



August 2021

Information on critical competences for holistic assessment

Group award title: HND Events Management

Group award code: GK6A 16

Group award aims (specific)

- ◆ 15 Prepare for employment in the events industry in a supervisory level post.
- ◆ 16 Gain an understanding of the role and application of the skills required in the events industry.
- ◆ 17 Develop the learner's knowledge and skills in the main occupational areas of the events industry.
- ◆ 18 Provide options which permit an element of vocational specialism in related areas to the events industry.
- ◆ 19 Develop key transferable skills, which are relevant to the events industry.
- ◆ 20 Enable progression to study the HND Events Management.
- ◆ 21 Enable progression to study a degree.
- ◆ 22 Develop a wider range of competences and expanded knowledge which a learner can achieve, by offering significant optional units relating to events management.
- ◆ 23 Enhance the likely entry point to an events organisation.
- ◆ 24 Gain entry to degree level courses.
- ◆ 25 Enable learners to enhance their understanding of the events industry from a managerial perspective.
- ◆ 26 Develop key transferable skills enabling learners to investigate issues and problems relating to events management.

Key critical competences

- ◆ Understand the scope of the events industry including the venues and resources involved.
- ◆ Plan, implement and evaluate an event.
- ◆ Develop knowledge and skills required to ensure compliance with appropriate safety or licensing legislation in the organisation of events.
- ◆ Develop the skills and knowledge to apply event budgetary techniques and analyse relevant funding available within the events industry.
- ◆ Understand marketing theory and practice.
- ◆ Develop relevant communication and ICT knowledge and skills.
- ◆ Develop knowledge/skills in chosen vocational specialism.
- ◆ Manage an event.

- ◆ Understand different areas of legislation applied in an events context including, contracts, employment, data protection, protecting the rights of others, data protection, intellectual property and copyright.
- ◆ Develop an understanding of the role of a manager as a leader and some of the key management behavioural skills required to meet an organisation's goals and objectives.
- ◆ Collect and analyse marketing information for an event or project/develop a marketing plan and devise marketing programmes to achieve stated marketing objectives.
- ◆ Understand the impact of sustainable development principles on the socio cultural, economic and environmental outcomes of the events industry. This will include the key elements and drivers of sustainable development, the influence of government, external groups, relevant and current legislation and emerging standards and practices in the industry as a whole.
- ◆ Understand government involvement in events in the UK, the role of the Third Sector and current issues and trends for large scale events.
- ◆ Develop underpinning financial knowledge and skills.
- ◆ Develop an understanding of public relations.

Units taken from

Events Industry: An Introduction

Organising an Event

Events Legislation: Safety and licensing

Events Budgeting and Funding

Marketing: An Introduction **or** Applying Marketing Principles in Travel and Tourism

Information Technology: Applications Software 1 **or** Using Software Application Packages

Communication: Business Communication **or** Communication: Practical Skills **or** Analysing and Delivering Complex Oral Presentations

Managing an Event

Event Legislation: Contracts and Protection

Behavioural Skills for Business

Marketing Planning in Travel and Tourism

Events: Principles and Practice of Sustainable Development

Events: Contemporary Issues and Influences

Preparing Financial Forecasts **or** Managing Financial Resources in Hospitality

Public Relations: Strategic Planning, Analysis and Application **or** Public Relations: Principles and Practice

Plus optional units in a vocational specialism.

Additional information

The contribution of work placement to the group award aims can be met holistically via other key mandatory units such as Organising or Managing an Event which typically bring the learner into contact with employers. So it will be possible to meet the group award aims and critical competences if the learner cannot complete the work placement.

If you have any questions, please contact qualification.development@sqa.org.uk.