



Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT009A Develop event concepts

Revision Number: 1

SITXEVT009A Develop event concepts

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to develop the overall concept, theme and format for a complex event comprising multiple components. Event bids and proposals are covered in unit SITXEVT008A Plan and develop event proposals and bids. The unit also shares some similarities with SITXEVT014A Develop conference programs, but is broader in application.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit This unit applies to the overall concept development process for any type of event. It may be relevant in any industry context, but has particular application in the cultural, community, hospitality, sporting and tourism sectors.

A complex event comprising multiple components must involve:

- need for a comprehensive and multifaceted event plan
- need for a formal internal or external communications strategy
- dedicated and diverse event budget
- multiple administrative and operational components
- a wide range of stakeholders
- an event operations team.

Concept development occurs at the commencement of the event management cycle and involves the application of significant analytical, creative and conceptual skills teamed with sound operational management expertise. Sometimes the concept development phase is undertaken as part of the event bidding process. An event manager or other individual often in the event sponsoring organisation undertakes this role in consultation with a range of event stakeholders and sometimes under the guidance of an event organising committee.

The unit does not include the specialist concept development undertaken by experts such as writers, technical specialists or lighting, sound, exhibition, set or costume designers.

Consultation with relevant experts, however, may be a key aspect of overall event concept development.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Establish overall event objectives and scope.	<p>1.1 Clarify and agree on key <i>event objectives</i> in consultation with <i>event stakeholders</i>.</p> <p>1.2 Analyse <i>initial event information</i> and consult with stakeholders to determine the broad scope of the event.</p> <p>1.3 Identify and analyse <i>internal and external factors</i> that may impact on the event.</p>
2 Establish event concept theme and format.	<p>2.1 Identify and access sources of information and ideas to inform event concept development.</p> <p>2.2 Research and critically evaluate ideas and information for possible application to current and future work.</p> <p>2.3 Generate discussion and consultation with event stakeholders and other colleagues to progress development of the event concept.</p> <p>2.4 Explore, test and reflect on <i>different and innovative</i></p>

ELEMENT	PERFORMANCE CRITERIA
	<p><i>approaches</i> as part of the concept development process.</p> <p>2.5 Develop overall event concept, theme and format that reflect key objectives and meet potential audience needs.</p>
3 Evaluate and progress concept to operational stage.	<p>3.1 Verify the <i>operational practicality and cohesiveness</i> of the concept, theme and format through consultation and analysis.</p> <p>3.2 Select and implement a strategy for effective communication about the concept with <i>event stakeholders</i>.</p> <p>3.3 Develop a summary of <i>key logistical requirements</i> based on the overall concept, theme and format.</p> <p>3.4 Facilitate effective planning and implementation through timely provision of accurate and complete information on the concept, theme and format to all relevant stakeholders.</p> <p>3.5 Obtain relevant approvals prior to implementation.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- critical thinking skills to assess, select and synthesise broad ideas and concepts
- planning and organisational skills to tie concepts to the need for operational practicality
- communication skills to consult and liaise with a wide range of stakeholders on potentially complex concepts and planning issues
- literacy skills to interpret and develop information dealing with complex concepts
- numeracy skills to estimate costs, work with budgets and understand the impact of budgetary limitations on concept development.

The following knowledge must be assessed as part of this unit:

- processes to explore, generate and test ideas to develop a concept, format and theme
- range of different creative, promotional, technical and operational options to consider when developing an event concept
- key stakeholders for different types of event
- internal and external factors to be considered when developing an event concept
- key operational issues and logistical requirements that impact on development of an event concept in the relevant industry context
- risk management factors that impact on event concept development
- legislative requirements that may impact on the event concept, e.g. safety and licensing
- common environmental site impacts and minimal impact practices that can be typically used.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to Evidence of the following is essential:

- ability to develop an event concept and format that are

EVIDENCE GUIDE

demonstrate competency in this unit

operationally practical and result in the achievement of event objectives

- knowledge of typical formats and specific components for different types of events
- development of a concept, theme and format for a complex event to meet a specified need.

Context of and specific resources for assessment

Assessment must ensure:

- access to and interaction with event industry suppliers
- involvement of and interaction with an event principal or organising group.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- case studies to develop concepts, themes and formats for different types of events
- evaluation of a concept, theme and format through a candidate presentation or bid for an event
- oral or written questions to assess knowledge of the range of key market factors and management issues to be considered in the concept development phase
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

- Event objectives* may be:
- creative
 - profile creation
 - community impact
 - participation or attendance.

- Event stakeholders* may include:
- event principal
 - local community
 - organising committees
 - local authorities
 - clients
 - colleagues
 - staging contractors
 - entertainers.

- Initial event information* may relate to:
- date, time and duration
 - size and scope
 - location
 - resourcing.

RANGE STATEMENT

- Internal and external factors*** to be assessed may include:
- human, financial and physical resource availability, including:
 - potential for attracting additional resources, such as sponsorship and co-hosting
 - level of management commitment
 - restrictions on lead time
 - potential levels of participation and interest
 - competitive environment
 - timing and duration factors, such as impact of public holidays and other public events
 - potential contributors
 - talent requirements
 - climate
 - access factors
 - marketing and promotional issues, such as potential for media coverage
 - safety factors
 - risk management considerations.
- Different and innovative approaches*** may involve:
- adapting existing ideas, products or services
 - developing new ideas, products or services
 - incorporating or experimenting with new technologies
 - challenging established ways of doing things.
- Operational practicality and cohesiveness*** may relate to:
- scheduling
 - availability of human, financial and physical resources
 - ensuring realistic attendance expectation
 - venue or site constraints
 - time constraints
 - managing risk
 - managing negative environmental impacts by use of minimal impact practices.

RANGE STATEMENT

- Key logistical requirements* may relate to:
- venue and site set-up and design
 - catering
 - physical elements
 - technical effects, including sound, lighting and audiovisual
 - collateral materials
 - need for specialist contractors
 - minimal impact practices for the construction, maintenance and disposal of event staging components.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Event Management