



**Australian Government**

# **SITEEVT024 Develop conference and event programs**

**Release: 1**

## SITEEVT024 Develop conference and event programs

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to develop conference and event programs that include a significant business component. It requires the application of detailed knowledge of conference and event formats and options as well as a sound understanding of learning and development issues that impact on program design.

This unit is relevant to conferences and events that are diverse in nature and are coordinated in many industry contexts.

It applies to workers who operate independently and are responsible for making a range of operational decisions. They may work in event management companies, in conference venues, or in organisations that produce their own conferences.

The skills in this unit of competency must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

### Pre-requisite Unit

Nil

### Competency Field

### Unit Sector

Events

### Elements and Performance Criteria

#### ELEMENTS

*Elements describe the essential outcomes*

1. Establish program requirements.

#### PERFORMANCE CRITERIA

*Performance criteria describe the performance needed to demonstrate achievement of the element.*

- 1.1. Analyse conference or event context, scope and objectives in consultation with stakeholders to determine program parameters and structure.
- 1.2. Develop and agree on program requirements in consultation with relevant stakeholders.

- 1.3 Assess internal and external factors for impact on program design.
2. Design conference or event program.
  - 2.1. Develop conference or event format within known budget, venue and production constraints.
  - 2.2. Research and analyse options for different program components and investigate ways to incorporate innovative approaches.
  - 2.3. Identify and integrate use of appropriate technologies into program development.
  - 2.4. Include activities that integrate learning and development principles appropriate to the target audience.
3. Finalise program details.
  - 3.1. Create cohesive conference or event programs by integrating program components and scheduling.
  - 3.2. Prepare realistic program cost estimates.
  - 3.3. Present proposed conference or event program to appropriate stakeholders.
  - 3.4. Negotiate program details with stakeholders and gain appropriate approvals.
  - 3.5. Initiate actions for publication of conference or event program in the context of broader conference management plans.

## Foundation Skills

*Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.*

### SKILLS

### DESCRIPTION

- |                               |   |
|-------------------------------|---|
| Reading skills to:            | <ul style="list-style-type: none"> <li>• research and interpret potentially wide-ranging and complex information sources about conference and event programming options.</li> </ul> |
| Writing skills to:            | <ul style="list-style-type: none"> <li>• develop clear program documentation.</li> </ul>  |
| Oral communication skills to: | <ul style="list-style-type: none"> <li>• communicate effectively with the stakeholder group.</li> </ul>   |
| Numeracy skills to:           | <ul style="list-style-type: none"> <li>• work within conference or event scheduling and timing requirements.</li> </ul>   |
| Learning skills to:           | <ul style="list-style-type: none"> <li>• develop and maintain knowledge of conference and event programming options.</li> </ul>   |

## Unit Mapping Information

Supersedes and is equivalent to SITEEVT006 Develop conference programs.

## Links

Companion Volume implementation guides are found in VETNet -

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