



## **Consultation on Proposed National Occupational Standards for the Events Sector**

### *Background*

People1st, the Sector Skills Council with responsibility for the Events Sector, is working with a number of key organisations to redevelop national occupational standards (NOS) for the industry. The attached information bulletin gives more detail on this important project.

When redeveloped, the standards will contain important information on the essential skills and knowledge that staff require and the outcomes they should achieve. These standards will be approved at a national level and could then be used to inform the content of a wide range of qualifications and education/training programmes.

We now have draft set of national occupational standards and wish to consult on these as widely as possible within the industry.

### *Your Chance to Contribute*

The following pages contain an outline of the key roles that have been identified and the titles of the appropriate national occupational standards. If you would like a copy of the old standards please contact Ruth Miller [ruth.miller@people1st.co.uk](mailto:ruth.miller@people1st.co.uk) or 01895817046.

We would be very grateful if you have a look at the proposed outline and make any comments you feel are appropriate.

**When completing the questionnaire, please bear in mind that not all the units identified would be carried out by one person. The outline tries to identify the responsibilities of a wide range of staff working in Events. It also attempts to cover a variety of different types of organisations ranging from dedicated Events Management organisations to hotels or restaurants providing relatively small functions. Not all of the suggested national occupational standards will apply to everyone.**

**Some of the national occupational standards suggested in the following pages may have to be produced at different levels to take account of different spans of responsibility.**

### *Completing the Questionnaire Electronically*

If you are filling in the questionnaire electronically, please follow the following steps:

1. Save the questionnaire in a convenient place on your system
2. Open the questionnaire in Word
3. Complete the questionnaire either by clicking on grey boxes and typing your answers (the boxes will expand as you type) or by clicking on 'yes/no' answers
4. When you have finished, save the questionnaire, including your name in the filename, and send back as an attachment to:

[geoffcarroll@btconnect.com](mailto:geoffcarroll@btconnect.com)

### **I. Your Contact Details**

|                           |  |
|---------------------------|--|
| Name of Your Organisation |  |
|---------------------------|--|

|                |  |
|----------------|--|
| Postal Address |  |
|----------------|--|

|           |  |
|-----------|--|
| Your Name |  |
|-----------|--|

|               |  |
|---------------|--|
| Your Position |  |
|---------------|--|

|               |  |
|---------------|--|
| Email Address |  |
|---------------|--|

### **2. My organisation is part of:**

|                  | <i>Please tick the appropriate box</i> |
|------------------|--|
| Private Sector   | <input type="checkbox"/>               |
| Public Sector    | <input type="checkbox"/>               |
| Voluntary Sector | <input type="checkbox"/>               |

### **3. I would like to be involved in future consultations and discussion groups on national occupational standards for Events**

|     | <i>Please tick the appropriate box</i> |
|-----|--|
| Yes | <input type="checkbox"/>               |
| No  | <input type="checkbox"/>               |

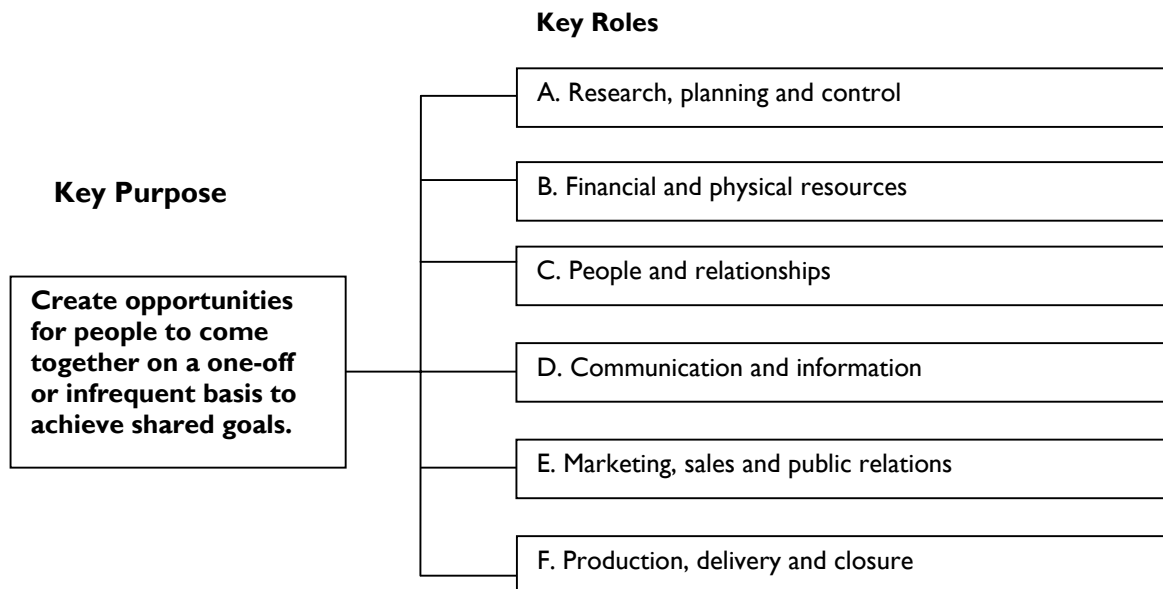
**4. Research so far has suggested the key purpose of the Events sector is:**

“Create opportunities for people to come together on a one-off or infrequent basis to achieve shared goals.”

**Do you feel this key purpose is appropriate?**

|                         |  |
|-------------------------|--|
|                         | <i>Please click on the appropriate box</i> |
| Yes                     | <input type="checkbox"/>                   |
| No                      | <input type="checkbox"/>                   |
| Comments or suggestions |  |

**What needs to happen to achieve the Key Purpose?**



**5. Please indicate if you feel these Key Roles are appropriate.**

| Key Role                          | Appropriate?   | Comments |
|-----------------------------------|--|----------|
| A. Research, planning and control | <input type="checkbox"/> Yes <input type="checkbox"/> No |          |

| Key Role  | Appropriate?   | Comments |
|---|--|----------|
| <b>B. Financial and physical resources</b>            | <input type="checkbox"/> Yes <input type="checkbox"/> No |          |
| <b>C. People and relationships</b>                    | <input type="checkbox"/> Yes <input type="checkbox"/> No |          |
| <b>D. Communication and information</b>               | <input type="checkbox"/> Yes <input type="checkbox"/> No |          |
| <b>E. Marketing, sales and public relations</b>       | <input type="checkbox"/> Yes <input type="checkbox"/> No |          |
| <b>F. Production, delivery and closure</b>            | <input type="checkbox"/> Yes <input type="checkbox"/> No |          |
| <b>Comments or suggestions on what may be missing</b> |  |          |

**6. The following pages show the above headings broken down into possible NOS headings. Please tick 'yes' or 'no' to show your agreement on the proposed NOS and make any comments you wish to.**

| <b>Key Role A: Research, planning and control</b>                       |  |                                 |   |
|---|--|---------------------------------|---|
| <b>Possible national occupational standards</b>                         | <b>Appropriate?</b>                                      | <b>Comments or Suggestions?</b> | <b>Job title(s) of person who would do this?<br/>e.g. Event Manager (level 4)<br/>or Event Co-ordinator (level 3)</b> |
| A1. Build your organisation's understanding of its market and customers | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| A2. Research and negotiate the scope of an event                        | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| A3. Negotiate and develop a business plan for an event                  | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| A4. Negotiate and develop a critical path for an event                  | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| A5. Negotiate and develop policies and procedures for an event          | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |

| Possible national occupational standards                                      | Appropriate?   | Comments or Suggestions? | Job title(s) of person who would do this?<br>e.g. Event Manager (level 4)<br>or Event Co-ordinator (level 3) |
|---|--|--------------------------|--|
| A6. Manage risk   | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |
| A7. Ensure compliance with legal, regulatory, ethical and social requirements | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |
| A8. Develop and implement operational plans for your area of responsibility   | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |
| A9. Plan for the health, safety and security of people attending an event     | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |

| <b>Key Role B: Financial and physical resources</b>     |  |                                 |   |
|---|--|---------------------------------|---|
| <b>Possible national occupational standards</b>         | <b>Appropriate?</b>                                      | <b>Comments or Suggestions?</b> | <b>Job title(s) of person who would do this?<br/>e.g. Event Manager (level 4)<br/>or Event Co-ordinator (level 3)</b> |
| B1. Manage a budget                                     | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| B2. Manage finance for your area of responsibility      | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| B3. Obtain sponsorship for an event                     | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| B4. Identify, negotiate and secure a venue for an event | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| B5. Manage physical resources                           | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |

| Possible national occupational standards                  | Appropriate?   | Comments or Suggestions? | Job title(s) of person who would do this?<br>e.g. Event Manager (level 4)<br>or Event Co-ordinator (level 3) |
|---|--|--------------------------|--|
| B6. Manage sustainability issues associated with an event | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |
| B7. Manage logistics for an event                         | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |
| B8. Manage contracts                                      | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |

| <b>Key Role C: People and relationships</b>                                   |  |                                |   |
|---|--|--------------------------------|---|
| <b>Possible national occupational standards</b>                               | <b>Appropriate?</b>                                      | <b>Comments or Suggestions</b> | <b>Job title(s) of person who would do this?<br/>e.g. Event Manager (level 4)<br/>or Event Co-ordinator (level 3)</b> |
| C1. Develop productive working relationships with colleagues and stakeholders | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| C2. Manage the achievement of customer satisfaction                           | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| C3. Recruit, select and keep colleagues                                       | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| C4. Provide leadership in your area of responsibility                         | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |

| Possible national occupational standards   | Appropriate?   | Comments or Suggestions | Job title(s) of person who would do this?<br>e.g. Event Manager (level 4)<br>or Event Co-ordinator (level 3) |
|--|--|-------------------------|--|
| C5. Build and manage teams   | <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |  |
| C6. Provide learning opportunities for colleagues  | <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |  |
| C7. Allocate and monitor the progress and quality of work in your area of responsibility | <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |  |
| C8. Monitor and solve customer service problems  | <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |  |

| <b>Key Role D: Communication and Information</b>  |  |                                |   |
|---|--|--------------------------------|---|
| <b>Possible national occupational standards</b>   | <b>Appropriate?</b>                                      | <b>Comments or Suggestions</b> | <b>Job title(s) of person who would do this?<br/>e.g. Event Manager (level 4)<br/>or Event Co-ordinator (level 3)</b> |
| D1. Co-ordinate communications functions and the dissemination of the organisation's communications | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| D2. Communicate information and knowledge   | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| D3. Research, analyse and report information  | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| D4. Manage information systems  | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |
| D5. Lead meetings   | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |   |

| <b>Key Role E: Marketing, sales and public relations</b>                   |  |                                 |   |
|--|--|---------------------------------|---|
| <b>Possible national occupational standards</b>                            | <b>Appropriate?</b>                                      | <b>Comments or Suggestions?</b> | <b>Job title(s) of person who would do this?<br/>e.g. Event Manager (level 4)<br/>or Event Co-ordinator (level 3)</b> |
| E1. Develop marketing strategies and plans for products/services           | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| E2. Develop responsible sales strategies and plans                         | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| E3. Develop and implement proactive and reactive PR strategies and tactics | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| E4. Implement marketing strategies and plans for products/services         | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |

| <b>Key Role F: Production, delivery and closure</b>                  |  |                                 |   |
|--|--|---------------------------------|---|
| <b>Possible national occupational standards</b>                      | <b>Appropriate?</b>                                      | <b>Comments or Suggestions?</b> | <b>Job title(s) of person who would do this?<br/>e.g. Event Manager (level 4)<br/>or Event Co-ordinator (level 3)</b> |
| F1. Develop and negotiate programmes for events                      | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| F2. Develop and negotiate layout for an event                        | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| F3. Manage the set-up and break-down of an event                     | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| F4. Manage the running of an event                                   | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |
| F5. Ensure the health, safety and security of people during an event | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                 |   |

| Possible national occupational standards | Appropriate?   | Comments or Suggestions? | Job title(s) of person who would do this?<br>e.g. Event Manager (level 4)<br>or Event Co-ordinator (level 3) |
|--|--|--------------------------|--|
| F6. Evaluate and report on an event      | <input type="checkbox"/> Yes <input type="checkbox"/> No |                          |  |

**Q7.**

|  |  | If so, please tell us what is missing |
|--|--|---------------------------------------|
| Does any important area seem to be missing from this list? | <input type="checkbox"/> Yes <input type="checkbox"/> No |                                       |