



National Unit specification: general information

Unit title: Events Investigative Project (SCQF level 6)

Unit code: FP63 12

Superclass: BA

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Summary

The Unit is designed to allow candidates to apply knowledge and skills required in planning an event according to a given brief. Candidates will be required to identify a venue, the resources required for the event, prepare an event costing, event documentation and an event plan, design relevant promotional material and explain the arrangements that need to be put in place to ensure that the event meets customer expectations and complies with safe working practices. On completion of the task candidates will carry out an evaluation of the knowledge and skills developed while undertaking the investigative project.

This is an optional Unit in the National Certificate Events Co-ordination at SCQF level 5 but may also be offered as a free standing Unit. Successful completion of this Unit may facilitate progression to HN Events and in particular would provide development of skills required for undertaking the HN Events Graded Unit.

Outcomes

- 1 Identify the resources required to stage an event according to a given brief.
- 2 Produce an event proposal to meet the requirements of the given brief.
- 3 Review the completed events proposal.

Recommended entry

While entry is at the discretion of the centre, it may be beneficial to candidates to have undertaken some or all of the following Units or have equivalent experience gained through contributing to the running of an event.

General information (cont)

Unit title: Events Investigative Project (SCQF level 6)

FP62 12: Contribute to Event

FP62 11: Events Industry: An Overview

FN3A 11: Events Costing

F59W 11: Handling Business Documents

F3PN 12: Event Organisation

DV3A 11: Customer Care for the Hospitality and Tourism Industry

DM3R 11: IT for Administrators

D11N 11: Working Safely

Credit points and level

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

**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.*

Core Skills

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

- ◆ Critical Thinking at SCQF level 6

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

Unit title: Events Investigative Project (SCQF level 6)

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 resources required to stage an event according to a given brief.

Performance Criteria

- (a) Identify an appropriate venue for the event.
- (b) Identify resource requirements for the event.

Outcome 2

Produce an event proposal to meet the requirements of the given brief.

Performance Criteria

- (a) Prepare a plan which clearly specifies activities required to meet the objectives of the brief and the needs of the target audience.
- (b) Identify relevant costs involved in staging the event.
- (c) Prepare event documentation in accordance with industry practice.
- (d) Identify relevant promotional activity for the event.

Outcome 3

Review the completed events proposal.

Performance Criteria

- (a) Produce a summary of the proposal showing awareness of the event.
- (b) Evaluate the effectiveness of the event proposal in terms of planning, methods used and any difficulties encountered.
- (c) Identify any knowledge and skills which have been gained and/or developed in carrying out the project.
- (d) Identify alternative approaches to the planning process for future event organisation.

National Unit specification: statement of standards (cont)

Unit title: Events Investigative Project (SCQF level 6)

Evidence Requirements for this Unit

Written or oral evidence is required to demonstrate that the candidate has achieved all Outcomes and Performance Criteria. This is a holistic open-book assessment with final evidence generated in conditions where arrangements have been put in place to assure the authenticity of the candidate's work.

Candidates will be assessed on their ability to prepare a proposal for an event in response to a given brief. Further information on the brief is given in the support notes of this Unit Specification. Evidence should be presented in a coherent and logical order, using appropriate terminology associated with the event industry and include:

- ◆ the detail of project and how it meets the requirements of the brief
- ◆ use of a variety of research methods in the collection of investigation material
- ◆ identification of a venue for the event explaining why it is suitable
- ◆ identification of the internal and external resources required to stage the event, including staffing
- ◆ identification of relevant costs for staging the event
- ◆ documentation produced for the event — the above mentioned resource analysis, task responsibility charts, costing, schedules and checklists
- ◆ an event plan (pre/day/post) which includes aims, objectives, prioritisation of tasks and timescales involved
- ◆ identification of how the event will meet customer expectations and requirements
- ◆ marketing ideas produced specifically for the event
- ◆ a reasoned review of the proposal which evaluates both process and Outcome of the project.

Satisfactory performance will be that the candidate achieves all Performance Criteria in terms of the event brief.

National Unit specification: support notes

Unit title: Events Investigative Project (SCQF level 6)

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 an optional Unit of the National Certificate in Events, but could also be taken as a free-standing Unit.

The Unit is designed to facilitate investigation and research and to allow candidates to apply knowledge and skills in an integrative manner in the context of the events industry. It is therefore recommended that centres consider an integrated delivery approach with other Units in the award. This will provide the candidate with the underpinning knowledge required for the project. It is suggested that it should be offered towards the end of the programme.

Outcomes 1 and 2

The specific content of this Unit will be determined by the brief. These Outcomes will test the candidates' ability to respond to the brief which requires them to plan a theoretical event within their locality. Working through the Outcomes should develop candidates' understanding of the components that contribute to staging an event and the need for careful planning.

A variety of research methods in the collection of investigation material should be encouraged. This may take the form of exploring the Internet using a range of search engines or accessing websites, library catalogues, books, publications, journals and any other source related to event organisation.

Outcome 3

This Outcome allows candidates to review their own performance in completing the event brief and to identify areas for improvement and is designed to encourage reflective learning. The basic task for the candidate will be to decide to what degree his or her event concept serves the purpose or overall objectives of the event, what they have learned in the process of carrying out the project and what resulting improvements or changes would be adopted if tackling a similar task in future.

National Unit specification: support notes (cont)

Unit title: Events Investigative Project (SCQF level 6)

Guidance on learning and teaching approaches for this Unit

After an initial introduction by the lecturer in which the given brief is presented and, if required, the use of different research methods is demonstrated, this Unit should be predominantly candidate focussed with candidates carrying out individual practical investigation. The role of the tutor should be seen in a support capacity. Individual proposals should be discussed with the candidate. Individual interviews/tutorials should feature regularly in this Unit. These would allow progress to be checked and new proposals discussed.

It is envisaged that much of the work may be carried on outside the classroom. Library/field work based approaches or a mixture of these may be used. The class should be seen as a base from which event specialist tutor support/advice is available. Research and investigation may be approached individually or as a group in order to widen the range of information gathered but this will be collated and presented from an individual point of view. At a later stage in the Unit, candidates will have to devote time to the presentation of their proposal. The candidate should consult the tutor at this stage though the project should be written and presented by the candidate alone. The candidate could select and organise a folio of work for assessment from the body of information gathered. This process can be facilitated and guided by the teacher/lecturer through reflective questioning techniques, allowing and helping candidates to reflect on and review their learning and objectively look at the quality of research material gathered throughout the Unit.

Essential skills

By adopting the above learning and teaching approaches and/or through the Outcomes and corresponding Evidence Requirements, the Unit should provide candidates with an opportunity to develop the following essential skills for life, learning and work:

Employability — through developing practical skills to industry standards and working on time limited tasks. Time management is developed in planning and organising the folio. Putting together the event involves creative and imaginative thinking when designing a feasible event, an application of literacy in wording the folios, and in presenting the folios possibly encourages basic IT skills if the folio documents are word processed. Arithmetical calculations will be involved in budgeting for the event.

Citizenship — the Unit could provide opportunities to demonstrate citizenship skills, eg if the event is staged to raise money for community causes or a local charity.

Sustainability — the Unit could provide specific scope for developing skills in sustainable development if a sustainable or 'green' event is planned.

Enterprise — the entire Unit provides the opportunity to learn by experience through involvement in investigating an event opportunity. Production of an event plan is clearly an entrepreneurial activity which encourages the use of initiative, creative thinking and problem solving.

National Unit specification: support notes (cont)

Unit title: Events Investigative Project (SCQF level 6)

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)*.

Opportunities for developing Core Skills

In this Unit candidates will develop skills in planning a theoretical event within their locality in response to a given brief.

Candidates will:

- ◆ analyse the requirements of the brief
- ◆ research a range of information to carry out the brief
- ◆ identify an appropriate venue and resources required for the event
- ◆ prepare an event proposal that specifies activities required to meet the requirements of the brief and associated costs
- ◆ produce event documentation to industry standard
- ◆ produce promotional materials for the event
- ◆ review own planning skills and consider ways in which they could be improved.

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 6. In addition, as candidates are doing this Unit they will be developing aspects of the Core Skills in *Communication* (Writing) at SCQF level 6 and *Numeracy* (Using Number) at SCQF level 5.

Guidance on approaches to assessment for this Unit

The work produced should demonstrate that the candidate has explored and gathered relevant information that is directly related to the given brief using a variety of research methods.

Evidence can be presented using a variety of approaches, for example an integrated, annotated and illustrated study, PowerPoint or audio-visual presentation, which may be developed using a software package. The folio may be presented in a variety of formats such as a word processed business report and presentation sheets, CD or through the use of a computer software package.

National Unit specification: support notes (cont)

Unit title: Events Investigative Project (SCQF level 6)

A suitable instrument of assessment is a structured assignment (the brief) resulting in a folio of relevant documentation. The folio should show clear development and understanding of research methodology and information gathering in relation to event practices.

The brief is likely to cover an event and will be determined by the context/geographical area in which the Unit is delivered. The brief could cover a contribution to a larger festival or community event, eg a private viewing of a new exhibition at the Pittenweem Arts Festival.

Alternatively the brief could cover a commercial product launch. Generally the event should be of short duration, eg no longer than a day.

Other examples:

- ◆ A course delivered in a general education department the brief could cover a wide range of possibilities, eg an auction or fun run to raise funds for a local charity.
- ◆ A hospitality based course might design a brief requesting a festival featuring local food produce.
- ◆ A course based in a music department could design a brief which requests a rock concert.
- ◆ A candidate in a tourism department could be asked to arrange a Burns Supper or St Andrews night for overseas candidates studying aspects of Scottish culture.
- ◆ In a horticultural/land based management department the brief could request a local flower show/equine event.

Candidates should be aware of all assessment requirements and arrangements. For Outcomes 1 and 2 an integrated report is recommended for inclusion in the folio. Candidates should identify and describe the venue clearly explaining why it would be suitable for the event, identify the resources required for the event, prepare the relevant event documentation, produce an event plan, design promotional material, identify customer care requirements and safe working practices. A combination of appropriate promotional illustrations and graphics, written and/or electronically generated material, statistics, acknowledgements and bibliography related to the specified brief could be included to support the folio.

The integrated report could also include the review required for Outcome 3 but it may be preferable to assess this orally by interview in which case the lecturer should devise an appropriate question and response sheet.

Formative and diagnostic assessment in the form of candidate/teacher/lecturer reviews may be used to assist candidates with the development of their work and to inform future learning opportunities. A variety of approaches could be used, for example:

- ◆ Candidate/teacher/lecturer review of research methods.
- ◆ On-going viewing and discussion of evidence that shows development of the awareness and understanding of research methods in relation to gathering information about the event.
- ◆ Interim presentations of selected information relating to the event.
- ◆ Summarising of key research findings.
- ◆ Final presentation of selected information within an events context.

National Unit specification: support notes (cont)

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Teachers/lecturers should assist candidates to prepare for the final submission by advising and guiding them in the selection of work and how to present it logically and coherently. The selection of material for assessment and review should be carried out at the end of the Unit. The folio should be formally assessed at the end of the Unit, ensuring that the candidate has applied an understanding of the required skills to the work presented.

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 6 embedded.	08/08/2011

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