



National Unit specification: general information

Unit title: Contribute to an Event (SCQF level 5)

Unit code: FP62 11

Superclass: BA

Publication date: June 2015

Source: Scottish Qualifications Authority

Version: 03

Summary

The purpose of this Unit is to provide candidates with the knowledge and skills needed to contribute towards the planning, organising and running of a range of different styles of events. Candidates will research a range of themed events; create a 'Mood Board' to illustrate their vision of a themed event; identify resource requirements, suppliers, promotional methods and materials and a suitable pricing package to reflect event audience; produce appropriate administrative documentation and an event layout.

This Unit is suitable for candidates who are studying this subject for the first time.

This is a mandatory Unit within the National Certificate in Events Co-ordination at SCQF level 5 but is also available as a stand-alone Unit.

Successful completion of this Unit may facilitate progression to the Higher National Certificate in Events.

Outcomes

- 1 Assist in the creation of an appropriate theme for an event.
- 2 Investigate key factors relating to the promotion of an event.
- 3 Identify methods for pricing and sale of tickets for an event.
- 4 Complete the administration process for an event.
- 5 Assist in running an event.

Recommended entry

Entry to this Unit is at the discretion of the centre. Candidates doing this Unit do not need any prior knowledge or experience of event organisation. However, good skills in communication, and working with others would be an advantage.

General information (cont)

Unit title: Contribute to an Event (SCQF level 5)

Credit points and level

2 National Unit credits at SCQF level 5: (12 SCQF credit points at SCQF level 5*)

**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 5
- ◆ Planning and Organising at SCQF level 5

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: Contribute to an Event (SCQF level 5)

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

Assist in the creation of an appropriate theme for an event.

Performance Criteria

- (a) Identify an appropriate theme for an event.
- (b) Select resources required for creating a themed event.
- (c) Identify suppliers of resources for a themed event.
- (d) Produce a mood board to illustrate the event theme.

Outcome 2

Investigate key factors relating to the promotion of an event.

Performance Criteria

- (a) Identify the difference between promoting a product and a service.
- (b) Identify the possible target markets for an event.
- (c) Describe appropriate promotional methods for an event.
- (d) Describe the use of e marketing in the promotion of an event.
- (e) Create promotional materials for an event.

Outcome 3

Identify methods for pricing and sale of tickets for an event.

Performance Criteria

- (a) Identify methods used to sell tickets for an event.
- (b) Describe different pricing options used in events

Outcome 4

Complete the administration process for an event.

Performance Criteria

- (a) Complete an event booking pro forma based on client needs.
- (b) Complete the required internal documents associated with the running of an event.
- (c) Complete the documents required for use on the day of an event.

National Unit specification: statement of standards (cont'd)

Unit title: Contribute to an Event (SCQF level 5)

Outcome 5

Assist in running an event.

Performance Criteria

- (a) Suggest appropriate event space layouts for a variety of events.
- (b) Suggest appropriate food and beverage service styles for a variety of events.
- (c) Implement control mechanisms used when planning and running events.
- (d) Set up and use a piece of audio visual equipment.
- (e) Set up and dismantle an exhibition display.
- (f) Assist in the preparation and/or running of events.

Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria. This evidence will include:

- ◆ Written and or oral/recorded evidence across all Outcomes.
- ◆ Product evidence in Outcomes 1 and 2: production of mood board and promotional materials.
- ◆ Performance evidence in Outcome 5: setting up equipment and event space.

An Assessor Checklist should be used to record candidates' achievement of performance evidence.

The Unit may be assessed holistically or Outcome by Outcome. Candidates are required to:

Outcome 1

- ◆ Suggest an appropriate theme for a selected event, giving reasons for choice.
- ◆ Produce a resource checklist listing the key resources required for the chosen theme and identifying supplier contact details.
- ◆ Produce a 'mood board' to illustrate the chosen theme.

Outcome 2

- ◆ Identify the difference between promoting a product and a service.
- ◆ Identify a minimum of two target markets for an event.
- ◆ Describe three promotional methods suitable for an event.
- ◆ Identify three ways websites and social media can be used to promote an event.
- ◆ Create a minimum of two promotional materials for an event.

National Unit specification: statement of standards (cont'd)

Unit title: Contribute to an Event (SCQF level 5)

Outcome 3

- ◆ Identify a minimum of two methods used to sell tickets for an event.
- ◆ Identify a minimum of three pricing packages used in event operations and describe why they might be used by an event organiser.

Outcome 4

- ◆ Accurately complete a minimum of four different documents associated with running an event. The documents produced must be free from spelling errors and laid out in a manner acceptable in current industry practice.

Outcome 5

- ◆ Suggest appropriate event space layouts for five different styles of events.
- ◆ Suggest food and beverage service styles for five different styles of events.
- ◆ Use four control mechanisms for planning and running an event.
- ◆ Set up and use one piece of audio visual equipment for an event.
- ◆ Set up and dismantle an exhibition display for an event.
- ◆ Assist in the preparation and/or running of three events.

National Unit specification: support notes

Unit title: Contribute to an Event (SCQF level 5)

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 focus of this Unit is to introduce candidates to the various activities associated with event organisation and to provide them with the practical knowledge and skills to enable them to contribute to the planning, organising and running of one or more events. The type of events chosen should be appropriate to the centre, eg gymkhana, formal dinner, sporting event, conference or exhibition, etc.

Outcome 1

Candidates could be introduced to the concept of theming an event through use of images, creative event design websites and trade magazines. By investigating a range of themed events, candidates will establish the various resources that can be used to support the theme, eg written material (brochures, menus, programmes, tickets), room and table decoration (table centre pieces, colours used for cloths, chairs and decorations), music (consider different styles of music and the atmosphere they create), entertainment types, staff uniforms and styles of food and drink.

Once resource requirements have been established candidates should identify possible suppliers of resources to create theme. These could include the event venue itself, hire/buy agencies, specialist prop companies, other event companies and internet websites. Candidates should use their Resource Checklist to record the supplier contact information.

After research on resources and suppliers has been completed, candidates should develop a mood board to illustrate their vision of an event theme.

Outcome 2

In this Outcome candidates will ultimately create their own promotional materials for an event such as a posters, flyer, blogs, etc after exploring the range of promotional methods currently used by events organisers and promoters. Candidates could use print media and the Internet to investigate these and could also source their own from the wide range of material produced for public events such as music festivals, concerts, Christmas functions, etc.

After initial investigation into these the idea of the Promotional Mix should be introduced to raise awareness that in order to promote an event successfully it is necessary to combine a number of promotional methods rather than relying on a single method. Examples from actual events could be used to illustrate this.

National Unit specification: support notes (cont)

Unit title: Contribute to an Event (SCQF level 5)

Candidates could consider and discuss the importance of knowing who the target market is when deciding the most appropriate promotional methods. Using materials such as trade magazines and event websites, candidates could look at a variety of promotional materials for Events and establish the type of markets being aimed at.

Clear differences that exist between promoting a product and a service should be highlighted. Key characteristics of services should be covered including intangibility, customer relationships and perishability. Examples of these characteristics could be illustrated through case study, media clips or event promotional materials.

Examples showing how web sites and social media/networks are used in event promotion should be sourced.

Outcome 3

In this Outcome, candidates should be introduced to the various methods used by Events Organisers to sell tickets and the pricing packages which can be used to maximise sales.

Investigating events websites and online ticketing agents will help to enable them to identify and discuss a variety of methods used by the Organisers of Events to sell tickets. The advantages, disadvantages and costs associated with using an agency could also be covered.

Groups could discuss the variety of pricing packages used in a range of events and how these contribute to their success. This could include the use of Early Bird tickets, last minute deals, group discounts, association membership discounts, Friends of the Event tickets, different types of tickets for different ranges of people, eg OAPs, students and children.

Outcome 4

Candidates should be introduced to the administration documentation for an Event. Documentation should involve key stages of event planning from completion of the initial booking form to supporting documents which are associated with the running of the event, eg:

- ◆ client booking forms, booking conditions, contract and deposit requirements
- ◆ event schedules
- ◆ resources checklists

Candidates should understand how availability can be checked for an event and the importance of accuracy in completing the client booking form. The booking process could be explored through each stage from enquiry through provisional booking to confirmed booking. Candidates should look at how client needs are identified and recorded, eg a meeting with the client. The importance of being prepared for the meeting could be discussed and candidates could look at the type of documents and the range of product knowledge required to ensure a successful meeting, eg presentation folder, menus, brochures, client enquiry/booking form. The way a professional meeting should be conducted could be discussed, eg where the meeting is held, creating a good first impression, preparation for show rounds, etc.

National Unit specification: support notes (cont)

Unit title: Contribute to an Event (SCQF level 5)

When the booking moves to the next stage the candidate could look at the documents which will be sent to the client and discussion could take place on the expectations of the client from this stage. The actual booking process will vary according to the type of event being looked at. For example at a sporting or charity fundraising event it may involve the development of information for potential entrants and the application and confirmation process for accepting entrants.

The documents produced for the day of the event should be appropriate to the type of event being discussed, eg for a sporting event it may include programme of activities, participant numbers, timing sheets. For a food and beverage event it may include table plans, menus and wine lists. For a conference it may include registration documents, conference welcome packs. Charity fundraising activities may also be included, eg sponsorship forms, quiz answer sheets, auction bids.

Examples of completed event administration documents could be made available to candidates to support them in completing their own event documentation for a chosen event.

Outcome 5

Candidates should be introduced to a variety of different event space layouts. These may include theatre style, boardroom, U-shape, banqueting and reception. Exercises could be created to allow candidates to identify the most appropriate layout for a variety of events.

Following an introduction to the various service styles used for food and beverage service, candidates should identify the most appropriate service styles for a variety of events such as sporting events, hospitality events, festivals, school and community events, eg street parties, firework displays and school sports days.

The control mechanisms used during the planning and running of an event should be covered and candidates should have the opportunity to complete a variety of documents that assist in the planning and running of an event. These could include a) Event Schedule b) Cash Flow Record c) Resources Checklist and d) Floor plan to help with the set up of the room.

This Outcome allows candidates to demonstrate the practical skills that are associated with running events on site. This should include the set up of exhibition displays and the key elements involved in displaying information. Candidates should be shown how to set up and operate of a piece of AV equipment which could include the connection of a computer/laptop to a projector to allow the viewing of a DVD or web site. The key elements of setting up an event space should also be explained in simple terms. For example Access/Exit points, power supply, practical layouts for information and food and beverage service. It may be appropriate for centres to cover other relevant skills depending on the nature of the events the candidates will be involved in.

National Unit specification: support notes (cont)

Unit title: Contribute to an Event (SCQF level 5)

Guidance on learning and teaching approaches for this Unit

The aim in delivering this Unit should be to expose Candidates to a range of events where they can gain experience and see/complete the tasks which contribute to the successful operation of the Event.

Where delivered as part of a Group Award, eg NC Events Co-ordination the Unit could be taught over a substantial period of time to allow candidates to use knowledge and skills covered in other Units of the award.

Candidates would benefit from the following learning and teaching approaches:

- ◆ Investigation both individually and in small groups to find out about event themes, types, promotional methods, pricing etc to discover the range of techniques currently used by Event Organisers.
- ◆ Use of internet, design websites and trade magazines to explore event themes, pricing strategies, etc.
- ◆ Use of case studies to generate discussion in relation to theory, eg product v service; pricing.
- ◆ Group discussion to decide on appropriate themes, pricing packages, promotional methods for different event types, advantages/disadvantages of approaches to the various aspects of events organisation and operations.
- ◆ Group work to design promotional materials and mood boards, etc.
- ◆ Visits to events to observe the layouts and styles in relation to table layout and service styles.
- ◆ Visiting speakers from Event Organisation companies.
- ◆ Practical sessions, particularly in relation to Outcome 5.

By adopting the above learning and teaching approaches and/or through the Outcomes and corresponding Evidence Requirements, candidates will develop skills that will support employability and develop confidence and independent learning. The Unit should provide Candidates with an opportunity to develop the following essential skills for life, learning and work.

Employability — Developing problem solving, communication and practical skills to industry standards and working as part of a team.

National Unit specification: support notes (cont)

Unit title: Contribute to an Event (SCQF level 5)

Guidance on approaches to assessment for this Unit

Centres may design assessments around the types of events that are appropriate to them. A range of different events could be used including:

- ◆ A hypothetical event situation.
- ◆ The candidates' own event being undertaken as part of a specific qualification, eg Hospitality Events or Event Co-ordination.
- ◆ An event the centre is contributing to.

The Unit could be assessed Outcome to Outcome or holistically over the course of the Unit. Where group work is involved, candidates must be able to identify their contribution to the task.

Outcome 1

Mood board — this task may be completed by a team of two candidates however the each must be able to explain the mood board in relation to the theme and identify their own contribution to the task.

Outcomes 2 and 3

The assessment of these Outcomes could be integrated.

Candidates could be asked to answer a series of short answer questions based on an actual Event or a case study. The chosen Event should be selected on the basis that it has clearly defined markets, effectively uses a web site/social media to promote itself and a variety of methods to sell tickets. Candidates could be given access to the Internet and issued with a task sheet giving instructions to identify the information required in the Evidence Requirements.

Over the course of the Unit candidates are required to create a minimum of two examples of promotional materials. This may include any appropriate material including a poster, flyer or postcard they have designed, an informational email or sales letter, a brief for a radio interview, or a drawing of a merchandise item for example.

Outcome 4

The documents required could include:

- (a) Letters to clients confirming their booking, sales letters to potential attendees, information documents and entry forms.
- (b) Records of event participants, entrant lists, records of ticket sales, event schedules, information sheets.
- (c) Personalised menus for the event showing the programme of activities and acknowledgements, table plans, ie alphabetical lists of where attendees will be seated, programmes, timing sheets (for sporting events).

National Unit specification: support notes (cont)

Unit title: Contribute to an Event (SCQF level 5)

Outcome 5

Candidates could be given task sheets to identify event space layouts and food and beverage service styles for a variety of events.

Control documents: candidates could complete the following documents for a real or hypothetical event:

- (a) Event Schedule to control the timing of the activities carried out during the Event.
- (b) Cash Flow Record to ensure that money which is taken during the event is accounted for.
- (c) Resource Checklist to ensure that equipment is available at the time required.
- (d) Floor Plan to help with the set up of the event space or any other control document relevant to the type of event.

An Assessor checklist could be used over the course of the Unit to record where and when the practical tasks were completed. Alternatively, where candidates are participating in an actual event, the Event Organiser may be asked to authenticate the completion of tasks using a form in which the candidate will have identified:

- (a) the name of the event
- (b) when and where the event was held
- (c) the tasks completed.

The Event Organiser should then sign, and, if appropriate, provide feedback.

If a number of candidates are involved a combined form could be developed to record the contribution of each candidate.

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)*.

National Unit specification: support notes (cont)

Unit title: Contribute to an Event (SCQF level 5)

Opportunities for developing Core Skills

In this Unit candidates will learn the knowledge and skills needed to contribute to the planning, organising and running of events.

Candidates will:

- ◆ research a range of themed events
- ◆ create a visual mood board to illustrate a themed event
- ◆ research promotional methods
- ◆ select appropriate styles of event space layout
- ◆ select appropriate food and beverage service styles
- ◆ identify appropriate target markets
- ◆ select pricing packages
- ◆ assist the organiser in running an event.

This Unit has the Problem Solving components of Critical Thinking and Planning and Organising embedded in it, so when candidates achieve this Unit their Core Skills profile will be updated to show they have achieved Critical Thinking and Planning and Organising at SCQF Level 5. In addition, as candidates are doing this Unit they will be developing aspects of the Core Skills in Communication, Working with Others.

In addition, whilst completing this Unit, candidates may develop aspects of the following Core Skills where specific learning and teaching approaches are adopted:

- ◆ *Information and Communication Technology (ICT)* — where the Unit is delivered using a recognised word processing package, candidates will develop the word processing element of *ICT* (level 5).

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates could 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
03	<p>Outcome 2-Performance Criteria (a)-Changed to: Identify the difference between promoting a product and service.</p> <p>Outcome 3-Performance Criteria (b)-Changed to: Describe different pricing options used in events.</p> <p>Outcome 5-Performance Criteria (f)-Changed to: Assist in the preparation and/or running of events.</p> <p>Evidence requirements for Outcome 2-1st bullet point changed to: Identify the difference between promoting a product and a service</p> <p>Evidence Requirements for Outcome 5-Last bullet point changed to: Assist in the preparation and/or running of three events.</p>	05/06/2015
02	Core Skills Components Critical Thinking and Planning and Organising at SCQF level 5 embedded.	08/08/2011

© Scottish Qualifications Authority 2015

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.