



Australian Government

Assessment Requirements for SITEEVT024 Develop conference and event programs

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- design one conference or event program in consultation with stakeholders
- determine and document the following operational and program requirements for the above program:
 - accommodation
 - budget
 - catering
 - date
 - delegate numbers and profile
 - duration
 - event running sheet
 - venue and production requirements
 - balance of social and business program
 - format
 - learning and development requirements
 - speakers, facilitators and talent.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- needs of different conference and event market segments and relevant stakeholders:
 - associations
 - corporate
 - government
- conference and event session formats, and the features, advantages and disadvantages of different options
- current, emerging and innovative approaches to conference and event program design
- processes for publicising event as outlined in conference or event management plan
- processes for ensuring material used to promote event aligns with conference or event management plan

- different conference and event program components and their impact on program design:
 - breaks
 - business program:
 - plenary
 - break-outs
 - catering
 - exhibitions
 - links with other parallel events
 - pre- and post-touring elements
 - social program
- scheduling options and issues for conferences and events of varying durations
- options for conference and event production:
 - key production components
 - room layouts
 - current technologies
 - virtual conferencing and event options
 - venue requirements
- educational, learning and development principles:
 - learning principles for different groups
 - varying learning styles
 - features of learning materials
 - features of academic abstracts and how they are used.

Assessment Conditions

Skills must be demonstrated in:

- a live conference or event; or
- a simulated conference or event, set up for the purpose of skills assessment.

Assessment must ensure access to:

- dedicated conference or event budget
- current industry documentation relating to different conference or event venues for:
 - audio-visual
 - banquet event orders
 - floors plans
 - insurance and indemnity
 - menus
 - venue access information
 - venue requirements
- computers and word processing software to produce conference or event programs
- organisational templates for:

- booking forms
- running sheets
- registration reports
- risk assessments
- sign-in and sign-out records
- stakeholders with whom the individual consults and develops a conference or event program. These can be:
 - those in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors and have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>