



Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT008A Plan and develop event proposals and bids

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to plan and develop proposals and bids for the staging of complex events comprising multiple components.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit This unit applies in any industry context where bids and proposals to stage events are developed. It has particular relevance in the cultural, hospitality, sporting and tourism sectors, but also relates to event managers working across many other business and community contexts. Other individuals who commonly undertake this role are venue managers, marketing managers or local or regional tourism managers.

A complex event comprising multiple components must involve:

- need for a comprehensive and multifaceted event plan
- need for a formal internal or external communications strategy
- dedicated and diverse event budget
- multiple administrative and operational components
- a wide range of stakeholders
- an event operations team.

Development of event proposals and bids at this level requires the application of business writing as well as document and bid presentation skills, combined with sound knowledge of the event management process and the particular context for the staging of a given event. The unit is broad in focus to capture the application of skills in an event context and does not include advanced writing or visual communication skills.

Depending on the event context and scope, specialists (e.g. graphic designers) are often employed to undertake particular aspects of proposal preparation.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Interpret event brief.	<p>1.1 Accurately interpret and assess event brief in terms of organisation's capacity to meet the stated requirements.</p> <p>1.2 Evaluate and plan action required for development of the proposal or bid.</p> <p>1.3 Undertake liaison with the client to clarify requirements where appropriate.</p>
2 Develop proposal or bid details.	<p>2.1 Research and develop <i>details and options for inclusion in the proposal or bid</i> after consultation with suppliers and other relevant agencies.</p> <p>2.2 Assess <i>current and emerging factors and trends</i> for impact on bid preparation.</p> <p>2.3 Identify and integrate appropriate current and emerging technology into proposal.</p> <p>2.4 Seek support for the proposal or bid from <i>relevant</i></p>

ELEMENT	PERFORMANCE CRITERIA
	<i>individuals and agencies.</i>
	2.5 Evaluate possible competitors and develop strategies to address competitive issues.
3 Develop proposal or bid materials.	3.1 Prepare <i>proposal or bid materials</i> within the designated timelines according to requirements of the brief.
	3.2 Assess the need for expert assistance and organise the involvement of <i>appropriate specialists</i> .
	3.3 Present materials in a format that maximises the use of presentation and promotional techniques.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- critical thinking skills to assess, evaluate and develop options to address potentially complex event requirements
- literacy skills to interpret and develop complex documents
- numeracy skills to estimate costs, test different financial scenarios and present costs and quotations for event staging.

The following knowledge must be assessed as part of this unit:

- components to be included in event proposals and bids and product knowledge in relation to those components for different types of events
- networks and interrelationships of different industry sectors and organisations and their impact on the development of event proposals and bids in a given industry context
- event management logistical and operational factors that impact on proposal and bid development and proposed approaches
- risk management issues to be considered in formulation of event proposals and bids
- environmental impacts and minimal impact practices to be considered in formulation of event proposals and bids for particular event sites
- sources of specialist advice and expertise for the development of proposal and bid materials
- presentation techniques for proposal and bid materials, including current technology options.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in

Evidence of the following is essential:

- ability to undertake the proposal or bidding process for

EVIDENCE GUIDE

this unit

a specific complex event, including effective assessment of the brief, coordination of all details and resources to meet the proposal or bid requirements, and professional presentation of proposal or bid materials and documents

- knowledge of typical proposal or bid requirements and formats
- development of a proposal or bid for a specific complex event in a competitive bidding environment.

Context of and specific resources for assessment

Assessment must ensure:

- involvement of multiple individuals or agencies in the bid process
- liaison with the client and potential suppliers.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- project to bid for an event being staged within a college or local community
- case studies to assess knowledge of the components required for inclusion in different types of bids and proposals
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Details and options for inclusion in the proposal or bid may include information on:

- general concepts and themes
- business program
- social program
- costs which ensure profitability of the bid proponent
- travel and touring arrangements
- accommodation
- entertainment
- staging
- special features
- sample promotional materials
- references and details of other successful undertakings
- organisational information, including structure and personnel
- support statements, information from other organisations
- approach to environmental impacts and issues
- proposals relating to use of technology
- risk management approaches
- potential negative environmental impacts and proposed minimal impact practices for the event and particular site.

Current and emerging factors and trends may relate to:

- overall industry context
- sponsoring organisation objectives
- sustainability
- information from other similar events
- competitor activity
- emerging technologies
- new product and service options.

RANGE STATEMENT

Relevant individuals and agencies may include:

- high profile individuals
- sponsors
- local businesses
- community agencies
- government agencies
- statutory authorities.

Proposal or bid materials may include:

- text documents
- electronic presentations
- videotapes, DVDs or other multimedia options
- props
- other promotional items.

Appropriate specialists may include:

- artists
- graphic designers
- multimedia specialists
- photographers
- professional writers.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Event Management