

Title	Plan, implement and evaluate a business conference, event, or function		
Level	5	Credits	10

Purpose	People credited with this unit standard are able to: plan a business conference, event, or function; implement the plan for a business conference, event, or function; and evaluate a business conference, event, or function.
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Classification	Business Administration > Business Administration Services
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Available grade	Achieved
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Guidance Information

- 1 This unit standard must be assessed against in relation to a real conference, event, or function organised for a business organisation. The organisation may be profit or non-profit; in the private, public, or voluntary sector; or a business unit, iwi, or other special purpose body.

The learner must have primary responsibility for planning, implementing, and evaluating the business conference, event, or function. It is expected the three outcomes relate to the same business conference, event, or function.

- 2 Definitions

Activity refers to a conference, event, or function that involves a number of related sessions. The activity must be of sufficient size and/or complexity to enable the learner to meet the criteria for Level 5 in the NZQF Levels Descriptors, available at <http://www.nzqa.govt.nz/studying-in-new-zealand/understand-nz-quals/>.

Implementing the plan refers to actions prior to and during the conference, event or function.

Target group refers to individuals and groups that the conference, event or function is designed for and directed at.

- 3 Legislation relevant to this unit standard includes but is not limited to the:

Copyright Act 1994

Harmful Digital Communications Act 2015

Health and Safety at Work Act 2015

Local Government Official Information and Meeting Act 1987

Official Information Act 1982

Privacy Act 2020

and any subsequent amendments.

Current legislation can be accessed at <http://legislation.govt.nz/>.

Outcomes and performance criteria

Outcome 1

Plan a business conference, event, or function.

Performance criteria

- 1.1 The nature, purpose and objectives of the conference, event, or function are established in consultation with key stakeholders.
- 1.2 Budget is produced, sources and uses of funds are specified, and financial responsibilities are defined in relation to specific activities.
- Range may include – sponsorship.
- 1.3 Planning and organising requirements consistent with the nature and purpose of the activity are established within budget constraints.
- Range includes – timing; duration; structure; target group; programme options; facilities, catering and venue; special requirements; contingencies; communications plan; security, health and safety considerations; evaluation criteria; may include but is not limited to – speakers, presenters and/or celebrities; travel and accommodation; media/publicity; social and leisure sessions; gifts.

Outcome 2

Implement the plan for a business conference, event, or function.

Performance criteria

- 2.1 Actions, responsibilities, and priorities are coordinated and monitored to meet objectives and expected outcomes of the plan, consistent with the nature and purpose of the activity and within budget constraints.
- Range includes but is not limited to – communications, attendance and/or participation, budget, programme updates, unexpected occurrences, health and safety.
- 2.2 The budget is monitored and updated as required, and key stakeholders are kept informed of any variances, according to defined financial responsibilities.

Outcome 3

Evaluate a business conference, event, or function.

Performance criteria

3.1 Evaluation is consistent with the criteria in the plan and the expected business outcomes.

Range may include but is not limited to – self-evaluation, evaluation by participants, budget evaluation, use of internal and/or external resources.

3.2 Positive aspects and/or successes and areas for improvement are identified and reported on.

Planned review date	31 December 2026
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	25 September 1997	31 December 2012
Revision	2	16 January 2001	31 December 2012
Revision	3	13 November 2002	31 December 2012
Review	4	26 September 2005	31 December 2012
Review	5	9 December 2010	31 December 2017
Rollover and Revision	6	16 April 2015	31 December 2022
Review	7	27 February 2020	N/A
Rollover and Revision	8	29 August 2024	N/A

Consent and Moderation Requirements (CMR) reference	0113
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.