

# Administration (Business Professional)

<b>Unit Title:</b>	<b>Organise a business event</b>
OCR unit number:	20
Level:	3
Credit value:	4
Guided learning hours:	36
Unit reference number:	J/505/7058

## Unit purpose and aim

The aim of this unit is to enable learners to effectively organise and administer a complex event and produce a report evaluating the success of the event.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Be able to identify the requirements for business events</p>	<p><b>The Learner can:</b></p> <p>1.1 Identify the aims and objectives of events</p> <p>1.2 Identify the requirements for business events including:</p> <ul style="list-style-type: none"> <li>• Equipment</li> <li>• Facilities</li> <li>• Speakers/presenters</li> <li>• Delegates</li> </ul> <p>1.3 Produce pre-event checklists</p>	<p>Understanding the objectives of the event – this could be a conference, seminar or AGM</p> <ul style="list-style-type: none"> <li>• Identify the preparations that will be required in relation to: <ul style="list-style-type: none"> <li>– organising suitable accommodation and catering for delegates/speakers as appropriate</li> <li>– organising a suitable venue for the event – location, rooms available and facilities</li> <li>– organising materials and facilities, including visual aids, internet access, special dietary arrangements, special needs relating to disability, security, etc.</li> <li>– researching the needs of international delegates and speakers and organise suitable facilities such as translators, etc.</li> </ul> </li> </ul> <p>Understanding the importance of good communication skills and clarity of information</p>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Be able to select suitable venues for a specific business event</p>	<p>2.1 Critically compare venues against the requirements for a specific business event</p> <p>2.2 Recommend a venue for the business event, giving reasons for choice</p>	<ul style="list-style-type: none"> <li>• Learner will need: <ul style="list-style-type: none"> <li>– an awareness of different types of events venues: internal and external to the company, hotels, conference centres</li> <li>– an awareness of appropriate facilities for the events, e.g. flipchart, internet access, projection facilities</li> </ul> </li> <li>• Know how to: <ul style="list-style-type: none"> <li>– identify refreshment requirements of the participants, e.g. special dietary requirements</li> <li>– make arrangements within budget guidelines</li> <li>– make comparisons between venues and make recommendations that fulfil the needs of the event</li> <li>– identify and make contingencies: planning for any problems that might occur with regard to the venue</li> <li>– write a comparative report making recommendations for choice</li> <li>– justify reasons for choice</li> </ul> </li> </ul>
<p>3 Be able to book venue, equipment and facilities for the event</p>	<p>3.1 Book the chosen venue for the event</p> <p>3.2 Book required equipment and facilities for the event</p>	<ul style="list-style-type: none"> <li>• Book a suitable venue for the event – location, rooms available etc.</li> <li>• Confirm with presenters/delegates required equipment for the event e.g. laptop, projectors</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>4 Be able to produce relevant documentation for the event</p>	<p>4.1 Produce invitations to delegates and speakers/ presenters</p> <p>4.2 Produce documents to support the event, including:</p> <ul style="list-style-type: none"> <li>• programmes</li> <li>• mailing lists</li> <li>• delegate packs</li> <li>• press releases</li> <li>• letters of invitation and confirmation</li> <li>• maps</li> <li>• evaluation/feedback forms</li> </ul>	<ul style="list-style-type: none"> <li>• How to prepare the following documentation: <ul style="list-style-type: none"> <li>– programmes</li> <li>– booking form including payment details</li> <li>– leaflets</li> <li>– mailing lists (prepare and monitor)</li> <li>– information on presentations and seminars</li> <li>– delegate packs</li> <li>– press releases and publicity information</li> <li>– name badges</li> <li>– directional signs</li> <li>– procedures relating to staff duties at an event</li> <li>– biographical details of speakers</li> <li>– letters of invitation and confirmation</li> <li>– evaluation/feedback form</li> </ul> </li> <li>• Be aware of the need to ensure that arrangements are confirmed in sufficient time</li> <li>• Ensure that delegates and speakers have adequate directions of how to find the venue</li> <li>• Ensure that all information is provided within sufficient time according to the legal requirements and the requirements of the delegates and speakers</li> <li>• Identification of suitable speakers and delegates for an event</li> </ul>
<p>5 Prepare for the event</p>	<p>5.1 Produce a plan for the event</p> <p>5.2 Confirm booking arrangements with the chosen venue</p>	<ul style="list-style-type: none"> <li>• How to construct a workable procedure</li> <li>• How to compile a staff rota to ensure the efficient running of an event</li> <li>• How to plan for reception, hospitality and dinner arrangements in terms of seating plans, schedules for speeches, entertainment</li> <li>• The use of corporate gifts and stationery</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		<ul style="list-style-type: none"> <li>• How to make arrangements for the collection of feedback and evaluation forms at the end of the event</li> <li>• Confirm booking details with venue prior to the event</li> </ul>
6 Be able to evaluate the success of the event	6.1 Review the success of the event  6.2 Explain how future events could be improved	<ul style="list-style-type: none"> <li>• Analyse feedback forms:               <ul style="list-style-type: none"> <li>– use of graphs and charts to give visual representation of information</li> </ul> </li> <li>• Identify good/poor aspects of performance</li> <li>• Make recommendations for future events</li> </ul>

## Assessment

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This unit is assessed by the centre and sent to OCR for moderation.

## Guidance on assessment and evidence requirements

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This unit is assessed using a model assignment. OCR has produced a model assignment for each unit which centres may use for the purpose of assessment. The model assignment contains a scenario or real-life situation and related tasks which are based on the assessment criteria of the unit.

Centres may either use the model assignment as an entire, holistic assessment for an individual unit, adapt it to suit individual candidates' needs or devise their own assignment. If they choose to adapt the assignment or devise their own assignment they must ensure that the modified assignment will provide candidates with sufficient opportunity to demonstrate achievement of all the assessment criteria in the unit.

Please refer to the model assignment for this unit which can be found on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk).

## Additional information

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For further information regarding administration for this qualification, please follow the link to [OCR's Administration area](#).