



Higher National Unit specification: general information

Unit title: Managing a Sport or Fitness Related Event

Unit code: FX9Y 35

Superclass: MA

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Unit purpose

This Unit is designed to enable candidates to actively participate in the planning, management and evaluation of an event from a given brief. Candidates will develop an understanding of team dynamics, organisational and management skills as well as the legal and Health and Safety considerations of event organisation. Candidates will consider the skills and procedures involved in the design and management of an event along with promotion and marketing activities. Candidates will also learn the importance of evaluation techniques.

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

- 1 Explain the skills and procedures involved in the design and management of an event.
- 2 Explain the procedures involved in the promotion and marketing of a an event.
- 3 Plan and participate in the promotion and management of an event.
- 4 Evaluate the management, marketing and operational functions of an event.

Recommended prior knowledge and skills

The Unit is designed to be part of a Group Award but may be used as a free standing Unit, in which case it would be advantageous for the candidate to have developed a good level of skill in working as part of a team. Skills in leading and also the ability to contribute to a team effort are required. An active interest and involvement in the sport and fitness industries would be a significant benefit.

General information (cont)

Credit points and level

1 Higher National Unit credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**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

There are opportunities to develop the Core Skills of *Problem Solving*, *Working with Others* and *Communication* in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Depending on the context of the event being planned, there may also be opportunities to develop skills *in Information and Communication Technology (ICT)* and *Numeracy*.

Context for delivery

If this Unit is delivered as part of the Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment

It is strongly recommended that an integrated approach to combine all four assessment Outcomes in an open-book portfolio with a word count in the region of 2,500 words. It is also strongly recommended that an electronic group presentation of a minimum of 15 minutes is adopted for part of the evaluation stage in Outcome 4. It is feasible however, that the four individual Outcomes may be assessed on an Outcome by Outcome basis.

Higher National 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.

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. Candidates 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

Explain the skills and procedures involved in the design and management of an event.

Knowledge and/or Skills

- ◆ Team dynamics.
- ◆ Team organisational skills.
- ◆ Procedures.
- ◆ Legal considerations.
- ◆ Health and safety.
- ◆ Event rationale.

Evidence Requirements

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

- ◆ describe the skills required by the event organisational team taking the team dynamics into account
- ◆ explain the procedures necessary to manage the specific event
- ◆ describe the legal considerations appropriate to the selected event
- ◆ describe the Health and Safety considerations appropriate to the selected event
- ◆ explain the rationale behind the specific event in terms of the event aims and objectives

Assessment Guidelines

It is strongly recommended that a holistic approach combining all Outcomes may be appropriate and if this approach is adopted then candidates may present a portfolio containing all Evidence Requirements. It is also feasible that an Outcome by Outcome approach to assessments may be appropriate. Assessment may be under open–book conditions and that candidates would be expected to produce approximately 600 words to cover all of the Evidence Requirements of Outcome 1. If a group approach to creating assessment material is selected then assessors must ensure the authenticity of candidate work.

Higher National Unit specification: statement of standards (cont)

Unit title: Managing a Sport or Fitness Related Event

Outcome 2

Explain the procedures involved in the promotion and marketing of an event.

Knowledge and/or Skills

- ◆ Publicity opportunities.
- ◆ Promotional methods.
- ◆ Marketing methods.

Evidence Requirements

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

- ◆ explain a minimum of two publicity opportunities that may be appropriate for the selected event
- ◆ explain a minimum of two promotional methods that may be appropriate for the selected event
- ◆ explain a minimum of two marketing methods that may be appropriate for the selected event

Assessment Guidelines

Outcome 2 may be assessed separately or integrated with all other Outcomes in a holistic approach. An open–book approach to assessment is recommended. Candidates would be expected to produce approximately 600 words to cover all Evidence Requirements of Outcome 2. If a group approach to creating assessment material is selected then assessors must ensure the authenticity of the work of each candidate.

Higher National Unit specification: statement of standards (cont)

Unit title: Managing a Sport or Fitness Related Event

Outcome 3

Plan and participate in the promotion and management of an event.

Knowledge and/or Skills

- ◆ Operational schedule.
- ◆ Marketing and promotional material.
- ◆ Event brief.
- ◆ Management activities.

Evidence Requirements

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

- ◆ produce an operational schedule required for the selected event in terms of the event brief
- ◆ produce marketing and promotional material for the selected event in terms of the event brief
- ◆ participate in the management activities appropriate to the selected event
- ◆ describe the designated duties of the organisational team members appropriate to the selected event

Assessment Guidelines

Outcome 3 may be assessed separately or integrated with all other Outcomes in a holistic approach. An open–book approach to assessment is recommended. Candidates would be expected to produce approximately 500 words to cover all Evidence Requirements of Outcome 3. Candidates would be expected to include a portfolio of marketing and promotional material as evidence for this Outcome. If a group approach to creating assessment material is selected then assessors must ensure the authenticity of candidate work.

Outcome 4

Evaluate the management, marketing and operational functions of an event.

Knowledge and Skills

- ◆ Evaluation techniques.
- ◆ Presentation techniques.

Higher National Unit specification: statement of standards (cont)

Unit title: Managing a Sport or Fitness Related Event

Evidence Requirements

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

- ◆ evaluate the operational management, marketing, finance and use of resources of the selected event
- ◆ evaluate the event brief/event rationale in terms of achievement of the original aims and objectives
- ◆ evaluate the personal performance of all organisational team members in terms of their overall contribution to the management of the selected event

Assessment guidelines

Outcome 4 may be assessed separately or integrated with all other Outcomes in a holistic approach. An open–book approach to assessment is recommended. Candidates would be expected to produce approximately 600 words to cover all Evidence Requirements of Outcome 4. It is strongly recommended that the event organisational team organise a group presentation, to all interested stakeholders, for a minimum of 15 minutes, in addition to the 800 word minimum evidence. If a group approach to creating assessment material is selected then assessors must ensure the authenticity of candidate work.

Higher 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 may be used in a variety of industries. It is expected that where the Unit forms part of an HNC or HND award, it will be delivered and assessed in the context of that occupational sector.

This Unit is designed with the intention that candidates will take a proactive role in the planning and management of an event and it is the processes of planning, managing and overall 'organising' an event that it is so important. For example the event can be directly related to the sports industry, eg organising a national tennis competition or organising a national launch of a sport and recreation careers fair for students in partnership with the local authority or Sector Skills Council. Equally, the event may be in the area of the hospitality industry. The Unit is not confined to these occupational sectors.

Overall, it is anticipated that candidates will get their hands 'dirty' and actively get involved in the different elements of event organisation. It is worth noting that the vast majority of events will be planned and managed by a team of people, each one perhaps taking on a different role, eg marketing, finance, sponsorship, etc The exact roles will of course depend on the specific nature of each selected event. It is also feasible that an event can be planned and managed by one individual. This may be the case where the group has failed to organise an event due to internal conflict or external circumstances (loss of a facility due to equipment failure). This approach would not be encouraged as the interaction of other team members and group dynamics play an essential part in the 'overall learning process' for candidates.

The level or status of the event will depend on a number of factors such as availability of resources, geographical location or prior knowledge/experience of candidates and tutors. The event may have a local, national or international element and it may be appropriate for the organisational group to make their own decisions, on the nature and scale of the event. Small local events tend to have less of a learning experience for candidates compared to events with a national or international focus as the 'to do list' is substantially influenced by the size and complexity of the event. The event should be of a sufficient status to allow meaningful participation in its organisation by all group members. It is also feasible that the event may not take place and that the event has to be cancelled (stormy weather — Edinburgh's New Year Hogmanay party). It is up to the assessor to make the decision if there is the minimum candidate evidence to fully meet the 'Evidence Requirements' of all four Outcomes, if the event is cancelled OR to decide if another event would need to be organised.

Higher National Unit specification: support notes (cont)

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Guidance on the delivery and assessment of this Unit

Although this Unit is designed with the view that candidates will organise and deliver a real event, they still have to meet the Evidence Requirements of each Outcome.

It is therefore strongly recommended that all four Outcomes are integrated and that assessment evidence is presented in a portfolio of approximately 2,500 words. It is feasible that each of the four Outcomes is assessed separately. This would be open-book assessment and candidates would be given a deadline date well in advance.

It is feasible that this assessment is carried out as part of a group activity. Copies of items such as marketing material, financial statements, organisational charts, resource lists, etc may appear as candidate evidence and will be similar in all cases. Many of the decisions taken during the organisation of the event (Outcomes 1, 2, 3) will be taken by the 'organisational team', eg legal and health and safety issues, promotions and marketing material, etc However, candidates are expected to comment on the 'appropriateness of these team decisions' when considering the 'Evidence Requirements' in each Outcome. Outcome 4 clearly requires the candidate to evaluate the management and marketing of the selected event including the candidates own contribution to the event. Assessors have to ensure the authenticity of the work of each candidate.

Outcome 1

The purpose of Outcome one is to ensure that the candidates know and understand the skills and procedures that are involved in the design and management of an event. Candidates should be made aware of the importance of team dynamics and how this may impact on the organisation of the event, eg there may be a natural leader in the group or a group member may have expertise or prior knowledge in a specific area. The event rationale refers to the reasons why the event has been suggested and it is useful for candidates to understand the background reasons for putting on the event. This may be for internal/external political reasons as senior management of an organisation may wish to use the event as an opportunity to 'gain an advantage' over its competitors. The event may be organised as a vehicle to raise money for a charity or to become closer to a major stakeholder. The candidates should be very clear of the aims and objectives for the selected event as this may help provide a clear focus the group. The overall event brief may be very detailed, as in the case where candidates are to take on the organisation of an existing event or to develop an entirely new event. The legal considerations for the event will very much depend on the type and size of the event. For example the group may need to have permission from the Local Authority or provide security/stewards or find out about Public Liability insurance. A licence from the local authority may be required to sell goods or services on site (eg food vendors). Health and Safety is an important element of any event and examples of Health and Safety good practice will be essential. Candidates will need to understand the skills involved in organising an event such as organisational, delegation, management, leadership, financial, marketing, etc The processes involved in event organisation should be explored and all should be very clear of the steps necessary to run an event, eg when specific equipment should be ordered, when and how to start to train staff, how and when to secure the venue or produce marketing material.

Higher National Unit specification: support notes (cont)

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Outcome 2

In Outcome 2 the candidate should be made aware of the procedures involved in the promotion and marketing of the selected event. The organisational team should explore a variety of publicity opportunities that may exist for the event. Decisions on where to advertise the event (along with the potential costs), eg newspapers, trade magazines, newsletters, radio, television, internet etc will have to be explored. Promotional activities prior to and during the event may also be explored. This may take the form of having a celebrity take part in the event or deciding on things such as 'Buy One Get One Free' (BOGOF) or two for the price of one, or family tickets. These promotional activities will differ depending on the type and size of the event. Candidates would benefit from a very brief explanation on marketing methods such as advertising, distribution, price, place, product, packaging and selling. Tutors may also wish to explore the 'service' component of marketing.

Outcome 3

In Outcome 3 candidates must plan and participate in the promotion and management of a sports related event. This is very much the 'doing part' of the event and candidates are expected to develop and produce appropriate marketing and promotional material for the selected event. The size and availability of funding will dictate the type and quality of the marketing material. This may be made in-house by the organisational team or produced commercially by an external specialist organisation. Candidates will have to consider the event brief when developing the marketing material as well as producing an operational plan that provides details the activities taken on board by the organisational team eg who is doing what. This would provide details of such things as equipment and resources (physical and human) that are required to successfully run the event.

Outcome 4

In Outcome 4 candidates must evaluate the management and marketing of their event. The organisational team may wish to prepare questionnaires to customers as part of their evaluation process or to assemble all stakeholders at an evaluation event shortly after the event has concluded. Candidates would be expected to present their finding in an electronic presentation on such things as operational and management functions, marketing, finance, appropriate use of resources etc to all interested stakeholders in the event. Candidates would also evaluate the event brief/rationale/aims and objectives and highlight any changes to the original brief, eg why was it necessary to change direction? The final part of the candidate evaluation would be to review the performance all organisational team members in terms of the overall contribution to the management of the selected event. The candidate would also evaluate his/her own performance as part of the event organisational team.

Higher National Unit specification: support notes (cont)

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It would be possible to make use of an electronic presentation of about 15 minutes and it is strongly recommended that this is done as part of a group presentation to all interested stakeholders. It is feasible to suggest that not every member of the organisational team will take part in this formal presentation. However, all candidates are expected to contribute to the production of the formal presentation. This may be a decision taken by the assessor and the organisational team. It may be feasible to also suggest that a copy of the formal presentation is made available to all stakeholders, who are present as part of the overall event evaluation.

Open learning

Due to the practical nature of this Unit it is difficult to see how the Unit could be delivered or assessed through an open learning route.

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

Candidates may develop opportunities to enhance Core Skills as they progress through this Unit: Both Oral and Written *Communication* skills may be developed in a number of ways through group discussions, meetings, presentations, debates and general communication with internal and external stakeholders. This will very much depend on the nature and scope of the selected event as it is feasible that candidates will have to communicate in e-mails, letters, marketing briefs, minutes of meetings and financial statement etc

Numeracy skills may also be developed by team members in the production of financial accounts and such management techniques as cost benefit analysis, forecasting and risk analysis. Candidates also have potentially to deal with cash in admission fees, raffle prizes and sponsorship items. All these items need to be accurately recorded and presented to stakeholders.

Participation in organising a real event will more than likely involve a number of other people who will make up the organising committee. *Working with Others* may involve both internal and external individuals. This may range from other team members from emergency services, Local authorities, NHS, Professional bodies and Governing bodies, Sector Skills Councils, College staff and students. The list is endless and will depend entirely on the type of event selected within the specific industry.

Higher National Unit specification: support notes (cont)

Unit title: Managing a Sport or Fitness Related Event

Event management and *Problem Solving* go hand in hand. Candidates will have to solve many problems when organising their chosen event through planning, critical thinking and applying a range of techniques to evaluate your work practices and that of others. Problems will develop with both physical and non physical resources. All potential problems/issues should be considered and analysed before reaching an informed decision and selecting an appropriate course of action that will minimise or eliminate potential risks.

Information and Communication Technology is an area that may be developed by the production of a variety of word processed information and documentation that will be circulated to both internal and external stakeholders. This may range from financial statements, customer quotes, invoices, marketing briefs, etc. The use of the internet to find information on goods and services may be appropriate. The use of e-mails and telephone text may also be developed. Candidates need to evaluate the management and marketing of their selected event in the form of an electronic presentation

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

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General information for candidates

Unit title: Managing a Sport or Fitness Related Event

The aim of this Unit is to enable candidates to actively participate in the planning, management and evaluation of a sports related event from a given brief.

For Outcome 1 you will investigate the importance of team dynamics and the impact it may have on a team of people who have to work together to complete a task. You will also consider the legal and health and safety considerations necessary for your selected event along with the organisational skills required to manage a sport related event. Finally you will consider the rationale and aims and objectives for selecting the event.

For Outcomes 2 and 3 you will explore the procedures involved in the promotion and marketing of a sports related event, considering in detail publicity, promotional and marketing methods before producing appropriate material to market and publicise the selected event. You will also develop an operational plan highlighting the management activities appropriate to the delegated duties of the organisational team members.

For Outcome 4 you will evaluate the overall management and marketing decisions taken by the organisational team. This will include the evaluation of the personal performance of all organisational team members in terms of their overall contribution to the event. You may also be participating in a formal presentation to all stakeholders highlighting areas such as finance, marketing, operations and resource management. This evaluation process will also take account of the event's original aims and objectives.