

SQA Advanced Unit specification

General information

Unit title: Events Industry: An Introduction (SCQF level 7)

Unit code: HT3A 47

Superclass: AA

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Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to provide learners with an overview of the events industry. It will introduce the learner to the scope of the industry including the types of events organised and their components; the venues and resources used for events.

Outcomes

On successful completion of the Unit the learner will 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.

Credit points and level

2 SQA Credits at SCQF level 7: (16 SCQF credit points at SCQF level 7)

Recommended entry to the Unit

Entry to this Unit will be at the discretion of the centre, no prior knowledge of the subject area is required.

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

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.

The Assessment Support Pack (ASP) for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

SQA Advanced 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.

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. Learners 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
- ◆ Description of events
- ◆ The emergence and growth of one event
- ◆ Impact of major events
- ◆ Associations
- ◆ Industry trends

Outcome 2

Evaluate venues used for events.

Knowledge and/or Skills

- ◆ Venue booking process
- ◆ Venue facilities
- ◆ Venue layout and considerations

Outcome 3

Explain the use of resources used within the events industry.

Knowledge and/or Skills

- ◆ Events resources
- ◆ In-house and outsourced resources
- ◆ Resource specifications
- ◆ Process of hiring and buying resources

Evidence Requirements for this Unit

Outcome 1

Learners will need evidence to demonstrate all aspects of their Knowledge and/or Skills in this Outcome by showing that they can:

- ◆ Give a definition of 'events'.
- ◆ Describe three types of events.
- ◆ Review the emergence and growth of one event.
- ◆ Evaluate the social, political and economic impact of one major event.
- ◆ Outline the purpose of one event industry association.
- ◆ Examine four industry trends which are currently prevalent in the events industry.

Outcome 2

Learners will need evidence to demonstrate all aspects of their Knowledge and/or Skills in this Outcome by showing that they can:

- ◆ Explain the venue booking process.
- ◆ Evaluate a purpose built event venue, including its fit for purpose and flexibility for use.
- ◆ Evaluate a venue which can be adapted for events.
- ◆ Describe four essential venue facilities or services required to fulfil an event brief.
- ◆ Explain two constraints for each of the chosen venues.

Outcome 3

Learners will need evidence to demonstrate all aspects of their Knowledge and/or Skills in this Outcome by showing that they can:

- ◆ Compile resource requirements for an event (with a minimum of eight resources).
- ◆ Theme the resources required for the event.
- ◆ 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 or buying one resource.

SQA Advanced Unit Support Notes

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Unit Support Notes are offered as guidance and 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 learners 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, and resources within the industry. It gives the underpinning knowledge for the other practical Units within the Events Management Group Award such as Organising an Event and Managing an Event.

Outcome 1 concentrates on an overview of the industry including looking at the various events organised throughout the industry. Various definitions of events should be given and the sectors of the event industry discussed to show the range of different types and sizes of events available, for example sports, conferences, Hallmark events, music, exhibitions/trade shows, corporate hospitality, travel events, social life cycle events, live performance event, etc. The characteristics of events should be described such as intangibility, perishability, labour intensiveness and others but will not be assessed. Individual event types should be investigated and their main components explained to ensure students understand the diversity and enormity of the industry. Events such as weddings, festivals, mega events, hallmark events could be discussed. The emergence and growth of the event industry should be considered, with reference to how events have developed over the last fifty years. The legacy of major events such as the Commonwealth Games should be examined with particular cognisance given to the political, economic and social impacts. The various associations linked to the industry and the benefits of these associations to individuals within the industry should also be considered. Such associations as the Scottish Events and Festivals Association, NOEA, IFEA should be investigated by the students. Finally, current trends within the industry should be discussed indicating their impact on the long term direction of the events industry, events organisation and the event experience of attendees.

In Outcome 2 learners will look at the range of venues available for events including purpose built conference centres and recently adapted 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, eg registration, audio/visual services, etc. An understanding of the use of venue space, its utilisation and the various types of layouts relevant to different events should be discussed. Specific considerations when booking venues and running the 'live' events will be identified such as criteria for booking a venue, the constraints involved in using venues and the communication between the venue and the client.

In Outcome 3 learners will look at the range of resources used within the industry such as audio-visual equipment, exhibition equipment, decorations, tableware, conference registration resources, staging, catering provision, props and stationery, etc. Learners will determine how resources are used in the delivery of an event and in the creation of an imaginative event theme. Consideration should be given to whether required resources are found within the venues or from the most suitable supplier if outsourced. Event Suppliers from around Scotland/UK should be discussed with students to identify suitable suppliers for

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the different resources required. The Outcome will then consider the compilation of resource specifications to ensure resources are to the right specification and quality, in the right place at the right time in the right quantities and at the right price.

The process of hiring or buying resources should then be investigated including finding suitable suppliers using various methods, preparing specifications, getting quotes and negotiating discounts, placing orders through to delivery, after care service and payment. The decision whether to buy or hire must also be made in terms of the event budget.

Guidance on approaches to delivery of this Unit

Where this Unit is being delivered as part of the SQA Advanced Certificate Events or SQA Advanced Diploma 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 learners 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 and videos may also provide valuable information for learners. There are many suitable social media applications such as event blogs, Twitter feeds and Facebook pages to investigate to get an insight into events companies' portfolio and work. Such websites as EventScotland, Convention Scotland, the Event Magazine and the Event Manager's Blog give a wealth of information for students.

Where possible centres may wish to incorporate visits to event establishments especially for Outcome 2 or invite visiting speakers to talk to learners about events that they have produced or 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 learners with relevant knowledge and skills.

Guidance on approaches to assessment of this Unit

This Unit may be assessed by two assessments. Outcome 1 can be assessed by an investigative report or a series of extended response questions. This assessment considers the types of events organised within the industry and their components, the growth and impact of events; associations relating to the events industry and the present trends that are recognised by the events industry. Learners 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 supervised open-book conditions. The assessment may take the form of restricted response questions based on a case study. It is recommended that this be given to the learners 7-10 days prior to the assessment to allow the preparation. This assessment could be combined with the word assessment in the Information Technology Unit being studied.

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

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Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Opportunities for 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 social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Opportunities for developing Core and other essential 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.

Information and Communication Technology (ICT) may be used to encourage submissions of a professional standard. Furthermore, online research will help to ensure a relevant up-to-date approach to creative *Problem Solving*.

Any preparation towards producing a report such as reading and research will facilitate development of the component's reading element, as learners 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.

In both formative and summative assessment, learners 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.

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

Essential Skills

While undertaking this Unit, learners will develop skills that will support employability, develop confidence, independent learning and citizenship, as they investigate the Event Industry, interact with guest speakers and staff at venues visited, speak to suppliers about resources and undertake investigative projects for their assessment submissions.

History of changes to Unit

Version	Description of change	Date

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SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our [Centre Feedback Form](#).

General information for learners

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This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

In Outcome 1 you will research various events that are being planned and organised throughout the world. You will look at the various sectors of the industry and the different types of event in these sectors. 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 first-hand what they have to offer and the constraints that venue 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 outsourced. You will create a theme for an event so see how event managers utilise resources effectively. You will create a list of notable suppliers within your area which can be used again for other purposes. 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 steps you would have to take to get suitable resources for your event.

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 extended response questions.