



National Unit specification: general information

Unit title: Events Industry: An Overview (SCQF level 5)

Unit code: FP61 11

Superclass: BA

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Version: 02

Summary

The purpose of this Unit is to provide candidates with the knowledge and skills required in identifying the main sectors of the events industry; researching and locating event venues; being aware of facilities and services expected by event industry customers and the roles and responsibilities associated with operational event industry staff.

This Unit is suitable for candidates who are studying this subject for the first time.

This is a mandatory Unit within the National Certificate in Events Co-ordination at SCQF level 5 but is also available as a stand-alone Unit.

Successful completion of this Unit may facilitate progression to the Higher National Certificate in Events.

Outcomes

- 1 Identify the nature and characteristics of the events industry.
- 2 Identify event venues and their facilities.
- 3 Describe the job roles undertaken by operational event staff.

Recommended entry

Entry to this Unit is at the discretion of the centre. Candidates doing this Unit do not need any prior knowledge or experience of the events industry.

Credit points and level

1 National Unit credit at SCQF level 5: (6 SCQF credit points at SCQF level 5*)

**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.*

National Unit specification: general information (cont)

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Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

- ◆ Critical Thinking at SCQF level 5

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Identify the nature and characteristics of the events Industry.

Performance Criteria

- (a) Identify sectors within the events Industry.
- (b) Describe different types of event across a range of sectors.
- (c) Describe the contributing characteristics that make an event memorable in terms of customer needs and expectations.

Outcome 2

Identify event venues and their facilities.

Performance Criteria

- (a) State the selection criteria when sourcing a venue.
- (b) Research different types of venue for hosting events.
- (c) Describe essential facilities that should be provided by a venue.

Outcome 3

Describe the job roles undertaken by operational event staff.

Performance Criteria

- (a) Identify the factors influencing the numbers and job roles of operational staff required at events.
- (b) Identify the operational staff required for events.
- (c) Outline the duties undertaken by operational staff for events.

Evidence Requirements for this Unit

Written and or oral recorded evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

This Unit may be assessed holistically or Outcome by Outcome. The evidence should be generated in open-book conditions and written up under supervised conditions during which candidates will have access to notes and reference material.

National Unit Specification: statement of standards (cont)

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Candidates will select two different types of event from two different sectors of the events industry and provide the following information for each:

- ◆ A description of each event type and correct identification of the sector each belongs to.
- ◆ At least one key factor which could contribute to making each event memorable.
- ◆ One valid reason for the choice of location and venue for each event.
- ◆ A description of four essential facilities that should be provided by each venue to ensure success of the event.
- ◆ Identification of the main expectations that potential customers from the event are likely to have.
- ◆ Outline of the roles of two members of the operational staff involved in each event and list four of their main duties at the event.
- ◆ Identify at least two factors that would be used to determine the operational staffing levels at each event.

Where the Unit is assessed holistically candidates need only be re-assessed on those elements that have not met the Performance Criteria.

National Unit specification: support notes

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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

This Unit is designed to provide candidates with the knowledge and skills which will allow them to examine the scope of the Events industry. They will learn about the different types of events, sectors, venues and facilities, service expected by clients and customers and the nature and work undertaken by the various job holders in the industry.

This Unit is a mandatory Unit in the NC in Events and the content of this Unit will reflect the aims of the Group Award.

Outcome 1

In this Outcome candidates could be given a brief introduction to the history and the growth in the events industry in recent years. They should be able to describe what is meant by an 'event' and understand the term 'planned special events'. At this level they should be able to categorise special events into four broad categories: Leisure (sport and recreation), Cultural (art, music, heritage), Personal/Life Cycle (weddings, birthdays, anniversaries) and Organisational (political, commercial, charitable). Candidates should be able to discuss the key characteristics which contribute to making an event memorable. or that give the customer the experience or 'wow' factor at the event. For example: Memorable could be used to describe both good and bad experiences, the ambience and service, the uniqueness, perishability, personal interactions, ritual or ceremony and intangibility.

Outcome 2

Finding the venue is probably the most important task when arranging an event and candidates should have knowledge of how to choose a venue which will suit both a client and the customers at the event. Finding different types of venue to suit different types of event is important and candidates should be able to identify different types of venue, including purpose built, functional and unique, in different areas of the country.

Factors affecting the choice of venue could include: location, target audience, size, budget; logistics such as power, equipment hire, catering, AV and technical support. However, the customer will expect good food, attentive staff, space to move about, nice furnishings, clean toilets, easy access, pleasant and/or unusual surroundings.

Outcome 3

This Outcome should cover the critical aspects of staffing an event for example: the size of the event, the likely demand and the expected numbers attending. There are various different types of staff that can be used for example: experienced/trained full time and part time, casual/holiday cover and volunteers. Candidates will also need to be aware of whether some of the functions are carried out by 'in-house' staff or outsourced. There may be health and safety issues regarding the venue or special licensing requirements regarding staff with different types of expertise that have to be used.

National Unit specification: support notes (cont)

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The operational staff at any event can be identified to include: the events admin assistant whose responsibilities will include checking numbers, facilitating photocopying, emails, etc. The marketing assistants who will check 'goody bags' marketing leaflets, advertising. The events assistants who will be responsible for looking after visitors/guests, taking tickets, giving directions, registration, etc. The catering team, ie waiters/waitresses, bar staff. The technicians responsible for the AV equipment or sound systems. The staging crew responsible for seating, equipment, layout, etc.

Guidance on learning and teaching approaches for this Unit

This Unit is primarily intended for candidates with little or no previous knowledge of the events industry and the focus is on giving candidates a breadth of knowledge of the different types of events which are taking place both nationally and internationally. A variety of teaching and learning approaches can be taken with this Unit which could include structured worksheets, case studies of past events, practical activities, internet research and group presentations. Websites can be used to support the research and provide detail for candidates. Access to online newsletters will also provide up to date industry news.

The Outcomes may be delivered in any order and assessment maybe continuous, however, a more thematic approach may be possible if the assessment is taken at the end of the Unit. This will allow candidates to build their confidence and be better equipped to tackle an integrated assessment which could consist of some research by the candidate into two different types of events which interest them, eg perhaps something like the MOBO Awards or a lifestyle event they have been involved with. Most young candidates will have attended a music gig/concert or school prom. The candidate could then present this research in the form of a folio of evidence. This will allow the candidate to take responsibility for their own learning and for the quality of the work presented.

When delivering the Unit candidates could visit different types of venues to examine for themselves the flexibility and constraints that exist. Guest speakers from the industry could be invited to talk about relevant and current industry practice. Speakers maybe selected to talk specifically about their job roles and duties. Candidates can also draw on their own personal experience from being a 'customer' at an event.

Essential Skills — candidates will develop skills that will support employability, develop confidence, independent learning and citizenship.

National Unit specification: support notes (cont)

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Opportunities for developing Core Skills

In this Unit candidates will learn about the various sectors within the events industry, the facilities and services available and the roles and responsibilities of staff working in the event industry.

Candidates will:

- ◆ research the history and growth of the events industry
- ◆ identify and describe different types of events across a range of sectors
- ◆ identify and describe the key characteristics which contribute to making an event memorable to the customer
- ◆ select suitable venues that suit both client and customer
- ◆ identify the factors influencing the operational requirements of an event.

This Unit has the Problem Solving component of Critical Thinking embedded in it, so when candidates achieve this Unit their Core Skills profile will be updated to show they have achieved Critical Thinking at SCQF Level 5. In addition, as candidates are doing this Unit they will be developing aspects of the Core Skills in Communication.

In addition, whilst completing this Unit, candidates may develop aspects of the following Core Skill where specific learning and teaching approaches are adopted:

- ◆ *Information and Communication Technology (ICT)* — candidates may use the internet to carry out searches for information on their chosen events. They may also make use of different types of software to illustrate the information in their folio.

Guidance on approaches to assessment for this Unit

This Unit lends itself to holistic assessment although Outcomes could also be assessed separately. A thematic approach with all Outcomes assessed through a folio of evidence is suggested. Candidates should be allowed to research their events out-with class time although production of the folio should be done under supervised conditions. By selecting two different types of events candidates should be able to satisfactorily cover all the Outcomes and Performance Criteria of the Unit. This type of assessment will also help candidates if they wish to progress to the Events Project Unit or to the HNC in Events.

It is recommended that completed folios are word processed and presented in a folder but this will depend on facilities available within centres. Pictures, diagrams, floor plans, publicity materials and flyers could be included to enhance the submission. There is no mandatory word count but given that this Unit is at SCQF level 5 candidates should not be asked to write in depth reports.

Time for reassessment should be allowed. Where the Unit is assessed holistically candidates need only be reassessed on those elements that have not met the Performance Criteria.

National Unit specification: support notes (cont)

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Case studies contrasting different events can be used as formative assessment and teachers/lecturers may use these to cover the different types of events, sectors and other aspects of the events industry covered in the Performance Criteria.

National Unit specification: support notes (cont)

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Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

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

History of changes to Unit

Version	Description of change	Date
02	Core Skills Components Critical Thinking at SCQF level 5 embedded.	08/08/2011

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