

41002 **Contribute to the development of systems, processes and procedures that support organising and running business events**

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	<p>This skill standard is intended for individuals who contribute to the development of systems, processes, and procedures that support planning to organise or deliver business events.</p> <p>Learners will be able to contribute to the design and adaptation of operational and customer service systems that support event coordination, and develop plans and procedures that enable effective stakeholder engagement and event responsiveness to risks.</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.</p>

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

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Contribute to creating and/or adapting operational systems and processes that support organising and running business events.	a. Contribute to creating and/or adapting operational systems and processes for an event.
	b. Contribute to the development of systems and processes that enhance the customer experience and service delivery in a business event context.
2. Develop communication and contingency plans and procedures that support stakeholder communication and event responsiveness.	a. Develop communication plans to ensure clear and effective information flow among stakeholders, incorporating cultural sensitivity and clear reporting for an event.
	b. Develop contingency plans and procedures for handling unexpected operational situations.

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

Assessment specifications:

Assessment against this standard must take place in a business events related workplace when appropriate situations arise, or in a provider environment if simulated workplace conditions are able to be provided that reflect the standards of a business events related workplace.

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.

Definition

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.

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

Operational systems and processes

- Creating and/or adapting operational systems, processes and procedures, and SOPs that support the event coordination process, such as to manage smooth participant registrations, invitations, participant communications.
- Methods of establishing and documenting operational processes to identify and secure venues, suppliers, and necessary permits.
- Developing logistical plans for transportation, registration, accommodation, catering, and partnership approaches (who, where, by when).
- Identifying event technology, digital platforms and tools used in event planning and management (digital, delivery, registrations, production, audio visual) and associated processes for their use.
- Ways to use Artificial Intelligence (AI) to support operational planning and coordination work.
- Programme framework design and thematic development for events.

Customer Experience and Service Delivery

- Customer service techniques and approaches tailored to business events.
- Systems and processes that support high-quality customer interactions, such as accessibility, responsiveness, personalised communications.
- Systems and procedures to embed regenerative practices and techniques for reducing waste, energy consumption, and carbon footprint, such as practices for sustainable sourcing and resource management, promoting the use of eco-friendly materials and suppliers, digital invitations, energy-efficient technologies, and comprehensive recycling and waste management plans.

Communication planning and procedures

- Developing and implementing communication and marketing strategies to effectively engage stakeholders, partners, and attendees, incorporating cultural sensitivity and clear reporting.
- Contributing to design of communication plans and associated procedures to support implementation of event plan.
- Stakeholder relationship management strategies.
- Marketing strategies and messaging to engage stakeholders, partners, and attendees.
- Reporting procedures – identifying stakeholder information needs, frequency of updates, and reporting on budget, registrations, and exhibition progress.

Cultural responsiveness

- Cultural competence, cultural sensitivity, cultural responsiveness.
- Knowledge of Māori practices and incorporating te ao Māori into programme planning and procedures as appropriate (e.g. knowing the difference between mihi whakataua and pōwhiri).
- Reporting procedures (information your stakeholders need and how often) and requirements for updates on budget and registrations and exhibition.

Contingency planning and procedures

- Developing contingency plans and procedures for managing risks and handling unexpected situations.
- Feedback mechanisms and service recovery strategies.
- Health and safety checklists, and compliance with relevant regulations.
- De-escalation techniques, solution building approaches, and 'what if' scenario planning.

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](#).
- Event Planning and Resources, available at [Event Management & Resources — NZEA](#).
- New Zealand Tourism Sustainability Commitment available at [Leading the World in Sustainable Tourism](#).
- 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 whakataua-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.