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|---|---|
| **Unit Title:** | **Manage events** |
| OCR unit number: | 44 |
| Level: | 4 |
| Credit value: | 6 |
| Guided learning hours: | 49 |
| Unit reference number: | M/506/1959 |

## Unit aim and purpose

This unit aims to develop the knowledge and skills required to manage events. Upon completion of this unit, learners will develop an understanding of the management of an event, and will be able to manage events at all stages, including the planning stage, the execution stage and the follow-up stage.

| Learning Outcomes | Assessment Criteria | Additional Guidance |
|---|---|---|
| **The Learner will:**<br>1 Understand the management of an event | **The Learner can:**<br>1.1 Explain how organisational objectives will be met by an event<br>1.2 Explain the flexibilities and constraints of an event's budget<br>1.3 Evaluate the use of **project management techniques** in event management<br>1.4 Analyse how models of contingency and crisis management can be applied to event management<br>1.5 Analyse the use of customer relationship management (CRM) systems to attract attendees<br>1.6 Evaluate the application of the principles of logistics to event management<br>1.7 Describe the insurance requirements of an event | **Project management techniques** may include:<br>• Critical path<br>• Crash<br>• Milestone<br>• Gantt<br>• PERT (programme evaluation review techniques) |
| 2 Be able to manage the planning of an event | 2.1 Identify the purpose of an event and the key messages to be communicated<br>2.2 Identify target attendees for an event | |

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| Learning Outcomes | Assessment Criteria | Additional Guidance |
|---|---|---|
| | 2.3 Assess the impact of an event on an organisation and its stakeholders<br>2.4 Establish requirements for resources, location, technical facilities, layout, health and safety<br>2.5 Identify how event-related risks and contingencies will be managed<br>2.6 Develop an event plan that specifies objectives, success and evaluation criteria<br>2.7 Make formal agreements for what will be provided, by whom and when<br>2.8 Determine methods of entry, security, access and pricing | |
| 3 Be able to manage an event | 3.1 Manage the allocation of resources in accordance with the event management plan<br>3.2 Respond to changing circumstances in accordance with contingency plans<br>3.3 Deliver agreed outputs within the timescale<br>3.4 Manage interdependencies, risks and problems in accordance with the event management plan<br>3.5 Comply with the venue, insurance and technical requirements<br>3.6 Apply the principles and good practice of customer care when managing an event<br>3.7 Adhere to **organisational policies and procedures, legal and ethical requirements** when managing an event | Where possible, adherence to **organisational policies and procedures, legal and ethical requirements** should be confirmed by a line manager or experienced colleague. |
| 4 Be able to follow up an event | 4.1 Ensure that all post-event leads or actions are followed up<br>4.2 Optimise opportunities to take actions that are likely to further business objectives | |


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| Learning Outcomes | Assessment Criteria | Additional Guidance |
|---|---|---|
| | 4.3 Evaluate the effectiveness of an event against agreed criteria | |

## Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

## Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

## National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

| Occupational standards | Unit number | Title |
|---|---|---|
| Business & Administration (2013) National Occupational Standards: | CFABAA312 | • Organise and co-ordinate event |

## Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .