

## Higher National Unit Specification

### General information for centres

**Unit title:** Conferences: An Introduction

**Unit code:** F365 34

**Unit purpose:** This Unit is designed to provide candidates with knowledge of the main components of the conference industry. It will give candidates an understanding of the products, services, and resources required to stage a successful conference and examine both current and emerging conference approaches.

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

- 1 Explain the products and services provided by the conference industry.
- 2 Identify and explain the key resources required by the conference industry.
- 3 Research conference approaches

**Credit points and level:** 1 HN credit at SCQF level 7: (8 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:** While access to this Unit is at the discretion of the centre, it is recommended that candidates have good communication skills. These could be demonstrated by achievement of the Core Skill of Communication at SCQF level 5 or by possession of Higher English, or a suitable HN Communication Unit. It would also be beneficial if candidates had some work experience or had completed the Higher National Unit Workplace Experience or similar Unit.

**Core Skills:** There are opportunities to develop the component 'Written Communication' of 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 by 2 instruments of assessment. Outcome 1 and 2 require candidates to answer extended response questions based on a case study or a series of mini case studies. Outcome 3 may be assessed using a report.

Alternatively Outcomes 1 and 2 could be based on a practical activity candidates have carried out, for example where candidates have organised and evaluated a conference.

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

**Unit title: Conferences: An Introduction**

**Unit code: F365 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**

Explain the products and services provided by the conference industry

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

- ◆ Conference Buyer
- ◆ Conference Supplier
- ◆ Conference Industry Services
- ◆ Conference Venue

#### **Evidence Requirements**

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

- ◆ explain the role of the conference buyer, with reference to venue sourcing
- ◆ explain the role of the conference supplier, with reference to the services provided
- ◆ explain different types of conference buyers. This should include PCOs (professional conference organisers), associations, corporate and government
- ◆ explain the main venue sectors. this should include purpose built conference centres, hotels, educational venues and unusual venues
- ◆ explain the types of services provided by different venue sectors. This should include business centres accommodation, catering, and leisure facilities.

#### **Assessment Guidelines**

Outcome 1 and 2 require candidates to answer extended response questions based on a case study or a series of mini case studies. The assessment could last approximately 2 hours under supervised open-book conditions.

For the reassessment the candidate may be provided with a different sample of questions.

Alternatively Outcomes 1 and 2 could be based on a practical activity candidates have carried out, for example where candidates have organised and evaluated a conference.

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

### **Unit title: Conferences: An Introduction**

#### **Outcome 2**

Identify and explain the key resources required by the conference industry.

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

- ◆ Support services.
- ◆ Equipment and materials
- ◆ Conference styles and layouts
- ◆ Key staff and personnel

#### **Evidence Requirements**

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

- ◆ explain the role of PCOs and venue management staff. The explanation should include: pre conference, during conference, and post conference activities.
- ◆ identify and explain the types of support services required by the conference organiser, the explanation should recognise current and diverse approaches.
- ◆ identify and explain the range of equipment and materials for conferences including: delegate packs, stationery, and technology
- ◆ explain the styles and layouts suitable for a range of conferences, the description should take account of venue, delegate numbers and conference formats.

#### **Assessment Guidelines**

Outcome 1 and 2 require candidates to answer extended response questions based on a case study or a series of mini case studies. The assessment could last approximately 2 hours under supervised open-book conditions.

For the reassessment the candidate may be provided with a different sample of questions.

Alternatively Outcomes 1 and 2 could be based on a practical activity candidates have carried out, for example where candidates have organised and evaluated a conference.

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

### **Unit title: Conferences: An Introduction**

#### **Outcome 3**

Research conference approaches

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

- ◆ Current conference approaches
- ◆ Delegate profile
- ◆ Conference content
- ◆ Conference technology

#### **Evidence Requirements**

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

- ◆ research current conference approaches, referring to venue selection, modes of delivery and tele-conferencing.
- ◆ research current and emerging conference approaches, referring to destination, venue format and trends.
- ◆ research how conference organisers match delegate profile to their conference content.
- ◆ explain the purpose and benefits of relevant technology and give reasons for their use.

#### **Assessment Guidelines**

Candidates could produce a report from an actual work place situation or from a case study. The report may be between 1,500 – 2,000 words in length

## Administrative Information

**Unit code:** F365 34

**Unit title:** Conferences: An Introduction

**Super class category:** AF

**Original date of publication:** July 2008

**Version:** 03 (February 2010)

### History of Changes:

Version	Description of change	Date
02	Support Notes under guidance on the Content and context of the Unit, Under Outcome 1 amended to include reference to entrepreneurial buyers'.	14/05/09
03	Added alternative Assessment Guidelines paragraph for Outcomes 1 and 2.	16/02/10

**Source:** SQA

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

### **Unit title:** Conferences: 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 40 hours.

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

The Unit is designed to provide candidates with knowledge of the conference industry. The delivery should reflect current industry standards. Candidates should be made aware of good practice in industry standards. The evidence provided by candidates should demonstrate that they understand the conference industry

Outcome 1 examines the products and services provided by the Conference Industry. The role of the conference buyer and the role of the conference supplier will be discussed. The types of conference buyers should include Professional Conference Organisers (PCOs), associations, corporate, entrepreneurial and government. Main venue sectors should be discussed; including purpose built conference centres, hotels, educational venues and unusual venues. The types of services provided by the venue sectors should be explained including business centres accommodation, catering and leisure facilities.

In Outcome 2 candidates will examine the key resources required by the Conference Industry. This will include the role of PCOs and venue management staff and will look at pre conference, during conference and post conference activities. Candidates should identify the types of support services required by the conference organiser; the explanation should recognise current and diverse approaches. They should identify the range of equipment and materials required for conferences and understand the styles and layouts suitable for a range of conferences

In Outcome 3 candidates will consider conference approaches, which will include reference to venue selection, modes of delivery and tele-conferencing. Candidates will be expected to research current and emerging conference approaches, referring to destination, venue format and trends. How conference organisers match delegate profile to their conference content will be researched and the use, purpose and benefits of relevant technology used within the industry will be explored.

### **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.

The Unit is likely to be delivered at the beginning of the Group Award. This should allow for delivery in such a way that enables candidates to appreciate its relevance to the occupational area concerned. Wherever possible, links should be drawn with situations that candidates will understand in conjunction with the Higher National Unit Workplace Experience or similar Units.

There are two assessments within this Unit.

The assessment for Outcomes 1 and 2 will be held under supervised conditions and can be an open-book assessment.

Assessment for Outcome 3 may require candidates to produce a report on an actual workplace situation or from a case study.

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

### **Unit title:** Conferences: An Introduction

#### *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. 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 and the research involved in Outcome 3 will facilitate development of the component’s reading element as candidates will need to examine a variety of information, for example relating to current conference trends, assessing its relevance and importance.

The writing element of the component may be developed when dealing with topics such as the different roles of those involved in the conference industry in the first two Outcomes and where explaining the purpose and benefits of technology in Outcome 3.

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 any 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 reports, and for any formative work.

### **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

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

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website

**[www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)**

## General information for candidates

### Unit title: Conferences: An Introduction

This Unit is designed to provide you with knowledge of the main components of the Conference Industry. It will give you an understanding of the products, services, and resources required to stage a successful conference, examining both current and emerging conference approaches.

On completion of the Unit you will be able to:

1. Explain the products and services provided by the Conference Industry.
2. Identify and explain the key resources required by the Conference Industry.
3. Research conference approaches

You will gain an overview of the Conference Industry, looking at areas including size and scope, and locations of specific and specialist venues. You will learn about national conference venues eg EICC, SECC, Wembley etc. and about some of the smaller local conference venue sites, hotels, and unusual venues, eg schools, universities, night clubs, and sporting arenas.

You will learn about the different roles of those involved in the Conference Industry. This will include staff and the duties and importance of each role, eg a conference organiser may also have a marketing/sales role as part of their remit; and the roles of conference buyers and suppliers across various sectors of the industry (buyers may be classed as associated, associations, corporate, and government).

You will learn about significant trends that vary from year to year, but may include increased use of outdoor space, leisure conferencing and tele-conferencing.

If you have, or are carrying out workplace experience you should be able to make use of this when studying this Unit.

Over the course of the Unit, you will have opportunities to develop the Core Skills component of Written Communication, as in order to achieve the three Outcomes you may be asked to produce reports.

There are two assessments within this Unit.

The assessment for Outcomes 1 and 2 will be held under supervised conditions and can be an open-book assessment.

Assessment for Outcome 3 may require you to produce a report on an actual workplace situation or from a case study.