SITXEVT505 Manage on-site event operations

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E
	Replaces and is equivalent to SITXEVT017B Provide on-site event management services.
	New title. Re-worked Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content. Re-worked Evidence Guide to better articulate rigorous assessment requirements.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage on-site operational activities for the staging of events. It requires the ability to finalise operational plans, oversee event set up, execution and break down and evaluate the operational success of events.

Application of the Unit

Events are diverse in nature and this unit is relevant to any type of event coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors. This unit applies to event coordinators and managers as well as venue duty, front of house and operations managers who operate independently, and are responsible for making a range of operational decisions. They may work in event management companies, in event venues, or in organisations which organise their own events.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Finalise event preparations.	1.1 Check final arrangements for *event* and address any discrepancies or outstanding matters.
	1.2 Analyse event requirements and develop *plans and procedures* for event staging.
	1.3 Prepare and collate *operational documentation* to facilitate effective on-site management and distribute to *relevant personnel*.
	1.4 Develop and provide *event briefings* to relevant personnel in advance of the event.
	1.5 Minimise use of printed materials and maximise electronic transmission of documents to reduce waste.
2. Oversee event set up.	2.1 Establish on-site contact with *contractors* and reconfirm all requirements.
	2.2 Assess all aspects of event set up against prearranged service agreements and check for safety and ease of attendee access.
	2.3 Identify any *deficiencies and discrepancies* and take prompt action to resolve.
	2.4 Conduct final briefing on event operational details including *communication and control mechanisms*.
3. Monitor event operation.	3.1 Monitor event operation through observation and communication with relevant personnel to ensure effective delivery of services.
	3.2 Identify and quickly evaluate operational problems as they arise and take prompt action to resolve.
	3.3 Monitor compliance with environmental and social sustainability procedures to ensure minimal impacts.
	3.4 Liaise with client throughout event to ensure satisfaction with service delivery and make necessary adjustments.
4. Oversee event break down.	4.1 Ensure *event break down* is completed according to agreements.
	4.2 Check and sign invoices according to contractor agreements.
	4.3 Debrief relevant personnel to improve future event service delivery.
5. Evaluate	5.1 Obtain feedback from customers and seek input from personnel

operational success of event.	and contractors on event operations.
	5.2 Reflect on and evaluate operational problems.
	5.3 Provide recommendations for improvements to future event management practices.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
  - provide clear and accurate verbal briefings to event team and contractors about operational details of event staging
  - liaise with clients to ensure satisfaction with service delivery
  - provide precise instructions to event team members and contractors throughout the operation of the event
  - negotiate solutions and provide clear instructions when problems arise
- critical thinking skills to:
  - analyse event requirements and develop plans and procedures to facilitate effective event staging
  - quickly evaluate problems as they arise and determine solutions
  - evaluate feedback from clients and event personnel and use to benefit future events
- literacy skills to:
  - read and interpret complex event planning documentation
  - write complex and detailed, yet easily accessible, event operational documents
- numeracy skills to:
  - interpret event budgets and event service agreement costings to ascertain correct on-site supply of contracted services
  - work quickly and accurately with budget figures to calculate effect on event profitability when resolving on-site problems
- planning and organising skills to collate event staging documentation and finalise all operational aspects of event within designated deadlines
- problem-solving skills to:
  - identify operational problems as they arise, make quick evaluations and resolve all issues immediately
  - negotiate solutions with clients, internal and external personnel under pressure where time constraints play a key factor
- self-management skills to take responsibility for the finalisation of event plans and on-site coordination of the delivery of the event
- teamwork skills to:
  - lead a team of event staging personnel and external contractors to effectively deliver events
  - consult with team members and take account of suggested solutions to on-site staging problems
- technology skills to use calculators, computers, software programs and printers for processing event documentation and two-way communication equipment for on-site management.

Required knowledge

- characteristics of different types of events; their purpose, format and running order
- roles and responsibilities and hierarchy of controls and reporting, for event staging, of:
  - corporate clients
  - internal event team members, venue personnel and external contractors
  - on-site event manager
- features and functions of a range of two-way communication equipment used to facilitate communication between event personnel
- techniques for managing stress and time during operation of events
- key features and functions of event staging products and services including:
  - catering
  - displays, stands and signage
  - exhibitor services
  - security
  - talent:
    - entertainers
    - speakers
  - technical equipment and services:
    - audio-visual
    - lighting
    - rigging
    - sets
    - sound
    - special effects
    - stage design
  - venue or site:
    - furniture
    - layouts
    - registration areas and equipment
    - styling
- a range of styles for setting up venue rooms and their different purposes including:
  - banquet
  - classroom
  - conference
  - theatre
  - u shape
- a range of formats for, inclusions and uses of:
  - operational plans and procedures used to manage on-site event logistics
  - event documentation issued to operational personnel and contractors including, briefing papers, running sheets for delivery of event, registration reports and layout

plan for venue or site

- event service agreements

- key environmental and social impacts of event delivery and minimal impact procedures to reduce these including issues surrounding:
  - lifestyle of neighbouring residents
  - maintenance of natural and cultural integrity
  - recycling and disposal of all waste, especially hazardous substances
  - safety for crowds and the movement of large numbers of attendees
  - use of energy, water and other resources during event set up, operation and break down.

Evidence Guide

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

Overview of assessment	

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to:
	 • manage on-site event operations for events involving:
	  • comprehensive event plans
	  • dedicated event budgets
	  • formal communications plans
	  • multiple operational components
	  • an event operations team
	  • a wide range of stakeholders
	 • efficiently manage on-site operations of multiple and diverse events including overseeing event set up, operation and break down
	 • develop accurate and comprehensive plans, procedures and operational documentation for staging events
	 • integrate knowledge of:
	  • purpose, format and running order for different types of events
	  • key features and functions of event staging products and services
	  • roles and responsibilities of different personnel in event staging
	  • formats for and inclusions of event documentation
	 • manage on-site events in live time where commercially realistic time pressures and constraints play a key factor.

Context of and specific resources for assessment	Assessment must ensure use of:
	 • actual events for which on-site event operations are managed. Events may be created for the specific purpose of skills assessment, but must still meet the requirements outlined under Critical aspects of assessment, and have commercial, community or business relevance. Small personal events are not appropriate as a means of assessing an individual's skills and knowledge
	 • venues and sites where events are operated; these can be:
	  • real event venues and sites
	  • event venues and sites operated within a training organisation such as auditoria, exhibition areas, conference

rooms, restaurants and sporting facilities where real events are staged
- customers with whom the individual can interact
- internal event team members, venue personnel and external contractors with whom the individual can interact
- computers, software programs and printers currently used by the events industry to prepare event documentation
- two-way communication equipment for on-site management
- comprehensive event plans
- dedicated event budgets
- industry current template documents:
  - documents used to manage on-site event logistics including plans, procedures briefing papers, running sheets event, registration reports and layout plans for venues or sites
  - event service agreements.

Method of assessment

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

- direct observation, using role plays, of the individual:
  - providing pre-event briefing to event personnel
  - interacting with internal venue staff and external contractors to facilitate effective event delivery
- evaluation of the operational efficiency and service quality at an event site-managed by the individual
- evaluation of reports prepared by the individual on the on-site event management process, including the issues and challenges associated with delivering effective outcomes
- review of documents prepared by the individual:
  - operational plans and procedures used to manage on-site event logistics
  - briefing papers and running sheets for delivery of event
- case studies and problem-solving exercises to allow the individual to analyse and respond to different staging deficiencies and discrepancies
- written or oral questioning to assess knowledge of:
  - purpose, format and running order for different types of events
  - key features and functions of event staging products and services
  - roles and responsibilities of different personnel in the event staging process
  - formats for and inclusions of event documentation
- review of portfolios of evidence and third-party workplace

reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example:

- BSBWRT401A Write complex documents
- SITXCCS501 Manage quality customer service
- SITXMGT401 Monitor work operations
- SITXWHS301 Identify hazards, assess and control safety risks.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Event may include:	- business and corporate - entertainment and leisure - exhibitions, expositions and fairs - festivals - fundraising - government and civic - marketing - meetings and conventions - social - sports.
Plans and procedures may be developed to manage:	- bump-in and bump-out of: - client displays and livery - exhibitor or sponsor stands - merchandising stands - on-site registration area - seating - tables - technical equipment and services - venue styling - communication channels with and between: - clients - event operational team - exhibitors - organising committee - sponsors - suppliers - volunteers - crowd control - hazard identification and risk assessment - minimal impacts on lifestyle of local residents - on-site registrations - record keeping and reporting - recycling and correct and environmentally sound disposal practices for waste

- regulatory requirements
- roles and responsibilities of internal staff, contractors and volunteers
- reporting structures for resolution of problems
- risk to and control measures for:
    - attendees
    - contract staff
    - local community
    - personnel
    - site and environment
    - volunteers
- security
- storage facilities for client and outside contractors
- use of energy, water and other resources during event set up, operation and break down
- transportation and timelines
- work health and safety.

Operational documentation may include:

- briefing papers
- contact numbers for:
    - contractors
    - emergency services
- copies of agreements with:
    - contractors
    - clients
- event program and scheduled time for activities
- event orders
- itemised lists of resources, suppliers and costs
- layout plan for venue or site
- plans and procedures
- registration reports:
    - attendance lists per session, site, venue or table
    - name lists
    - special requests
- running sheet for delivery of event
- service vouchers
- signage
- site maps
- staffing rosters.

Relevant personnel may include:

- clients
- contractors
- event operational team

- exhibitors
- internal personnel
- merchandisers
- organising committee
- sponsors
- suppliers
- venue coordinators or duty managers
- volunteers.

Event briefings may:

- be:
    - face-to-face
    - in writing
    - on telephone
- involve clarification of:
    - access times for service personnel, client and attendees
    - client expectations
    - client role in event management
    - event program and scheduled time for activities
    - hierarchy of responsibility for instructions, controls and resolution of problems during event operation
    - procedures for event staging
    - regulatory compliance and roles and responsibilities of individual team members
    - roles and responsibilities of internal staff, contractors and volunteers
    - service expectations
    - staffing rosters.

Contractors may include:

- caterers
- display suppliers
- entertainers
- food and beverage personnel
- florists
- equipment hire companies
- registration and ticket sales specialist companies
- security personnel
- speakers and facilitators
- suppliers of technical equipment and services:
    - audio-visual
    - pyrotechnics
    - rigging
    - sound and lighting

	• special effects
	• stage design and construction
	• venue styling
	• venue coordinators or duty managers.
Deficiencies and discrepancies may include:	• client dissatisfaction
	• delays
	• faulty or unavailable technical equipment
	• inadequate supplies
	• incorrect set up of:
	• client displays and livery
	• exhibitor or sponsor stands
	• merchandising stands
	• on-site registration area
	• seating
	• tables
	• technical equipment and services
	• venue styling
	• inappropriate space for on-site registration areas
	• inappropriate management of risk to personnel, participants and the site environment
	• lack of equipment to manage displays and signage
	• non-arrival of key talent or speakers
	• non-compliance with environmental and social sustainability practices
	• non-compliance with legislative requirements and local council requirements
	• shortage of or incorrect food and beverage
	• staff shortages.
Communication and control mechanisms may include:	• guidelines on hierarchy of control and reporting lines during the event
	• operational procedures
	• regularity of updates to:
	• clients
	• event managers.
Event break down may involve:	• correct removal of infrastructure and facilities to ensure site is left in good condition
	• debriefing participants, exhibitors and contractors
	• directing event team member participation
	• liaising with venue and site personnel
	• overseeing recycling and environmentally sound disposal of waste

- packing and removing items.

Unit Sector(s)

Cross-Sector

Competency Field

Events