

41001 Provide an overview of the business events sector, its structure, roles and planning

Kaupae Level	3
Whiwhinga Credit	5
Whāinga Purpose	<p>This skill standard is intended for individuals who are new to or are considering a role in the business events sector, and who seek to explore its structure, roles, planning processes, and factors that influence and support event delivery.</p> <p>Learners will be able to describe the fundamental components of business events in Aotearoa New Zealand, including event types and their impacts; examine key roles and career pathways; and outline the steps involved in planning and managing business events. They will also identify sustainable event practices and tools that support effective planning and promotion.</p> <p>This skill standard can be used in programmes leading to the New Zealand Certificate in Business Events (Level 4) [Ref: 5452] and may also be included in other qualifications or micro-credentials that introduce learners to the business events industry.</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Provide an overview of the business events sector, its structure, roles and planning.	a. Describe types of business events, key stakeholder types, and the structure and impacts of the business events industry on Aotearoa New Zealand.
	b. Discuss key roles, career pathways, and required skills, attributes and behaviours, in the business events industry.
	c. Present an overview of the steps involved in planning and managing business events.
	d. Identify critical areas that impact business event planning, and outline tools that can be used to support planning and promoting a business event.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

Assessment against this standard may take place in a business events related workplace or in a provider environment.

The intent is to enable hands-on learning and access to real-world applications, encouraging innovative and sustainable practices that align with current industry trends and future advancements.

Learning and assessment should, where appropriate, demonstrate indigenous values of manaakitanga, whanaungatanga and kaitiakitanga, and may thread te reo Māori and tikanga Māori learning throughout as appropriate.

Definitions

Business events refer to organised gatherings where professionals come together to network, share knowledge, experiences and discuss/explore business opportunities. These events can take many forms, such as conferences, incentives, trade shows, seminars, workshops, meetings, and hybrid events.

Critical areas that impact business event planning refers to health and safety, compliance, risk management and contingency planning.

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

Introducing business events

- Definition, types, and evolution of business events.
- Industry structure, the historical background and evolution.
- Key industry stakeholders and their roles (overview).
- Case studies of major business events.
- Discussions on the evolution and trends in business events.

Economic impact, industry scope

- Economic impact of business events industry (global, local).
- Challenges and opportunities within the industry.
- Global trends affecting the industry.
- Recent major business events and their economic impacts.
- Business events impacts on society, community, knowledge sharing – beyond tourism.
- Business events role in regenerative tourism development (all areas of impact – social, cultural, environmental, economic).

Roles and careers

- Key roles and required skills and attributes in the business events industry.
- Career pathways and opportunities.
- Exploration of emerging roles and future industry trends.
- The importance of professional and ethical behaviour, self-reflection.
- Wellness, resilience and self-management including strategies.

Overview of/Introduction to event planning and marketing

- Steps in event planning (budgeting, venue selection, scheduling, etc).
- Critical areas that impact business event planning – health and safety, compliance, risk management and contingency planning.
- Reflection of tikanga Māori values and how to embed te ao Māori.
- Outline tools that can be used to support planning and promoting a business event.
- Application of technology in event management (event apps, virtual events, etc).
- Marketing tools and platforms, examples of innovative marketing strategies, using social media and other digital marketing tools effectively.

Rauemi | Resources

Legislation relevant to this skill standard may include but is not limited to:

- Consumer Guarantees Act 1993.
- Fair Trading Act 1986.
- Harmful Digital Communications Act 2015.
- Health and Safety at Work Act 2015.
- Human Rights Act 1993.
- Privacy Act 2020.
available from <https://www.legislation.govt.nz>.
- Business Event Planning Tool, available at [Free Online Business Event Planning Tool | BEIA](#).
- New Zealand Tourism Sustainability Commitment available at <https://sustainabletourism.nz>.
- Tourism Industry Aotearoa, Sustainable tourism available at [Akiaki – Advancing Tourism - TIA](#).
- Te Tiriti o Waitangi Programme Development – supporting information available at [Home - Ringa Hora programme guidance documents for providers](#).

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Ringa Hora Services Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Service Sector > Tourism > Business Events
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0112

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	30 October 2025	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

Please contact Ringa Hora Services Workforce Development Council at qualifications@ringahora.nz to suggest changes to the content of this skill standard.