

Title	Plan, coordinate, and evaluate a business conference, event, or function		
Level	6	Credits	10

Purpose	People credited with this unit standard are able to: establish the purpose and objectives of the activity in consultation with key stakeholders; determine service and financial requirements and produce a budget for the activity; establish planning and organising requirements for the activity; coordinate and monitor development of the activity programme; and evaluate the activity.
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Classification	Business Administration > Business Administration Services
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Available grade	Achieved
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Explanatory notes

- 1 Legislation relevant to this unit standard includes but is not limited to: Health and Safety in Employment Act 1992, Privacy Act 1993, and their subsequent amendments.
- 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 candidate to meet the criteria for level 6 in the NZQF Levels Descriptors, available at <http://www.nzqa.govt.nz/studying-in-new-zealand/understand-nz-quals/>.
Target group refers to individuals and groups that the conference, event or function is designed for and directed to.
- 3 This unit standard will be assessed against on the basis of evidence of demonstrated performance 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 candidate must have primary responsibility for planning, coordination, and evaluation.

Outcomes and evidence requirements

Outcome 1

Establish the purpose and objectives of the activity in consultation with key stakeholders.

Evidence requirements

- 1.1 The nature and purpose of the activity are established and are specified in terms of the type of activity and the proposed target group.
- 1.2 Activity objectives are specified in conjunction with expected business outcomes.
- Range objectives may be specified as a theme.
- 1.3 Costs are estimated in relation to the nature, purpose, and objectives of the activity.

Outcome 2

Determine service and financial requirements to produce a budget for the activity.

Evidence requirements

- 2.1 The potential sources of service and financial requirements are analysed to determine a recommended budget.
- Range sources may include but are not limited to – organisation itself, external providers, sponsorship.
- 2.2 A budget is produced, sources and uses of funds are specified, and financial responsibilities are defined in relation to specific activities.

Outcome 3

Establish planning and organising requirements consistent with the nature and purpose of the activity and within budget constraints.

Evidence requirements

- 3.1 Parameters for the timing, duration, and structure of the activity are established.
- 3.2 Projected participation in the activity is identified and programme options are developed.
- Range participation by – target group, speakers/presenters, celebrities; programme options – activity itself, social and leisure sessions.
- 3.3 The need for media coverage is assessed.
- 3.4 Facilities are identified in terms of their suitability for the activity.
- Range facilities may include but are not limited to –venue, equipment, telecommunications, accommodation, catering, transportation, security, gifts, social and leisure requirements.

- 3.5 Provision is made for contingencies.
- 3.6 Processes for issuing invitations, identifying special needs, and receiving confirmations of attendance are finalised.

Outcome 4

Coordinate and monitor the development of the programme consistent with the nature and purpose of the activity and within budget constraints.

Evidence requirements

- 4.1 An action plan is developed, documented, and related to a time line for completion.
- 4.2 Coordination actions, responsibilities, and priorities are specified and allocated in relation to the action plan and the time line.
- 4.3 Details of participation are formally confirmed with the target group, and with any speakers, entertainers, and celebrities.
- 4.4 Arrangements are made to fulfil any requirements for special needs in relation to participants and scheduled activities.
- 4.5 Planning and organisation of the activity are monitored to ensure achievement of identified objectives and expected outcomes.
- 4.6 The draft programme is updated and finalised in line with identified objectives and expected outcomes.
- 4.7 The budget is monitored and updated as required, and key stakeholders are kept informed of any variances, according to defined financial responsibilities.

Outcome 5

Evaluate the activity against objectives.

Evidence requirements

- 5.1 Evaluation and review processes and criteria are established and are consistent with the nature of the activity, the activity objectives, and the expected business outcomes.

Range	review processes include but are not limited to – self evaluation, evaluation by participants, budget evaluation, use of internal and/or external resources
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- 5.2 Activity is evaluated in accordance with results of review processes and criteria.

- 5.3 Positive aspects/successes and areas for improvement are identified and reported on.

Planned review date	31 December 2019
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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	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>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.