

SQA Advanced Unit specification

General information for centres

Unit title: Organising an Event (SCQF level 7)

Unit code: HV7H 47

Superclass: AA

Publication date: November 2017

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to enable learners to participate in the planning, implementation and evaluation of an event. Learners will develop an understanding of the importance of good team work, communication, customer care skills, legal and health and safety requirements. Learners will understand the importance of stakeholders, marketing and operational planning.

Successful completion of this Unit will equip learners with the skills and experience to progress to the following Unit: HT3C 48 *Managing an Event* (2 credits) SCQF level 8 delivered in the SQA Advanced Diploma in Events Management framework.

Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Produce an event proposal.
- 2 Plan an event.
- 3 Participate in the running of an event.
- 4 Evaluate an event.

Credit points and level

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

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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. It would be beneficial if learners had experience of the following NQ Units, D673 12 *Event Organisation* or ED5Y 11 *Contribute to the Arrangement of Events*.

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 |
|---------------------|--|

| | |
|----------------------|------|
| Core Skill component | None |
|----------------------|------|

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

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.

The Knowledge and/or Skills in Outcomes 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.

Outcome 1

Produce an event proposal.

Knowledge and/or Skills

- ◆ Creation of an event concept
- ◆ Purpose and aims of an event
- ◆ Market research for the event
- ◆ Stakeholder analysis
- ◆ Researching suitable venues
- ◆ Event resources

Outcome 2

Plan an event.

Knowledge and/or Skills

- ◆ **Working within a team**
- ◆ **Event roles and responsibilities**
- ◆ **Legal requirements**
- ◆ Work schedule and running order
- ◆ Event resources
- ◆ Event administration
- ◆ Use of planning tools
- ◆ Contingency planning
- ◆ Event promotions
- ◆ Risk assessment
- ◆ Identification of relevant policies and procedures
- ◆ Budget management

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Outcome 3

Participate in the running of an event.

Knowledge and/or Skills

- ◆ **Participation in briefing session**
- ◆ **Individual and team roles**
- ◆ **Customer care**
- ◆ **Professional behaviour**
- ◆ **Use of work schedules and running orders**
- ◆ Effective use of resources and venue space
- ◆ Operational Management techniques and control measures
- ◆ Application of health and safety practices
- ◆ Implementation of contingency plan(s)
- ◆ Completion of post event documentation

Outcome 4

Evaluate an event.

Knowledge and/or Skills

- ◆ Participation in debriefing session
- ◆ Event evaluation
- ◆ Personal contribution evaluation
- ◆ Peer contribution evaluation
- ◆ Recommendations for future events

Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or skills across all Outcomes by showing that they can:

Outcome 1

This Outcome should be assessed by producing an event proposal.

The proposal should include:

- ◆ An outline of a proposed event.
- ◆ A minimum of two aims for the event.
- ◆ Stakeholder analysis — identification of three stakeholders and their expectations.
- ◆ Market research to support overall event concept.
- ◆ Identification of main event resources — in-house, out-sourced with estimated costings.
- ◆ Clear decisions based on research and evidence gathered.

Outcome 2

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence for the first three Knowledge and/or Skills Items shown in bold. The remaining Knowledge and/or Skills Items can be sampled; depending on the role the learner has been allocated.

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Performance and product evidence of planning for an event is required for this Outcome. It is recommended that learners should work in a team of no more than six to plan the event outlined in the event proposal.

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

- ◆ **Work effectively within a team.**
- ◆ **Complete all role-specific and designated tasks.**
- ◆ **Adhere to relevant legal requirements.**
- ◆ Produce a work schedule and running order for the event.
- ◆ Create operational management materials including: event brief, venue and equipment checklists and floor plans.
- ◆ Use a planning tool to sequence pre-event activities.
- ◆ Prepare for contingencies.
- ◆ Produce a comprehensive record of activities including for example e-mails and records of meetings.
- ◆ Formulate marketing and promotion activities for the event.
- ◆ Adhere to relevant policies and procedures when required.
- ◆ Co-ordinate the procurement of resources.
- ◆ Prepare a risk assessment and demonstrate health and safety good practice.
- ◆ Manage a budget, if appropriate.

Outcome 3

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence for the first five Knowledge and/or Skills Items shown in bold. The remaining Knowledge and/or Skills Items can be sampled; depending on the role the learner has been allocated.

This Outcome will be assessed by the assessor observing the event and recording evidence on an observation checklist. Supplementary evidence could be used including the folio of work, film recordings, photographs, stakeholder feedback or oral questions.

Although the event may be run as a team, learners are assessed on an individual basis. Each learner must demonstrate a clear understanding of the event and fulfil the requirements of their role. Learners must:

- ◆ **Participate in a team pre-event briefing session.**
- ◆ **Operate effectively as an individual within their designated role and as part of a team.**
- ◆ **Exhibit professional behaviour and effective customer care skills.**
- ◆ **Use a work schedule and running order and amend where/when appropriate.**
- ◆ **Participate in the completion of stakeholder feedback.**
- ◆ Effectively use resources and venue space.
- ◆ Clearly interpret and apply policies and procedures.
- ◆ Utilise operational management techniques and control measures including: event brief, venue and equipment checklists, supplier liaison and floor plans.
- ◆ Implement contingency plans if required.
- ◆ Adhere to relevant legislation.
- ◆ Demonstrate health and safety good practice and utilise a risk assessment.

Outcome 4

This Outcome should be assessed on an individual basis under open-book conditions. Learners are required to review the effectiveness of the event proposal, plan and implementation from Outcomes 1, 2 and 3. Learners must:

- ◆ Participate in a team debriefing session.
- ◆ Evaluate the event making reference to team/individual effectiveness, event purpose, event plan, event promotion, running of the event and stakeholder feedback.
- ◆ Evaluate personal contribution to the event.
- ◆ Evaluate peer group team members' contributions.
- ◆ Identify two recommendations for future events.

The tutor will record evidence of team/individual participation in a team debriefing session following the event on a checklist signed off by the tutor and the team.

Evidence by individual learners, and peer group evaluation will be submitted as statements on pro forma checklists that allow for extended response answers. These will evaluate peer/individual effectiveness: achievement of event purpose: planning of the event: effectiveness of the event promotion: running of the event and stakeholder feedback.

SQA Advanced Unit Support Notes

Unit title: Organising an Event (SCQF level 7)

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 will provide learners with the practical experience of the event process. Learners will create an event proposal and then participate in the planning, implementation and evaluation of an event. This will ideally be done working in small teams. The selected event should be appropriate to the learner's course of study and be within the range and scope of the presenting organisation.

For example, the event may take the form of a competition, conference, exhibition, charity event, community event, trade fair or performance. Alternatively, there should be flexibility within delivery of the Unit to allow learners to work with organisations that require additional help with managing an event.

In Outcome 1 each learner will propose an event concept, its strengths and weaknesses, the purpose and aims of an event. They will look at the suitability of venues and the resources required as well as the costs and risks involved. The target audience for the event will be investigated using relevant marketing research. From the individual proposals, a suitable choice will be made by the team.

Outcome 2 allows learners to take on an events role as part of a team to contribute to the planning of an event. They will be involved in producing a professional folio of work to create a record of activities and ensure effective communication. An understanding will be gained of the expectations of various stakeholders. Operational aspects of event planning will be addressed including checklists, floor plans, schedules and contingencies. They will be involved in identifying and managing resources and associated costs which may include research, negotiation, pro-formas and contracts. A planning tool will be used to sequence pre-event activities including marketing and promotion of the event. This could be by use of a spreadsheet, Gantt chart or suitable project management software. Consideration will be given to appropriate legal requirements and a risk assessment should be prepared. A good example of risk assessment could be found on the HSE website.

Working effectively as part of a team, in Outcome 3 learners will take part in a pre-event briefing session and then participate in the running of an event. They will demonstrate good customer care skills and attempt to manage the expectations of the various stakeholders. A number of operational management techniques (eg negotiation, dealing with conflict, assertiveness, time management and prioritisation) will be utilised and contingencies applied where necessary. Policies and procedures will be followed and legislation and health and safety requirements adhered to.

In Outcome 4 learners will review the effectiveness of the event, by participating in a debriefing session. They should evaluate the team effectiveness, event purpose, event plan, event promotion, running of the event and the stakeholder feedback. They should identify two recommendations for future events. They should also reflect on their personal contribution to the event as well as peer evaluation of each team member. This should be done by use of a pro forma checklist that allows for short and extended response questions.

Guidance on approaches to delivery of this Unit

This Unit is likely to form part of a Group Award designed to provide learners with practical events organisation knowledge and skills.

Where this Unit is being delivered as part of the SQA Advanced Diploma in Events Management, it is recommended that it be delivered in Year 1 of the Group Award.

It is expected that learners will work in teams of no more than six people and remain in these teams, and use the same event, for the duration of the Unit whenever possible. Each Outcome should be completed in sequence. In exceptional circumstances, it may be necessary to consider allowing learners to integrate into another event team and it may be possible for the learner to achieve the Unit so long as all Evidence Requirements can be submitted and performances observed.

Initial delivery could be by short lectures followed by learner-led research. Learners could then work in small teams under tutor observation to plan and carry out an event.

It is recommended the tutor conducts regular meetings with teams to ensure progress and individual participation. These meetings should be documented by the tutor as evidence. In addition, each team requires to record regular meetings as evidence of progress.

Guidance on approaches to assessment of 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. For example, workplace evidence may be possible for learners employed in the sector.

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.

Each learner could have an individual role or roles within the team and a log/diary maintained as part of their evidence. Following the event the learners will evaluate the success of their event.

Assessment evidence may take the form of a portfolio of work along with observation checklists.

Outcome 1 requires each learner to create an individual event proposal which will be considered by all members of the team. The team will then choose the proposal which is the best option. There may be opportunities to integrate the evidence produced in Outcome 1 with the Unit *Communication: Practical Skills* (SCQF level 7).

Outcomes 2 and 3 require learners to work as part of a team to produce the assessment evidence. Each team member is required to contribute and it is suggested that verification of this may be aided by the use of a completed diary/log book.

Outcome 3 will be assessed by the tutor/assessor observing the event and recording evidence on an observation checklist. Supplementary evidence could be used including the folio of work, film recordings, photographs, stakeholder feedback or oral questions.

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Outcome 4 should be completed on an individual basis, and requires learners to evaluate the event process using pro forma checklists for personal and peer contributions.

It is recommended that the tutor conducts regular meetings with teams to ensure progress and individual participation. These meetings should be documented by the tutor as evidence.

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.

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 also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of the Unit Specifications for this Course.

The delivery and assessment of this Unit gives automatic certification of the Core Skill of *Problem Solving* at SCQF level 5 including Critical Thinking, Planning and Organising and Reviewing and Evaluating. The general skill required is the ability to 'analyse a complex situation or issue'. Specific skills required at SCQF level 5 include identifying the factors involved in the situation, assessing their relevance, and developing and justifying an approach to deal with the situation.

There are also further opportunities to develop the Written Communication component of the Core Skill of *Communication* at SCQF level 5 in this Unit.

Over the course of this Unit learners may use these skills, for example in dealing with complex topics such as organising an event, preparing the running order of the event in Outcome 2. The delivery and assessment of this Unit may contribute towards the component Written Communication of the Core Skill of *Communication* at SCQF level 5, 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.

In addition, this Unit provides an opportunity for development of broader skills. Creativity can be demonstrated when producing the event concept and theme. Learners can be encouraged to be enterprising by finding ways to maximise available resources and revenue streams. Learners could use the event as a vehicle to raise awareness and funds for a charity thus allowing learners to gain an understanding of citizenship.

History of changes to Unit

| Version | Description of change | Date |
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General information for learners

Unit title: Organising an Event (SCQF level 7)

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.

This Unit will provide you with the practical experience of the event process. You will work in a small team of no more than six people to create an event proposal and then participate in the planning, implementation and evaluation of an event. The selected event should be appropriate to your course of study and be within the range and scope of the presenting organisation.

For example, the event may take the form of a competition, conference, exhibition, charity event, community event, trade fair or performance. Alternatively, there should be flexibility within delivery of the Unit to allow you to work with organisations that require additional help with managing an event.

In Outcome 1 you will create an individual event proposal of your choice and explain the purpose and aims of your proposal. You will look at the suitability of venues and the resources required as well as the costs and risks involved. The target audience for the event will be investigated using market research. Each team member will present his/her proposal and the team will choose the one that is considered the best option.

Outcome 2 allows you to take on an events role as part of a team to contribute to the planning of an event. You will be involved in producing a professional folio of work to create a record of activities and ensure effective communication. An understanding will be gained of the expectations of various stakeholders. Operational aspects of event planning will be addressed including checklists, floor plans, schedules and contingencies. You will be involved in identifying and managing resources and associated costs. A planning tool will be used to sequence pre-event activities including marketing and promotion of the event. Consideration will be given to appropriate legal requirements and a risk assessment should be prepared.

Working effectively as part of a team, in Outcome 3 you will participate in the running of an event. You will demonstrate good customer care skills and try to manage the expectations of the various stakeholders. A number of operational management techniques will be utilised (eg negotiation, dealing with conflict, assertiveness, time management and prioritisation) and contingency plans applied where necessary. Policies and procedures will be implemented and legislation and health and safety requirements adhered to.

In Outcome 4 you will review the effectiveness of the event, by participating in a debriefing session. You will evaluate the team effectiveness, event purpose, event plan, event promotion, running of the event and the stakeholder feedback. You will identify two recommendations for future events. You will reflect on your personal contribution to the event and also peer evaluation of each team member.

In addition, this Unit provides an opportunity for development of broader skills such as teamwork and communication. Creativity can be demonstrated when producing the event concept and theme. You will be encouraged to be enterprising by finding ways to maximise available resources and revenue streams.