

## Unit 8: Managing Conference and Events

<b>Unit code</b>	<b>M/616/1795</b>
<b>Unit level</b>	<b>4</b>
<b>Credit value</b>	<b>15</b>

### **Introduction**

The aim of this unit is to give students a background knowledge and understanding of the events and conferencing industry. Students will be required to study the different types of events and profile real events from different events categories. Students will learn how to set up a variety of conferences and the type of equipment and resources required to set up conferences and events.

Students will discover the different job roles in the events industry and the skills required for the roles. Students will evaluate their own skills to identify what they need to improve on to gain their desired roles.

Students will investigate the criteria required to run and manage a safe and secure event, both in terms of the physical venue and dealing with situations that might occur. On completion of the unit students will have a good understanding of the industry and the skills required and transferable skills in safety, which is invaluable for any area of the events sector.

## **Learning Outcomes**

By the end of this unit students will be able to:

1. Investigate the different categories and dimensions of events within the events sector
2. Examine the considerations for conference and event room set ups defining the professional standards required
3. Explore the management skills required to work within the events environment and successfully deal with stakeholders
4. Explain the measures required to manage a secure and safe events environment for staff and guests.

## Essential content

### LO1 Investigate the different categories and dimensions of events within the events sector

#### *Diversity of the sector:*

Event typologies and examples, hallmark, mega, community and special

Different categories of events within the leisure, travel and tourism sector e.g. weddings, private parties versus the corporate sector that includes conferences, meetings, product launches, seminars, promotional events, award ceremonies

Different categories of exhibitions and fairs e.g. carnivals, art fairs and trade shows

The growth in popularity of different categories of festivals e.g. music, religious, sport and food and drink

The value and economic contribution of the events sector

Different dimensions of events e.g. mobile versus place, multi versus single event, live versus virtual event

#### *Features of events:*

The different considerations of an event depending on the type of event

How the purpose, type of client, type of guest, size, influences the choice of location, venues, budgets, duration and entertainment provision

#### *Current trends within the event industry:*

The impact of digital technology in the events sector e.g. use of events apps, live streaming, visual animation walls, interactive technology

Increasing safety and security requirements

New and innovative types of events

Niche events and sustainability

### LO2 Examine the considerations for conference and event room set ups defining the professional standards required

#### *Meeting room configurations:*

Space utilisation for comfort and to accommodate the number of guests

Room layout and design set up e.g. theatre style, U-shape and boardroom

Delegate place setting and value-added consumables

Space, heating, ventilation and lighting considerations to create the right ambience and brand experience

Criteria to meet the set brand standards

*Delivery of Daily Delegate Package (DDP):*

Type of DDP packages, rates, add on and up selling, typical target consumer and meeting a diverse range of cultural and religious requirements

*Equipment requirements:*

Audio-visual requirements e.g. Wi-Fi connectivity, facilities for conference calling and video calling

Multiple projections, web streaming, event recording and webcasting

Event apps and live interactive collaboration packages

*Additional services and added value:*

Catering and specific requirements

Business Centre facilities

Special requirements for different client groups e.g. children, elderly and people with disabilities

Specific requirements and services for international guests/speakers, high profile and VIP guests

**L03 Explore the management skills required to work within the events environment and successfully deal with stakeholders**

*Different job roles and responsibilities:*

The importance of effective inter-relationships with other departments involved in the process

The importance of overseeing all aspects of the event on the day and utilising networking opportunities

*Key management responsibilities:*

How to create appropriate event proposals to meet the client brief and specific requirements

Effective relationship building and networking with vendors and venues

Team management to communicate effectively with all stakeholders

Issuing invoices and producing financial statements and reports, creating sales opportunities

The importance of strategic planning to meet targets and maximise profit

Contingency planning and conducting risk assessment

Co-ordination of different functions to minimise disruption

*Personal attributes and skills:*

Trade-specific technical skills appropriate to role

People management skills and allocation of responsibilities, briefing and supervision

Logistics and resource management skills e.g. analytical, problem-solving, fast thinking, record keeping, finance

Project management skills

Cultural awareness and sensitivity

Personal attitude, appearance and professional conduct

**LO4 Explain the measures required to manage a secure and safe events environment for staff and guests**

*Providing a safe venue:*

Venue site visit and appraisal

Risk assessments, Health and Safety, food safety, room capacity, fire safety, equipment and required facilities, storage

Risk management and contingency planning, provisions of emergency services, first aid

The importance of signage and orientation

*Providing a safe environment for guests:*

Security and crowd management strategies

Evacuation procedures

The use of contingency plans

Conflict resolution in dealing with disruptive guests, predicting issues, problems and situations

*Safe environment for staff:*

Legal responsibilities and requirements

Training and development

Providing Personal Protective Equipment PPE

Providing the correct equipment, tools required and giving accurate briefings

## Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p><b>LO1</b> Investigate the different categories and dimensions of events within the events sector</p>		<p><b>D1</b> Critique the development of the events sector providing specific examples from a range of different categories of events</p>
<p><b>P1</b> Examine the different categories and dimensions of events using specific examples to illustrate the differences</p> <p><b>P2</b> Using specific examples from different categories of events discuss the features and current trends influencing the events sector</p>	<p><b>M1</b> Analyse current event trends to explain how events are adapting to stay innovative using specific examples from different categories of events</p>	
<p><b>LO2</b> Examine the considerations for conference and event room set ups defining the professional standards required</p>		<p><b>D2</b> Justify choices made for the design and layout to set up a conference or event correctly and exceed specific client expectations and needs</p>
<p><b>P3</b> Design an event layout to correctly set up a conference or event room to meet specific client brief and requirements</p> <p><b>P4</b> Examine the additional services available within a conference or event environment and the importance to provide them to meet specific client requirements for added value</p>	<p><b>M2</b> Evaluate the quality of the design and layout in meeting client expectations and needs</p>	
<p><b>LO3</b> Explore the management skills required to work within the events environment and successfully deal with stakeholders</p>		<p><b>D3</b> Critically evaluate management skills required in the event industry making and justifying recommendations to meet stakeholder requirements</p>
<p><b>P5</b> Explore the different management roles within the event industry with reference to current job opportunities in the sector</p> <p><b>P6</b> Review the management skills and personal attributes required to work within the events industry and meet stakeholder needs and expectations</p>	<p><b>M3</b> Evaluate the impact of management skills on creating a successful event to meet stakeholders' needs and expectations</p>	

Pass	Merit	Distinction
<p><b>LO4</b> Explain the measures required to manage a secure and safe events environment for staff and guests</p>		
<p><b>P7</b> Specify and explain the appropriate measures required to provide a secure and safe event venue, a safe environment for guests and a safe working environment for events staff, providing specific examples</p>	<p><b>M4</b> Compare and contrast the security and safety provision for specific events examples</p>	<p><b>D4</b> Justify recommendations to improve the provision of security and safety at specific events in terms of benefit and cost to the business, staff and guests</p>

## Recommended resources

### Textbooks

ARMSTRONG, D. and ALLAN SCOTT, J. (2016) *The Event Professional's Handbook: The Secrets of Successful Events*. Harriman House Ltd.

BLADEB, C. et al. (2012) *Events Management: An Introduction*. Oxford: Routledge. BOWDIN, G., McDONNELL, I., ALLEN, J. and O'TOOLE, W. (2010) *Events Management*. 3rd ed. Oxford: Butterworth Heinemann.

FERDINAND, N. and KITCHEN, P. (2012) *Events Management – An International Approach*. London: Sage Publications Ltd.

RAJ, R., WALTERS, P. and RASHID, T. (2013) *Events Management: Principles and Practice*. London: Sage Publications.

### Websites

<a href="http://www.abpc.org">www.abpc.org</a>	Association of British Professional Conference Organisers Industry news and updates (General Reference)
<a href="http://www.iem.institute">www.iem.institute</a>	Institute of Event Management Professional Recognition (General Reference)
<a href="http://www.ifea.com">www.ifea.com</a>	International Festivals and Events Association Industry news and webinars (General Reference)

### Links

This unit links to the following related units:

*Unit 5: Leadership and Management*

*for Service Industries Unit 29:*

*Managing and Planning an Event*

*Unit 30: Global Events*