of the event. Outcomes 1 and 4 may be assessed by means of a report, integration may be considered along with the Unit DK04 35 *Marketing Planning in Travel & Tourism*.

Outcome 2 may be assessed by means of a portfolio of evidence. Evidence may be submitted in the form of working documents such as Gantt charts, minutes of meetings, contracts, letters, and risk assessment.

Outcome 3 may be assessed using an observation checklist

Outcomes 1, 2, 3 and 4 may be assessed holistically by the production of a folio of evidence

Reassessment for Outcome 1, 2, 3 the candidate would be expected to prepare, plan and implement another event. In Outcome 4 the candidate would be expected to resubmit the evaluation report.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of Working with Others, Problem Solving and Communication: written at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

The delivery and assessment of this Unit may offer opportunities to develop the component 'Critical Thinking', 'planning and organising' and 'reviewing and evaluating' of the Core Skill of Problem Solving at SCQF level 6. The general skill required is the ability to 'analyse a complex situation or issue'. Specific skills required at SCQF level 6 include identifying the factors involved in the situation, assessing their relevance, and developing and justifying an approach to deal with the situation.

Over the course of this Unit, candidates may utilise these skills, for example in dealing with complex topics such as organising an event, preparing the event plan in Outcome 2, planning a promotional strategy in Outcome 2. The evaluation of the effectiveness in Outcome 4 addresses the reviewing and evaluative element.

The delivery and assessment of this Unit may contribute towards the component 'Written Communication' of the Core Skill of Communication at SCQF level 6, 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: Managing an Event

Working with Others could be developed at SCQF level 6 since it is likely that the candidate will be working in small groups to prepare, plan and implement the event.

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).

General information for candidates

Unit title: Managing an Event

This Unit is designed to enable you to work individually or in small groups to prepare, plan, manage and evaluate an event.

This Unit is designed to enable you to recognise the main issues that affect the feasibility, planning, running and evaluating 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.

The Unit has 4 main areas each the subject of a separate Outcome.

Outcome 1

You will describe the concept for at least 2 events and their objectives. You will outline a draft budget showing where income will be generated and what expenditure will be incurred to run each of the events, and describe the draft marketing plan including the target audience, the methods of promoting the event. You should discuss the staff structure showing the roles of the staff required for planning and running of the event and select an event proposal for implementation.

Outcome 2

You will plan an event, utilising an event-planning tool to allocate key tasks and implement timescales, as well as preparing a detailed budget. You should devise and implement a promotional strategy. You should describe the process of stakeholder communication and design a customer feedback tool. A risk assessment should be managed along with a contingency plan. An event schedule should be completed.

Outcome 3

You will manage the implementation of the event. You will manage the set up, running and breakdown of the event, manage the event schedule, manage a briefing session and allocate tasks as necessary. You should manage effective use of resources and maintain service standards through quality control. Customer feedback should be managed.

Outcome 4

You will evaluate the management event process. You will analyse data obtained from customer feedback, evaluate objectives, evaluate the effectiveness of individual and group contribution to the event and make recommendations for improvement.

For Outcomes 1 and 4, you will be required to produce a report.

For Outcome 2, you will produce a folio of work along with completed evidence of diaries/logbook, Gantt charts, minutes of meetings, contracts, letters etc.

Outcome 3 will be assessed during your chosen event by an observation checklist.

Outcomes 1, 2, 3 and 4 may be assessed holistically by the production of a folio of evidence.