



Higher National Unit specification

General information

Unit title: Managing an Event (SCQF level 8)

Unit code: H91M 35

Superclass: BA

Publication date: April 2015

Source: Scottish Qualifications Authority

Version: 03 (June 2019)

Unit purpose

This unit is designed to allow learners the opportunity to manage an event. Working in small groups, learners will prepare, plan and implement an event, and evaluate the event process.

Outcomes

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

- 1 Prepare two event feasibility reports, an event proposal and present findings in the form of a pitch to stakeholders.
- 2 Manage the planning of an event.
- 3 Manage the implementation of an event.
- 4 Evaluate the management of the event process.

Credit points and level

2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

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. However it would be helpful if the learner is working towards or already had achieved the following Units: H91J 34 *Organising an Event* and H91K 34 *Events Industry: An Introduction*.

Higher National Unit specification: General information (cont)

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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
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Core Skill component	None
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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.

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 and should be completed by each group. Individual learners should be able to demonstrate the minimum Evidence Requirements for each Outcome as described below.

The Knowledge and/or Skills in Outcomes 1, 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.

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

Prepare two event feasibility reports for an event and present findings in the form of a pitch to stakeholders.

Knowledge and/or skills

- ◆ **Work Effectively within a Team**
- ◆ **Event Feasibility**
- ◆ **Event Pitch**
- ◆ **Event Proposal**
- ◆ Event concept
- ◆ Event objectives
- ◆ Draft budget
- ◆ Event venue
- ◆ Event Resources
- ◆ Marketing plan
- ◆ Staff structure
- ◆ Needs of stakeholders

Higher National Unit specification: statement of standards (cont)

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Outcome 2

Manage the planning of an event.

Knowledge and/or skills

- ◆ **Working within a team**
- ◆ **Carrying out assigned roles and responsibilities**
- ◆ Legal requirements
- ◆ Event schedules and running order
- ◆ Event resources
- ◆ Event planning tool
- ◆ Contingency plan
- ◆ Event budget management
- ◆ Marketing strategy
- ◆ Stakeholder communication
- ◆ Customer feedback tool
- ◆ Risk Assessment

Outcome 3

Manage the implementation of an event.

Knowledge and/or skills

- ◆ **Participate in briefing sessions**
- ◆ **Carry out individual and team roles**
- ◆ **Display professional behaviour**
- ◆ **Follow running order and work schedules**
- ◆ Event set up
- ◆ Event running order
- ◆ Event 'breakdown'
- ◆ Event schedule
- ◆ Briefing session
- ◆ Task allocation
- ◆ Event resources
- ◆ Service standards and quality control
- ◆ Customer feedback
- ◆ Implementation of contingency plans

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event (SCQF level 8)

Outcome 4

Evaluate the management of the event process.

Knowledge and/or skills

- ◆ **Participate in debrief sessions**
- ◆ **Contribute to the event evaluation meeting**
- ◆ **Evaluate the event process**
- ◆ **Evaluate customer feedback data**
- ◆ **Evaluate individual contribution**
- ◆ **Evaluate group contribution**
- ◆ **Make management recommendations**

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event (SCQF level 8)

Evidence Requirements for this Unit

Outcome 1

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence of contributing to the Knowledge and/or Skills items shown in **bold** and cover the corresponding Evidence Requirements. The remaining Knowledge and/or Skills items can be sampled; depending on the role the learner has been allocated.

Learners will work in teams of no greater than 4 people. The members of the team will contribute to the feasibility reports. Using the findings of the feasibility reports the two event ideas should be compared. The group will then choose one event and create an event proposal for the chosen event. Finally the group will present a pitch to stakeholders seeking approval to run their event:

- ◆ **Contribute to the creation of two brief feasibility reports that describe the concept for at least two events. The reports should include:**
 - The aims for each event.
 - Brief description of each event.
 - Target Market for each event.
 - A draft budget for each event
 - Decision on feasibility of each event with justification and reasoning.
 - Evidence of research carried out.

- ◆ **Contribute to the creation of a detailed event proposal for the preferred event.** Provide a rationale and justification by producing an event proposal based on the findings of the feasibility report to include:
 - Events aims
 - Event objectives
 - Full description of the event.
 - An evaluation of the needs of stakeholders.
 - A suitable venue for the even with justification
 - Description of all the resources required to run the event (in-house and out sourced).
 - Description of the marketing plan including the target market and suggested methods of promoting the event.
 - Description of the staffing structure showing the roles of the staff required for
 - An event budget.

- ◆ **Contribute to a pitch for the chosen event idea in order to gain stakeholders approval by way of a panel presentation.**

Outcome 2

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence of contributing to the Knowledge and/or Skills items shown in **bold** and cover the corresponding Evidence Requirements. The remaining

Knowledge and/or Skills items can be sampled, depending on the role the learner has been allocated.

Learners will normally work in small groups of no more than 4 learners. The group will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event (SCQF level 8)

- ◆ **Contribute towards the creation of an Event Management Plan**
- ◆ **Contribute to the team by participating in meetings and contributing on a regular basis.**
- ◆ **Carry out assigned responsibilities and tasks.**
- ◆ **Keep a record of task completion.**
- ◆ Identify and record any plans to meet the legal aspects of running the event.
- ◆ Prepare event schedules from the agreed event proposal including set-up and running order.
- ◆ Utilise an event-planning tool to allocate key tasks, measure progress by monitoring slippage and achievement of key milestones.
- ◆ Prepare and manage a detailed budget.
- ◆ Source and manage suitable resources for the event.
- ◆ Devise and implement a marketing strategy.
- ◆ Plan and manage the process of stakeholder communication, including reporting of progress.
- ◆ Design a customer feedback tool to provide qualitative and quantitative data.
- ◆ Compile and manage the risk assessment for the event.
- ◆ Prepare contingency plans for the event.

Outcome 3

Evidence for the Knowledge and/or Skills in this Outcome will be generated through sampling. All learners must show evidence of contributing to the Knowledge and/or Skills items shown in **bold** and cover the corresponding Evidence Requirements. The remaining Knowledge and/or Skills Items can be sampled; depending on the role the learner has been allocated.

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

- ◆ **Participate in briefing sessions prior to running the event.**
- ◆ **Carry out assigned responsibilities and tasks at the event.**
- ◆ **Display professional behaviour toward stakeholders, the team and customers.**
- ◆ **Follow agreed running order or contingency plan.**
- ◆ Manage the set up, running and 'breakdown' of the event.
- ◆ Manage the event schedule.
- ◆ Manage a briefing session and allocate tasks as necessary.
- ◆ Manage the use of resources.
- ◆ Maintain service standards through quality control.
- ◆ Manage the customer feedback process.
- ◆ Apply any required contingencies.

- ◆ Ensure use of Risk Assessment, implement and monitor all control measures throughout the event.

Higher National Unit specification: statement of standards (cont)

Unit title: Managing an Event (SCQF level 8)

Outcome 4

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

- ◆ **Participate in the event debrief.**
- ◆ **Contribute to the event evaluation meeting.**
- ◆ **Analyse data obtained from customer feedback.**
- ◆ **Evaluate the effectiveness of individual and group contribution to the event.**
- ◆ **Evaluate the management of the event focussing on the event proposal, event management plan and implementation stages of the event.**
- ◆ **Describe any necessary recommendations for improvement of the management of the event.**

Teams should hold a debrief immediately after the event followed by an evaluation meeting within 1 week of the event taking place.

All learners must show evidence of contributing to all of the Knowledge and/or Skills items and the corresponding Evidence Requirements for Outcome 4.



Higher National Unit Support Notes

Unit title: Managing an Event (SCQF level 8)

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 type of event that a learner may choose to manage is varied, eg an exhibition, a conference, an open air concert, a fund raising event. The learners may undertake to manage an event in the workplace or as part of centre activity.

Outcome 1

Each learner will normally work in small groups of up to four learners. Each group, when preparing two brief feasibility studies will describe the event concepts including the aims for each event, brief description of each event, target market for each event, a draft budget for each event and a decision on the feasibility of each event using justification based on research carried out. A decision should then be made on the “best “event for the group to present to the stakeholders in a panel presentation.

The presentation to the panel should take the form of an event proposal which could include: Event Aims, event objectives, full description of the event , an evaluation of the needs of stakeholders, a suitable venue for the event with justification, description of all the resources required to run the event (in-house and out sourced), description of the marketing plan including the target market and suggested methods of promoting the event, description of the staffing structure showing the roles of the staff required for planning and running of the event and any other relevant points.

Outcome 2

The group will plan an event, utilising an event-planning tool to allocate key tasks and implement timescales, as well as preparing a detailed budget. They should devise and implement a promotional strategy. They should describe the process of stakeholder communication and design a customer feedback tool. A risk assessment should be prepared and managed along with contingency plans. Event schedule and checklist should be prepared for completion at the event.

Outcome 3

The group will manage the implementation with close reference and use of the risk assessment, event schedules and checklists. They will manage the set up, running and breakdown of the event, manage the event schedule, manage a briefing session and allocate tasks as necessary. They should manage effective use of resources and maintain service standards through quality control. Customer feedback should be managed.

Outcome 4

The group will evaluate the management of the event process. They will analyse data obtained from customer feedback, evaluate achievement of objectives, evaluate the effectiveness of individual and group contribution to the event and make recommendations for improvement. Each learner will submit an evaluation report.

Higher National Unit Support Notes (cont)

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Guidance on approaches to delivery of this Unit

This Unit is primarily a practical Unit. All theoretical underpinning should be taught prior to the event implementation.

The details of the assessment may be issued within the first few weeks of the start of the Unit to allow as much time as possible for learners to prepare to undertake the management of the event.

Outcome 1 may be assessed by means of reports and a presentation, integration may be considered along with other Units such as DK04 35 *Marketing Planning in Travel and Tourism* or F35X 34 *Food and Beverage Events*.

Outcome 2 may be assessed by means of a portfolio of evidence. Evidence may be submitted in the form of working documents such as Gantt charts or other event management planning tools, minutes of meetings, contracts, letters, and risk assessment.

Outcome 3 may be assessed using an observation checklist although evidence of planning should be retained.

Outcome 4 may be assessed by means of an individual report by the learner with evidence of group evaluation.

Reassessment for Outcome 1, 2, 3 the learner would be expected to prepare, plan and implement another event. In Outcome 4 the learner would be expected to resubmit the evaluation report.

Guidance on approaches to assessment for 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 employment or further and higher education.

The feasibility studies could be presented as informal reports based on research for two different event ideas. Further to discussion and a decision the event proposal is developed and “pitched” to a Panel. Evidence of the ‘pitch’ should be retained; either a copy of the presentation or a recording of the same.

For Outcome two the team could create an event manual providing evidence of all the criteria. The event planning tool used should be an accepted industry standard tool e.g. project management software, gantt charts or a spreadsheet. It is acceptable to use project management software, Gantt charts or a spreadsheet would also be acceptable. The planning tool should be a live document requiring updating constantly. Evidence such as screen dumps should be collected to evidence that the tool.

Higher National Unit Support Notes (cont)

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The evidence will need to show tasks, allocation, milestones and deadlines, and it should be possible to follow the timeline throughout the planning process. Evidence may be submitted as a portfolio in the form of working documents such as minutes of meetings, contracts, letters, risk assessment and any other appropriate material.

For Outcome 3, some knowledge and skills may be assessed by observation checklist. Evidence should be retained to show that learners have effectively prepared for running the event such as staff briefings, schedules, task allocation documents, etc.

The group should evaluate the event together in a debrief session and an evaluation meeting, the minutes of which must be retained for evidence. Each learner will then submit a reflective report analysing the event and their personal contribution to the management of the event. The report may be 1,200–1,500 words in length.

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.

Higher National Unit Support Notes (cont)

Unit title: Managing an Event (SCQF level 8)

Opportunities for developing Core and other essential skills

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 opportunities to develop the Core Skill of *Communication*: written at SCQF level 6 in this Unit. The delivery and assessment of this Unit may contribute towards the component 'Written Communication' of the Core Skill of *Communication* at SCQF level 6, particularly if a report is used as the instrument of assessment in the folio of evidence for Outcomes 1, 2 and 4. 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.

Any preparation towards producing a report within the folio of evidence, such as reading and research will facilitate development of the component's reading element, as learners will need to examine a variety of information.

History of changes to Unit

Version	Description of change	Date
03	Updates made to unit to more accurately reflect what is required from the learner/s in the course of completing the tasks.	03/06/2019
02	Core Skills of Problem Solving at SCQF level 6 and Working with Others at SCQF level 6 embedded.	1/10/2015

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General information for learners

Unit title: Managing an Event (SCQF level 8)

This Unit is designed to enable you to work in small groups to prepare, plan, manage and evaluate an event.

This Unit is designed to enable you to recognise the main issues that affect the feasibility, planning, running and evaluating an event.

It is primarily intended to prepare you for the post of an events supervisor/coordinator in your chosen career path, but can also help you if you already hold such a position within the industry.

The Unit covers 4 main areas.

Outcome 1

You will outline a draft budget for each event and a decision on the feasibility of each event using justification based on research carried out. A decision should then be made on the “best “event for the group to present to the stakeholders in a panel presentation. The presentation to the panel should take the form of an event proposal which could include: Event Aims, event objectives, full description of the event , an evaluation of the needs of stakeholders, a suitable venue for the event with justification, description of all the resources required to run the event (in-house and out sourced), description of the marketing plan including the target market and suggested methods of promoting the event, description of the staffing structure showing the roles of the staff required for planning and running of the event and any other relevant points.

Outcome 2

You or your group will plan an event, utilising an event-planning tool to allocate key tasks and implement timescales, as well as preparing a detailed budget. You should devise and implement a promotional strategy. You should describe the process of stakeholder communication and design a customer feedback tool. A risk assessment should be created and managed along with contingency plans. An event schedule should be completed.

Outcome 3

You or your group will manage the implementation of the event using the risk assessments, schedules and checklists. You will manage the set up, running and breakdown of the event, manage the event schedule, manage a briefing session and allocate tasks as necessary. You should manage effective use of resources and maintain service standards through quality control. Customer feedback should be managed.

Outcome 4

You or your group will evaluate assessment of the event. You will analyse data obtained from customer feedback, evaluate achievement of objectives, evaluate the effectiveness of individual and group contribution to the event and make recommendations for improvement.