

S319: Organise and co-ordinate events

Overview: Agree a brief and budget for organising an event and decide the operational activities and technical requirements to deliver the event.

Links: Events and Meetings; Communications

Specific skills:

- Checking
- Interpersonal skills
- Monitoring
- Problem-solving
- Communicating
- Leading
- Negotiating
- Decision-making
- Managing resources
- Organising
- Evaluating
- Managing time
- Planning

Performance Indicators

Before the event

1. Agree the event brief and budget
2. Agree a plan for the event which will meet agreed objectives and address identified risks and contingencies
3. Identify and agree the resources and support needed for the event
4. Identify and cost suitable venues
5. Make sure all relevant legal and contractual requirements are correctly addressed
6. Make sure the event complies with relevant health, safety and security requirements
7. Liaise with the venue to confirm event requirements
8. Make sure invitations are sent out to delegates
9. Manage resources and the production of event materials
10. Manage delegate responses
11. Prepare joining instructions and event materials to be sent to delegates
12. Make arrangements for rehearsals, if required, to make sure that the event runs smoothly
13. Make sure all those involved are briefed and trained to fulfil their roles
14. Delegate functions to the event team as appropriate

At the event

15. Prepare the venue and make sure all necessary resources are in place
16. Co-ordinate activities and resources during the event, in line with agreed plans
17. Help delegates to feel welcome
18. Respond to delegates' needs throughout the event
19. Resolve problems in a timely manner
20. Oversee the work of key staff during the event
21. Monitor compliance with relevant health, safety and security requirements
22. Liaise with venue management to make sure facility resources are in place

After the event

23. Clear and vacate the venue, in accordance with

Knowledge & Understanding

- A. The role of an event organiser
- B. How to plan and manage events to meet the objectives of the brief
- C. The different types of events and their main features
- D. The purpose and value of agreeing a brief and budget for the event
- E. The types of risks associated with events and how to minimise these
- F. How to develop a contingency plan for an event
- G. The types of information that delegates will need
- H. How to identify suitable venues for different types of events
- I. The types of resources needed for different types of events
- J. The special requirements that delegates may have and how to meet these
- K. Health, safety and security requirements when organising events
- L. The relevant legal and organisational requirements for contracts
- M. The types of activities and resources that may need to be co-ordinated during an event
- N. The types of problems that may occur during events and how to solve them
- O. What points to observe when clearing and vacating an event
- P. The purpose and value of evaluating an event and the methods you can use
- Q. The types of papers that may need to be circulated after an event
- R. Budgetary responsibilities and procedures

the terms of the contract

24. Prepare and circulate papers or conduct other follow-up activities, if necessary
25. Reconcile accounts to budget
26. Seek and collect feedback from those involved in the event
27. Analyse the feedback and share the analysis with relevant people
28. Agree key learning points and use these to improve the running of future events