

41005 Support the organisation, delivery, and evaluation of a business event

Kaupae Level	4
Whiwhinga Credit	25
Whāinga Purpose	<p>This skill standard is intended for individuals working in or aspiring to work in the business events sector who are responsible for supporting the organisation, delivery, and evaluation of events.</p> <p>Learners will be able to organise a business event project, coordinate event set-up, respond to unexpected situations during delivery, and evaluate the event in collaboration with clients and suppliers.</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. Organise a business event project by applying operational processes and tools.	a. Investigate venue options in accordance with the requirements of the project brief/plan.
	b. Determine suppliers and operational timings required to meet the project brief/plan.
	c. Monitor and track event financials, including raising quotes, purchase orders and invoices.
	d. Use digital platforms and/or event management software, including to generate and maintain accurate event information records.
2. Coordinate an event set-up and detail according to a plan.	a. Perform event setup and arrival checks consistent with a plan.
	b. Contribute to on-site event operations including staff coordination, logistics and use of relevant event software, consistent with a plan.
	c. Communicate effectively with stakeholders using various techniques to ensure smooth event delivery.

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
3. Prepare for, and respond to, any unexpected incidents during the event.	a. Prepare for health, safety, and operational considerations for the event, in accordance with the requirements of the project brief/plan.
	b. Use techniques to manage any unexpected incidents and provide quality customer service.
	c. Respond to unexpected situations by applying problem-solving skills and adapting approaches that are respectful of cultural considerations and meet diverse needs.
4. Evaluate event and engage with client and suppliers.	a. Collect and analyse data for post-event evaluation.
	b. Prepare post-event report including analysis of event outcomes and recommendations for continuous improvement processes for future events.

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.

The assessor may gather evidence over time from a range of scenarios rather than using one assessment where the learner has to demonstrate all the required skills.

The project plan and process used in this standard may be those developed in standard 41003, *Prepare a plan for a business event*, and 41002, *Contribute to the development of systems, processes and procedures that support organising business events*, or supplied to the learner.

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 processes to organise a business event

- Event logistics such as venue and supplier coordination and briefs, registration processes, catering, equipment, speakers/presenters, activities/workshops/breakouts, room setup, technical support.
- Programme and content planning including scheduling, speaker coordination, and aligning with event themes and objectives.
- Use of technology, digital platforms and tools used in event planning and management, hybrid and virtual events platforms, event technology (digital, delivery, registrations, production, AV), and use of Artificial Intelligence (AI) to support work.
- Financial management including budgeting, costing processes, contingency funds, projections (cashflow, revenue, expenses, sales), monitoring and tracking revenue and expenses and identifying remedial action options, using financial systems, performance indicators, and comparisons in accordance with industry practice.
- Cultural responsiveness including engaging with local Māori communities (whanaungatanga) to establish meaningful connections and relationships, and demonstrating manaakitanga in event delivery, such as welcoming attendees with culturally responsive greetings and caring behaviours.
- Teamwork and interpersonal skills such as leadership, relationship, effective communication, time management, coping with stress and maintaining productivity whilst working under pressure in context of event planning and processes.
- Systems and processes to generate and maintain accurate event information records, and compliance through adherence to privacy, safety, and organisational policies.

Event setup and detail according to a plan (event order)

- Interpreting and implementing the event plan (event order) to guide setup and operations.
- Onsite preparation for event set-up and operations such as arrival checks, venue walkthroughs, health and safety briefings, toolbox talks, registration area setup.
- Operational delivery including coordination of suppliers, technology, equipment, venue logistics in line with the event plan; operations processes and tools (templates, tech, run-sheets, critical paths, etc).
- Communication and teamwork using effective verbal and non-verbal techniques, active listening, and professional conduct with clients, team members, and attendees.
- Use of event management tools to manage logistics, run-sheets, and real-time updates.
- Reporting and updates on key operational areas such as budget, registrations, and exhibition progress.
- Cultural and environmental considerations, including the integration of manaakitanga, whanaungatanga, and kaitiakitanga, and the use of sustainable practices and culturally appropriate protocols in event setup and flow.

Prepare for and respond to unexpected incidents

- Health and safety planning and checks, risk management plan, compliance with regulations.
- Techniques to manage unexpected situations: contingency planning, addressing customer queries and concerns, critical thinking and decision-making, identifying the root causes of issues/problems, solution building.
- Customer service and conflict resolution, including de-escalation, complaints handling, and adapting service delivery to meet diverse needs.

- Cultural responsiveness, including applying manaakitanga in managing incidents by ensuring attendees' wellbeing and safety are prioritised, showing empathy and understanding in respectful communication and actions.
- Approaches and problem solving to respond to the unexpected; ensuring reports are all accessible (e.g. diets, medical); team briefings; team roles/strengths; client communications (need to know basics); supplier relationships; event technical solutions (digital competencies); transferable soft skills.
- Delivery and soft/transferable skills – communication, interpersonal skills, attitude importance and applying good sense; tough conversations; game face when issues to deal with.

Evaluation of event

- How to undertake and complete post-event project follow-up action, administration and reporting, including preparing undertaking event debriefings, liaising with client and suppliers and collecting feedback and testimonials, and preparing post event notes.
- Analysis and preparing a report on event outcomes, including feedback obtained from debriefings and customer surveys, and identification of any areas where improvement can be made. Reports such as beverage consumption, event owner feedback, financial.
- Assessing the event's impact on the local community and environment, including reflection on kaitiakitanga and sustainably responsible practices.
- Final wrap-up tasks such as stocktake, venue reset, returning or storing event materials and equipment, contacting maintenance, arranging new supplies, left goods returned to event owner or guests.

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://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 Kouna | 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.