

Unit 408

Manage events

UAN:	M/506/1959
Level:	4
Credit value:	6
GLH:	49
Relationship to NOS:	Business & Administration (2013) National Occupational Standards: <ul style="list-style-type: none">• CFABAA312 Organise and coordinate event
Assessment requirements specified by a sector or regulatory body:	Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to develop the knowledge and skills required to manage events. Upon completion of this unit, learners will develop an understanding of the management of an event, and will be able to manage events at all stages, including the planning stage, the execution stage and the follow-up stage.

Learning outcome

The learner will:

1. Understand the management of an event.

Assessment criteria

The learner can:

- 1.1 explain how organisational objectives will be met by an event
- 1.2 explain the flexibilities and constraints of an event's budget
- 1.3 evaluate the use of project management techniques in event management
- 1.4 analyse how models of contingency and crisis management can be applied to event management
- 1.5 analyse the use of customer relationship management (CRM) systems to attract attendees
- 1.6 evaluate the application of the principles of logistics to event management
- 1.7 describe the insurance requirements of an event.

Assessment Guidance/ Evidence Requirements

Techniques include:

- The Iron triangle of Project Management
- The Planning Cycle

<p>SWOT Analysis Risk Analysis Gantt Charts Critical Path Analysis</p> <p>Models: Risk/Impact Probability Chart Issue Management Log</p> <p>Evidence may be provided by:</p> <ul style="list-style-type: none"> • report • professional discussion • questioning
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Learning outcome
The learner will: 2. Be able to manage the planning of an event.
Assessment criteria
The learner can: 2.1 identify the purpose of an event and the key messages to be communicated 2.2 identify target attendees for an event 2.3 Assess the impact of an event on an organisation and its stakeholders 2.4 establish requirements for resources, location, technical facilities, layout, health and safety 2.5 identify how event-related risks and contingencies will be managed 2.6 develop an event plan that specifies objectives, success and evaluation criteria 2.7 make formal agreements for what will be provided, by whom and when 2.8 determine methods of entry, security, access and pricing.

Assessment Guidance/ Evidence Requirements
<p>Events for this unit may include but are not limited to: Conference Wedding Launch of a new Product/Service Sporting Event</p> <p>Evidence may be provided by:</p> <ul style="list-style-type: none"> • product • witness testimony • report • professional discussion • questioning

Learning outcome

The learner will:

3. Be able to manage an event.

Assessment criteria

The learner can:

- 3.1 manage the allocation of resources in accordance with the event management plan
- 3.2 respond to changing circumstances in accordance with contingency plans
- 3.3 deliver agreed outputs within the timescale
- 3.4 manage interdependencies, risks and problems in accordance with the event management plan
- 3.5 comply with the venue, insurance and technical requirements
- 3.6 apply the principles and good practice of customer care when managing an event
- 3.7 adhere to organisational policies and procedures, legal and ethical requirements when managing an event.

Assessment Guidance/ Evidence Requirements**Evidence may be provided by:**

- product
- witness testimony
- report
- questioning

Learning outcome

The learner will:

4. Be able to follow up an event.

Assessment criteria

The learner can:

- 4.1 ensure that all post-event leads or actions are followed up
- 4.2 optimise opportunities to take actions that are likely to further business objectives
- 4.3 evaluate the effectiveness of an event against agreed criteria.

Assessment Guidance/ Evidence Requirements**Evidence may be provided by:**

- product
- witness testimony
- report
- questioning

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Supporting information

Guidance

For this unit the candidate's report can outline how they worked through the unit, which may also include additional evidence from, eg witness testimony, as well as product. A report at this level would be in excess of 2000 words.