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| **BE3 - 40XXX** | **Prepare a plan to support a business event** |

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| **Kaupae |** Level | 4 |
| **Whiwhinga |** Credit | 10 |
| **Whāinga |** Purpose | This skill standard is designed to equip learners with the knowledge and skills necessary to plan a business event, including ensuring all logistical, financial, and risk aspects are thoroughly addressed, in order to excel in the role of an emerging business events professional.  This skill standard can be used in a range of qualifications and micro-credentials where there is a requirement for planning to deliver a business event. |

**Hua o te ako me Paearu aromatawai |** Learning outcomes and assessment criteria

| **Hua o te ako |** Learning outcomes | **Paearu aromatawai |** Assessment criteria |
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| 1. Prepare a plan to support a business event. | 1. Identify and define the scope, objectives, and goals of the event. |
| 1. Produce a budget for the business event. |
| 1. Prepare a detailed plan for the event, including pre-event, delivery of event, post-event phases; and ensuring all logistical, resource, financial, stakeholder, and risk aspects are addressed. |
| 1. Integrate knowledge of digital platforms and tools, and sustainability practices, within the event plan. |

**Pārongo aromatawai me te taumata paearu |** Assessment information and grade criteria

*Assessment specifications:*

Assessment against this standard must take place in a business events related workplace when appropriate situations arise, or in a provider environment if simulated workplace conditions are able to be provided that reflect the standards of a business events related workplace.

Learning and assessment should, where appropriate, demonstrate indigenous values of manaakitanga, whanaungatanga and kaitiakitanga, and may thread te reo Māori and tikanga Māori learning throughout as appropriate.

Definition

*Business events* refer to organised gatherings where professionals come together to network, share knowledge, experiences and discuss/explore business opportunities. These events can take many forms, such as conferences, incentives, trade shows, seminars, workshops, meetings, and hybrid events.

***Ngā momo whiwhinga |*** *Grades available*

Achieved

**Ihirangi waitohu |** Indicative content

Overview: Indicative content should cover planning to ensure all logistical, financial, and risk aspects are thoroughly addressed.

Event planning

* Event planning principles and methodologies; information that goes into a project plan, levels/tiers of detail, deadlines and identifying internal and external stakeholders.
* Event planning cycle phases (pre-event, delivery, post event); project management skills; backup plans; legal obligations; run sheet preparation.
* Budgeting and financial management for events, including budgeting basics; overview of financial terms; fixed and variable costs, revenue streams.
* Skills in designing and implementing experiential and immersive events.
* Detailed event planning: purpose and target audience, scheduling, execution strategies, budgeting, timelines, venue and technical equipment arrangements, logistics, hybrid and virtual event platforms.
* Risk management and mitigation/contingency planning; identify risks; risk register creation; insurance types and requirements; conducting feasibility and risk assessments; how to plan for contingencies and procedures for handling unexpected situations.
* Legal and regulatory considerations in event planning, including ensuring compliance with health and safety, environmental regulations, and best practices.
* Stakeholder engagement, including benefits of partnership approach.
* Event briefing and how it translates to successful delivery of events.
* Recruiting and preparation for briefing staff or volunteers to help with event operations.
* Technology and digital platforms and tools used in event planning and management, hybrid and virtual events platforms, event technology considerations (digital delivery, registrations, production, AV), use of Artificial Intelligence (AI) to support event planning tasks.
* Selecting and justifying appropriate digital tools; planning for implementation, identifying where and how tools will be integrated in the event plan.
* Planning for integration of sustainable and regenerative practices; sustainable goals; eco-friendly alternatives; measures to reduce environmental impact.
* Marketing and promotion strategies for an event, including clear communication plans, social media; digital marketing, marketing tools and platforms.

**Rauemi |** Resources

Legislation relevant to this skill standard may include but is not limited to:

* Consumer Guarantees Act 1993
* Fair Trading Act 1986
* Harmful Digital Communications Act 2015
* Health and Safety at Work Act 2015
* Human Rights Act 1993
* Privacy Act 2020

available from <https://www.legislation.govt.nz>.

* Business Event Planning Tool, available at [Free Online Business Event Planning Tool | BEIA](https://www.beia.co.nz/plan-your-event/planning-tool)
* Event Planning and Resources, available at [Event Management & Resources — NZEA](https://www.nzea.co/great-guidelines/generalresources)
* New Zealand Tourism Sustainability Commitment available at <https://www.sustainabletourism.nz/>.
* Tourism Industry Aotearoa, Sustainable tourism available at [Akiaki – Advancing Tourism - TIA](https://www.tia.org.nz/resources-and-tools/akiaki-advancing-tourism/)
* Te Tiriti o Waitangi Programme Development – supporting information available at [Home - Ringa Hora programme guidance documents for providers.](https://ringahora.nz/qualifications-and-assurance/programme-endorsement/programme-guidance-documents-for-providers-developing-programmes/#tiriti)

**Pārongo Whakaū Kounga |** Quality assurance information

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| **Ngā rōpū whakatau-paerewa |** Standard Setting Body | Ringa Hora Services Workforce Development Council |
| **Whakaritenga Rārangi Paetae Aromatawai |** DASS classification | Service Sector > Tourism > Business Events (*new Domain*) |
| **Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga |** CMR | 0112 |

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| **Hātepe |** Process | **Putanga |** Version | **Rā whakaputa |** ReviewDate | **Rā whakamutunga mō te aromatawai |** Last date for assessment |
| **Rēhitatanga |** Registration | 1 | October 2025 | N/A |
| **Rā arotake |** Planned review date | 31 December 2030 | | |

Please contact Ringa Hora Services Workforce Development Council at [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) to suggest changes to the content of this skill standard.