



National Unit Specification

General information

Unit title: Corporate Events: An Introduction (SCQF level 6)

Unit code: HJ2X 46

Superclass: AF

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Version: 02

Unit purpose

This unit is designed to provide learners with an introduction to corporate events. It will provide learners with the skills and knowledge required to organise a corporate event from a venue perspective, from initial enquiry through to the closedown of the event. This unit will highlight the planning and organisational responsibilities required to arrange such an event at a selected venue.

This unit is suitable for learners who are studying this subject for the first time.

This is a mandatory unit within the National Progression Award (NPA) in Events at SCQF level 6 but is also available as a stand-alone unit.

Outcomes

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

- 1 Describe different corporate events.
- 2 Explain the selection and use of different venues for corporate events.
- 3 Plan and organise the running of a corporate event at a selected venue.

Credit points and level

1 National unit credit at SCQF level 6: (6 SCQF credit points at SCQF level 6)

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.

National Unit Specification: General information (cont)

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Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill	None
Core Skill component	Critical Thinking 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.

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.

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.

National 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.

Outcome 1

Describe different corporate events.

Performance criteria

- (a) Types of corporate events.
- (b) Needs and expectations of a corporate client.
- (c) Stages of the planning process.
- (d) Venue planning documentation.

Outcome 2

Explain the selection and use of different venues for corporate events.

Performance criteria

- (a) Types of corporate event venues.
- (b) Essential facilities provided by the venue.
- (c) Venue selection criteria.
- (d) Venue layout and considerations.

Outcome 3

Plan and organise the running of a corporate event at a selected venue.

Performance criteria

- (a) Identification of internal resources required from the venue.
- (b) Communication and staff briefing.
- (c) Catering options for corporate events.
- (d) Roles and responsibilities of venue operational staff.
- (e) Customer feedback.

National Unit Specification: Statement of standards (cont)

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Evidence requirements for this unit

Evidence is required to demonstrate that learners have achieved all outcomes and performance criteria.

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

- ◆ describe the types of corporate events to be organised.
- ◆ identify the needs and expectations of a corporate client.
- ◆ state the key stages of the planning process.
- ◆ identify the planning documentation and its purpose.
- ◆ identify the types of venues suitable for corporate events.
- ◆ list the essential venue facilities required to host a corporate event.
- ◆ identify key criteria used in venue selection for corporate events.
- ◆ advise on a suitable room layout and setup for the event.
- ◆ complete venue planning documentation.
- ◆ identify internal resources and quantities required from the venue.
- ◆ select appropriate catering options for a chosen event.
- ◆ state the information communicated in the management and staff briefing.
- ◆ identify operational staffing required from the venue, outlining their roles and responsibilities before, during and after the event.
- ◆ select an appropriate customer feedback method for the event.
- ◆ state the benefits of customer feedback for the venue.

The unit may be assessed holistically or outcome by outcome.



National Unit Support Notes

Unit title: Corporate Events: An Introduction (SCQF level 6)

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 40 hours.

Guidance on the content and context for this unit

Outcome 1

For Outcome 1, a general introduction to the types of corporate events available should be given, events such as conferences, seminars, team building events, trade shows, exhibitions, press conference, annual general meetings, shareholder meetings, trade fairs, auctions, product launches, training days and board meetings could be included.

Learners should be shown how to deal with a first time client, using effective question and answer techniques to identify their needs and expectations of the event.

Learners should investigate the planning process involved in producing a corporate event at a venue. Key stages in the planning process will be identified to include receipt of a client brief and event enquiry, proposal, provisional diary booking, site visit, issuing of contracts and invoices, regular client consultation meetings, meeting with external suppliers, menu tastings, receipt of final details, distribution of event order, weekly in-house event meetings, operational staff briefing, health and safety checks and event setup.

Learners will then identify venue documentation linked to the planning process and its purpose. This could include an enquiry sheet, proposal, diary booking confirmation, event contract, event invoice, confirmation letter, menu tasting notes, event order, running order, event briefing document, floorplan, risk assessment, health and safety checklist, venue resource sheet, table plan, dietary list and staffing rota.

Outcome 2

For Outcome 2, learners will identify the types of venues suitable for corporate events such as conference and exhibition centres, adapted stadiums, hotels, theatres, sustainable venues supported by the Green Tourism Business Scheme, outdoor and unusual venues. The facilities at the venue should be discussed including parking, technical support and audio-visual equipment, catering, registration, cloakroom, workshop facilities and any other services.

National Unit Support Notes (cont)

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An understanding of the use of venue space, its utilisation and the various types of layouts relevant to corporate events should be discussed. Layouts such as cabaret style, boardroom, theatre, classroom, oval, u-shaped, hollow square, top table with sprigs, etc should be highlighted and consideration given to best fit to the space available and the clients' needs. The importance of health and safety in the allocation of space for corporate events should be emphasised with considerations of maximum capacities for different setups, minimum clearance for fire exits, identification of congestion zones and flow of attendee traffic, etc. The essential criteria for venue selection should be considered in terms of the clients' needs.

Outcome 3

In Outcome 3, learners should consider the internal resources required from the venue to organise a conference or corporate event. Items such as furniture, linen, stationary, audio-visual equipment, signage, staging, tables for registration, name badges, gift bags, etc. They should be able to identify the quantity of the each resource required for the event.

Learners should highlight the importance of informing management and staff of the client's needs at the event and any special requests and the standards expected through the management and team briefing. Information such as running order, access, room layout and setup, deliveries, signage, audio-visual and technical requirements, details of VIP and keynote speakers and any special arrangements should be communicated. food and beverage options should be suggested to the client to fit the type of event and to cater for any dietary requirements. Checks should be made to ensure compliance with current legislation and licencing at the venue. The importance of key legislation such as public liability, performing rights and food legislation should be considered when planning the event.

Learners will be introduced to the activities involved in the set-up, running and close down of a corporate event. The roles and responsibilities of operational staff members such as duty manager, event manager, audio-visual technician, porter, kitchen crew, waiting staff, bar staff, etc will be explored for each stage of the event.

Finally, ways of gaining customer feedback should be identified such as comment cards, questionnaires, debrief meeting, and interviews, outlining the benefits of obtaining this information for the venue. The impact of social media and the growth of digital media on customer feedback should be explored.

Guidance on approaches to delivery of this unit

A variety of teaching and learning approaches could be used within this unit. These include group discussions, practical activities, structured work-sheets, and internet research, as well as learners working with case-study or simulated material to underpin their knowledge and skills. Authentic materials such as establishment event audio-visual lists, food and beverage lists, venue floorplans and room layouts, marketing materials, risk assessment and pro formas should be utilised and learners should be encouraged to collect materials through internet research and by visiting establishments. Centres may have access to event software that may be suitable for the planning of a corporate event. It would be beneficial for learners to be able to use the system and they may be able to utilise the software to produce evidence.

National Unit Support Notes (cont)

Unit title: Corporate Events: An Introduction (SCQF level 6)

There is potential to integrate this unit with F3PN 12 *Event Organisation* at SCQF level 6 to allow learners to plan and organise an actual corporate event.

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.

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.

Outcomes 1 and 2 could be assessed by a variety of related limited response question formats such as: multiple choice, multiple select, drag and drop, matching, fill-in-the-blank(s) and short answer. It is advised that this is conducted in an electronic format but a paper based format could also be used.

For multiple response e-assessment it is suggested each outcome could be assessed using 15–20 questions and take no longer than one hour. This assessment could be undertaken in conditions where learners are limited to one side of A4 paper of notes per outcome. All assessment materials, including learners' A4 paper of notes, should be retained by the delivering centre.

Outcomes 3 could be assessed in the form of a portfolio of evidence that the learners complete on an ongoing basis. It may be suitable to provide standardised pro forma for learners to use for their responses. This assessment relates to the planning and organising of a corporate event from a client's brief given to the learner by their lecturer. This may be a fictitious brief or a live conference or corporate event depending of the educational establishment undertaking the unit. The assessment would be conducted as supervised open-book assessment.

This assessment may also be integrated with unit F3PN 12 *Event Organisation* if the assessment was a live event.

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.

National Unit Support Notes (cont)

Unit title: Corporate Events: An Introduction (SCQF level 6)

Opportunities for developing Core and other essential skills

The delivery and assessment of this unit provides opportunities to develop aspects 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 6 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 Core Skills of Working with Others and the Written Communication component of the Core Skill of Communication at SCQF level 5 in this unit.

This unit has the Critical Thinking component of Problem Solving embedded in it. This means that when learners achieve the unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 5.

History of changes to unit

Version	Description of change	Date
02	Core Skills component Critical Thinking at SCQF level 5 embedded.	31/05/17

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General information for learners

Unit title: Corporate Events: An Introduction (SCQF level 6)

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.

The essence of this unit is to provide you with the skills and knowledge relevant to plan and organise a corporate event from a venue perspective.

In Outcome 1, you will be introduced to the variety of corporate events within the business sector of the events industry such as conferences, seminars, team building events, trade shows and exhibitions.

You will be shown how to deal professionally with a first time client to help identify the needs and expectations of a corporate client. You will consider the key stages of planning a corporate event and the information you need to gain from your client to allow you to take the client's brief and prepare for the event at the venue.

You will then identify venue documentation linked to the planning process and its purpose. Documentation could include an enquiry sheet, proposal, diary booking, event contract, event invoice, confirmation letter, menu tasting notes, event order, running order, event briefing document, floorplan, risk assessment, health and safety checklist, venue resource sheet, table plan, dietary list and staffing rota.

In Outcome 2 you will be introduced to a range of venues that could host a corporate event such as conference and exhibition centres, adapted stadiums, hotels, theatres, historic buildings, sustainable venues and unusual venues. The facilities at the venue should be discussed including parking, technical support and audio-visual equipment, catering, registration, cloakroom, workshop facilities and any other services. An understanding of the use of venue space, its utilisation and the various types of layouts relevant to corporate events should be discussed. Layouts such as cabaret, boardroom, theatre, classroom, oval, u-shaped, hollow square, top table with sprigs, etc should be highlighted and consideration given to best fit to the space available and the clients' needs. The importance of health and safety in the allocation of space for corporate events will be emphasised with considerations of maximum capacities for different setups, minimum clearance for fire exits, identification of congestion zones and flow of attendee traffic, etc. The essential criteria for venue selection should be considered in terms of the clients' needs.

In Outcome 3, you will investigate the activities in planning and organising a corporate event at a selected venue. The internal resources required from the venue and the quantities should be identified. Guidance will be provided to the client on appropriate catering options for the corporate event. The roles and responsibilities of operational staff members will be explored for the setup, running and closedown of the event. The importance of key legislation such as public liability, performing rights and food legislation should be considered when planning the event.

The importance of giving staff and management the correct information through briefing sessions will be discussed as will the different methods of gaining customer feedback and its benefits to enhance future events at the venue.

General information for learners (cont)

Unit title: Corporate Events: An Introduction (SCQF level 6)

You will use the planning and organising process to complete practical exercises including completion of appropriate documentation that will allow you to make decisions on different parts of the event such as event layout, food, beverages, resource requirements, timings, staffing activities and method of customer feedback, etc.

To complete this unit successfully you will have to achieve a satisfactory level of performance within the assessment.

The delivery and assessment of this unit provides opportunities to develop aspects 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 6 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 Core Skills of Working with Others and the Written Communication component of the Core Skill of Communication at SCQF level 5 in this unit.

This unit has the Critical Thinking component of Problem Solving embedded in it. This means that when you achieve the unit, your Core Skills profile will also be updated to show you have achieved Critical Thinking at SCQF level 5.