

SQA Advanced Unit specification

General information

Unit title: Managing an Event (SCQF level 8)

Unit code: HT3C 48

Superclass: BA

Publication date: August 2017

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to allow learners the opportunity to manage an event. Working in small groups, learners will prepare, plan and implement an event, and evaluate the event process.

Outcomes

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

- 1 Prepare an event feasibility report, an event proposal document and present findings in the form of a pitch to stakeholders.
- 2 Manage the planning of an event.
- 3 Manage the implementation of an event.
- 4 Evaluate the management of the event process.

Credit points and level

2 SQA Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

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. However it would be helpful if the learner is working towards or already had achieved the following Unit: HV7H 47 *Organising an Event* and HT3A 47 *Events Industry: An Introduction*.

Core Skills

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

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill	Working with Others at SCQF level 6 Problem Solving at SCQF level 6
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Core Skill component	None
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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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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory and should be completed by each group. Individual learners should be able to demonstrate the minimum Evidence Requirements for each Outcome as described below.

The Knowledge and/or Skills in Outcomes 1, 2 and 3 will be generated through sampling. All Knowledge and/or Skills items and Evidence Requirements shown in **bold** must be completed by each learner. The remaining Knowledge and/or Skills Items can be sampled, depending on the role the learner has been allocated.

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

Prepare an event feasibility report, an event proposal document and present findings in the form of a pitch to stakeholders.

Knowledge and/or skills

- ◆ **Work Effectively within a Team**
- ◆ **Event Feasibility**
- ◆ **Event Pitch**
- ◆ **Event Proposal**
- ◆ Event concept
- ◆ Event objectives
- ◆ Draft budget
- ◆ Event venue
- ◆ Event Resources
- ◆ Marketing plan
- ◆ Staff structure
- ◆ Needs of stakeholders

Outcome 2

Manage the planning of an event.

Knowledge and/or skills

- ◆ **Working within a team**
- ◆ **Carrying out assigned roles and responsibilities**
- ◆ Legal requirements
- ◆ Event schedules and running order
- ◆ Event resources
- ◆ Event-planning tool
- ◆ Contingency plan

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- ◆ Event budget management
- ◆ Marketing strategy
- ◆ Stakeholder communication
- ◆ Customer feedback tool
- ◆ Risk Assessment

Outcome 3

Manage the implementation of an event.

Knowledge and/or skills

- ◆ **Participate in briefing sessions**
- ◆ **Carry out individual and team roles**
- ◆ **Display professional behaviour**
- ◆ **Follow running order and work schedules**
- ◆ Event set-up
- ◆ Event running order
- ◆ Event 'breakdown'
- ◆ Event schedule
- ◆ Briefing session
- ◆ Task allocation
- ◆ Event resources
- ◆ Service standards and quality control
- ◆ Customer feedback
- ◆ Implementation of contingency plans

Outcome 4

Evaluate the management of the event process.

Knowledge and/or skills

- ◆ **Participate in debrief sessions**
- ◆ **Contribute to the event evaluation meeting**
- ◆ **Event Process**
- ◆ **Customer feedback data**
- ◆ **Individual contribution**
- ◆ **Group contribution**
- ◆ **Management recommendations**

Evidence Requirements for this Unit

Outcome 1

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence of contributing to the Knowledge and/or Skills items shown in **bold** and cover the corresponding Evidence Requirements. The remaining Knowledge and/or Skills items can be sampled; depending on the role the learner has been allocated.

Learners will work in teams of no greater than four people. The members of the team will contribute to a feasibility study comparing a minimum of two different event ideas. The team will present their findings in the form of the feasibility report. The group will then choose one event and create an event proposal for this event. Finally the group will present a pitch to stakeholders seeking approval to run their event:

- ◆ **Contribute to the creation of a feasibility report that describes the concept for at least two events and the objectives for running each of them:**
 - For the event most favoured by the team:
 - Prepare a draft budget showing where income will be generated and what expenditure will be incurred to run each of the events.
 - A suitable venue for the event with justification.
 - Describe the resources required to run the event including in-house and out sourced resources.
 - Describe the draft marketing plan including the target audience and suggested methods of promoting the event.
 - Describe the staff structure showing the roles of the staff required for planning and running of the events.
 - Evaluate the needs of stakeholders for your event.
- ◆ **Contribute to the creation of an event proposal for the preferred event.** Provide a rationale and justification by producing an event proposal document based on the findings of the feasibility report.
- ◆ **Contribute to a pitch for the chosen event idea in order to gain stakeholders approval by way of a panel presentation.**

Outcome 2

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence of contributing to the Knowledge and/or Skills items shown in **bold** and cover the corresponding Evidence Requirements. The remaining Knowledge and/or Skills items can be sampled, depending on the role the learner has been allocated.

Learners will normally work in small groups of no more than four people. The group will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ **Contribute to the team by participating in meetings and contributing on a regular basis.**
- ◆ **Carry out assigned responsibilities and tasks.**
- ◆ **Keep a record of task completion.**
- ◆ Identify and record any plans to meet the legal aspects of running the event.
- ◆ Prepare and implement event schedules from the agreed event proposal including set-up and running order.
- ◆ Utilise an event-planning tool to allocate key tasks, measure progress by monitoring slippage and achievement of key milestones.
- ◆ Prepare and manage a detailed budget.
- ◆ Source and manage suitable resources for the event.
- ◆ Devise and implement a marketing strategy.
- ◆ Plan and manage 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 for the event.
- ◆ Prepare a contingency plan for the event.

Outcome 3

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence of contributing to the Knowledge and/or Skills items shown in **bold** and cover the corresponding Evidence Requirements. The remaining Knowledge and/or Skills Items can be sampled; depending on the role the learner has been allocated.

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

- ◆ **Participate in briefing sessions prior to running the event.**
- ◆ **Carry out assigned responsibilities and tasks.**
- ◆ **Display professional behaviour toward stakeholders, the team and customers.**
- ◆ **Follow agreed running order or contingency plan.**
- ◆ 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 resources.
- ◆ Maintain service standards through quality control.
- ◆ Manage the customer feedback process.
- ◆ Apply any required contingencies.

Outcome 4

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

- ◆ **Participate in the event debrief.**
- ◆ **Contribute to the event evaluation meeting.**
- ◆ **Evaluate the management of the event focusing on the feasibility, planning and running stages of the event.**
- ◆ **Analyse data obtained from customer feedback.**
- ◆ **Evaluate the effectiveness of individual and group contribution to the event.**
- ◆ **Describe any necessary recommendations for improvement of the management of the event.**

Teams should hold an evaluation meeting within 1 week of the event as well as a debrief session immediately after the event.

All learners must show evidence of contributing to all of the Knowledge and/or Skills items and the corresponding Evidence Requirements for Outcome 4.

SQA Advanced Unit 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 80 hours.

Guidance on the content and context for this Unit

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

Outcome 1

Each learner will normally work in small groups of up to four people. Each group will describe the concept for at least two events and explain the 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 and 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 group 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 group 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 group will evaluate the management of the 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. Each learner will submit an evaluation report.

Guidance on approaches to delivery of this Unit

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

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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 learners to prepare to undertake the management of the event.

Outcome 1 may be assessed by means of reports and a presentation, integration may be considered along with other Units such as HP56 48 *Marketing Planning in Travel and 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 although evidence of planning should be retained.

Outcome 4 may be assessed by means of an individual report by the learner with evidence of group evaluation.

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

Guidance on approaches to assessment for this Unit

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.

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.

The feasibility study could be presented as report. A minimum of two event ideas should be researched and two feasible ideas properly researched. The proposal may be presented as a short report. Evidence of the 'pitch' should be retained either a copy of the presentation or a recording of the same. Assessment conditions could be open-book.

For Outcome two the team could create an event manual providing evidence of all of the criteria. The event-planning tool used should be an accepted industry standard tool. It is acceptable to use project management software, Gantt charts or a spreadsheet would also be acceptable. The planning tool is a live document and will require to be updated constantly and evidence such as screen dumps should be collected to provide evidence that the tool has not been completed retrospectively.

The evidence will need to show tasks, allocation, milestones and deadlines, and it should be possible to follow the timeline throughout the planning process. Evidence may be submitted as a portfolio in the form of working documents such as Gantt charts, minutes of meetings, contracts, letters, and risk assessment.

For Outcome 3, some knowledge and skills may be assessed by observation checklist. Evidence should be retained to show that learners have effectively prepared for running the event such as schedules, task allocation documents, etc.

The group should evaluate the event together in a debrief session and evaluation meeting, the minutes of which must be retained for evidence. Each learner will then 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.

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

This Unit has the Core Skills of Problem Solving and Working with Others embedded in it, so when candidates achieve this Unit their Core Skills profile will be updated to show that they have achieved Problem Solving at SCQF level 6 and Working with Others at SCQF Level 6.

There are opportunities to develop the Core Skill of *Communication*: written at SCQF level 6 in this Unit. 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 learners will need to examine a variety of information.

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

Unit title: Managing an Event (SCQF level 8)

This Unit is designed to enable you to work 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 covers four main areas.

Outcome 1

You or your group will describe the concept for at least two 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. You will describe the draft marketing plan including the target audience and 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 or your group 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 or your group 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 or your group 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.