

41003 Prepare a plan for a business event

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	<p>This skill standard is intended for individuals who are responsible for planning business events and who need to develop practical skills in event scoping, budgeting, and detailed planning.</p> <p>Learners will be able to develop the foundational components of a business event plan, and prepare a comprehensive business event plan that addresses logistical, financial, stakeholder, and risk considerations.</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 where planning for business events is a key outcome.</p>

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

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Develop the foundational components of a business event plan.	a. Identify and define the scope, objectives, and goals of the business event.
	b. Produce a budget for the business event.
2. Prepare a comprehensive business event plan.	a. Prepare a detailed business event plan to include pre-event, delivery of event, post-event phases; and address all logistical, resource, financial, stakeholder, and risk aspects.
	b. Integrate knowledge of digital platforms and tools, and sustainability practices, within the business event plan.

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

Event scoping and objectives

- Event planning principles and methodologies.
- Information that goes into a project plan.
- Levels/tiers of detail in planning documentation and setting deadlines.
- Identifying internal and external stakeholders.

Budgeting and financial planning/management

- Budgeting basics and financial management for events.
- Overview of financial terms; fixed and variable costs, and revenue streams.
- Producing a budget aligned with event objectives and constraints.

Detailed event planning

- Event planning cycle phases: pre-event, delivery, and post event.
- Project management skills and scheduling, and backup planning.
- Run sheet preparation and execution strategies.
- Designing and implementing experiential and immersive events.
- Planning for purpose and target audience, timelines, venue and technical equipment arrangements, logistics, hybrid and virtual event platforms.
- Risk management and mitigation; identifying risks; risk register creation; insurance types and requirements; conducting feasibility and risk assessments; how to plan for contingencies and procedures for handling unexpected situations.
- Legal and regulatory considerations in event planning; compliance with health and safety, environmental regulations, and industry best practices.
- Stakeholder engagement and benefits of partnership approaches.
- Event briefing and its role in successful delivery.
- Recruiting and preparation for briefing staff or volunteers to help with event operations.
- Marketing and promotion strategies for an event, including clear communication plans, social media; and digital marketing.
- Selecting marketing tools and platforms to reach target audiences.

Technology and digital tools

- Identifying technology and digital platforms and tools used in event planning, management, and delivery for hybrid and virtual events platforms (digital delivery, registrations, production, audiovisual (AV)).
- Event technology considerations – selecting and justifying appropriate digital tools; planning for implementation, identifying where and how tools will be integrated in the event plan.
- Use of Artificial Intelligence (AI) to support event planning tasks.

Sustainability and regenerative practices

- Planning for integration of sustainable and regenerative practices.
- Sustainable goals; eco-friendly alternatives.
- Measures to reduce environmental impact (waste reduction, energy efficiency, sustainable sourcing).

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 <https://www.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.