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| **BE5 - 40XXX** | **Apply knowledge of operations, delivery and evaluation of a business event** |

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| **Kaupae |** Level | 4 |
| **Whiwhinga |** Credit | 25 |
| **Whāinga |** Purpose | This skill standard is designed to equip learners with the knowledge and skills necessary to excel in the role of an emerging business events professional, by applying knowledge of operations, delivery, responding to the unexpected, and evaluation of a business event. This skill standard can be used in a range of qualifications and micro-credentials where there is a requirement for delivering an 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. Apply knowledge of operational processes to organise a business event project.
 | 1. Investigate venue options in accordance with the requirements of the project brief/plan.
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| 1. Determine suppliers and operational timings required to meet the project brief/plan.
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| 1. Monitor and track event financials, including raising quotes, purchase orders and invoices.
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| 1. Use digital platforms and/or event management software, including to generate and maintain accurate event information records.
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| 1. Coordinate an event set-up and detail according to a plan.
 | 1. Perform event setup and arrival checks consistent with a plan.
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| 1. Contribute to on-site event operations including staff coordination, logistics and use of relevant event software, consistent with a plan.
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| 1. Communicate effectively with stakeholders using various techniques to ensure smooth event delivery.
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| 1. Prepare for, and respond to, any unexpected incidents during the event.
 | 1. Prepare for health, safety, and operational considerations for the event, in accordance with the requirements of the project brief/plan.
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| 1. Use techniques to manage any unexpected incidents and provide quality customer service.
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| 1. Use problem-solving skills and adapt approaches that are respectful of cultural considerations to meet diverse needs and respond to the unexpected.
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| 1. Evaluate event and engage with client and suppliers.
 | 1. Collect and analyse data for post-event evaluation.
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| 1. Prepare post-event report including analysis of event outcomes and insights into continuous improvement processes for future events.
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**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.

The assessor may gather evidence over time from a range of scenarios rather than using one assessment where the learner has to demonstrate all the required skills.

The project plan and process may be those developed in standard BE3 – 40XXX *Prepare a plan to support a business event*, and BE2 – 40XXX *Contribute to the development of effective systems, processes and procedures that support event coordination,*or supplied to the learner.

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

Operational processes to organise a business event

* Organising and executing the operational aspects of an event, ensuring effective use of technology, supplier and venue management, smooth participant registration, attention to detail.
* Logistics: registrations, speakers/presenters, activities/workshops/breakouts; supplies, equipment, technical support.
* Technology, digital platforms and tools used in event planning and management, hybrid and virtual events platforms, event technology (digital, delivery, registrations, production, AV), and
use of Artificial Intelligence (AI) to support work.
* Supplier management and preparing a supplier brief including knowing what questions to ask and what the selection process looks like, using the experts to do their part.
* Venue arrangements and room requirements in terms of set-up, capacities and capabilities.
* Registration processes: privacy policy, T&Cs, platforms (such as EventsAir), registration paths; data collection and information fields; user experience; refund policies.
* Catering management including dietary requirements, menu design, responsible service of alcohol and host responsibility (RSA/HR).
* Programme framework – understanding programme formats and design; how themes, speakers, stakeholders, etc. fit into the framework; speaker briefing and logistics.
* Reflect whanaungatanga by engaging with local Māori communities to involve them in the planning process and establish meaningful connections and relationships.
* Teamwork and leadership in the context of event planning and processes.
* Soft skills including interpersonal skills such as effective face to face interactions and relationship management; emotional intelligence; time management and meeting deadlines; coping with stress and maintaining productivity under pressure.
* Demonstrating manaakitanga by welcoming attendees with culturally responsive greetings and caring behaviours.
* Budgeting and financial management processes for events, including to monitor project revenue and expenditure budgets, cashflow projections, sales projections, revenue projections, expense projections, performance indicators, comparisons in accordance with industry practice.
* Costing: processes to outline potential costs of venue, catering, sales, marketing, and any income (ticket sales, sponsorships); contingency funds.
* Processes to monitor and track event financials such as actual and budgeted figures, variance reporting, identifying remedial action options.
* Systems and processes to generate and maintain accurate event information records.

Event setup and detail according to a plan (event order)

* Understanding requirements and implications of the event plan (event order).
* Arrival checks - client check with event order; Health and Safety inductions; toolbox talks; venue walkthrough.
* Event set-up - registration desk, check-in kiosks, expo, technology, pack-in and pack-out.
* Event operations - rapport with onsite team; sustainable practices and workplace; operations processes and tools (templates, tech, run-sheets, critical paths, etc).
* Communication techniques and positive attitude: verbal and non-verbal communication skills; active listening strategies; tone and language selection; clear and concise communication methods; having tough conversations; applying good sense (exploring the how and why you make a particular decision); with stakeholders such as team, client, and event attendees.
* Use of event management software tools to manage event logistical requirements.
* Operational skills such as practical problem-solving, process and protocol adherence; people management; venue setup and H&S; contracts management; effective communication, logistical planning, tech-savvy operations, relationship-building capabilities.
* Reporting (information your stakeholders need and how often) and updates on budget and registrations and exhibition.
* Demonstrating indigenous values of manaakitanga, whanaungatanga and kaitiakitanga.
* How to integrate kaitiakitanga by using sustainable and environmentally-friendly materials and methods for event setup, ensuring minimal impact on the environment.
* Materials may thread te reo Māori and tikanga Māori learning throughout as appropriate, and cultural protocols are respected in the event setup and flow.

Prepare for and respond to unexpected incidents

* Health and safety checks, risk management plan, compliance with regulations.
* Techniques to manage the unexpected: contingency planning, addressing customer queries and concerns, critical thinking and decision-making, identifying the root causes of issues/problems, solution building.
* Complaints and conflict resolution, de-escalation techniques, problem solving – applying good sense (exploring the how and why you make a particular decision).
* Customer service best practices and service delivery adaptability: customer expectations and experience, rapport and positive relationships, challenging customer situations, customer diversity and inclusivity, service approaches to meet individual requirements, customer satisfaction through adaptability, customers preferred titles and pronouns.
* Apply manaakitanga in managing incidents by ensuring attendees' wellbeing and safety are prioritised, showing empathy and understanding in communication and actions.
* Approaches and problem solving to respond to the unexpected; ensuring reports are all accessible (e.g. diets, medical); team briefings; team roles/strengths; client communications (need to know basics); supplier relationships; event technical solutions (digital competencies); transferable soft skills.
* Delivery and soft/transferable skills – communication, interpersonal skills, attitude importance and applying good sense; tough conversations; game face when issues to deal with.

Evaluation of event

* How to undertake and complete post-event project follow-up action and administration, including liaising with client and suppliers.
* Preparing post event notes, and undertaking event debriefings with client, surveys, testimonials, account wash-up.
* Project reports are completed in terms of feedback obtained from debriefings and customer surveys. Reports such as beverage consumption, event owner feedback, financial.
* Response to feedback, and identification of any areas where improvement can be made.
* Analysis of event in accordance with service provided and industry practice, and report on potential improvements.
* Assessing the event's impact on the local community and environment, demonstrating a commitment to kaitiakitanga and sustainable practices.
* Follow-up actions such as contacting maintenance, arranging new supplies, stocktake, storage of goods, rooms cleared, left goods returned to event owner or guests, venue reset.

**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://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 proposed)* |
| **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 to suggest changes to the content of this skill standard.