

Title	Demonstrate knowledge of, and contribute to, positive customer experiences in an entertainment or event operations role		
Level	3	Credits	10

Purpose	People credited with this unit standard are able to demonstrate knowledge of, and contribute to, positive customer experiences in an entertainment or event operations role.
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Classification	Performing Arts General > Entertainment and Event Technology and Operations
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Available grade	Achieved
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Guidance Information

- 1 All learning and assessment leading to this unit standard must be carried out in accordance with the following as relevant:
 - legislation including Health and Safety at Work Act 2015 and subsequent amendments;
 - current industry best practice and industry guidelines including but not limited to *Safe Rigging Practices for the Entertainment Industry in New Zealand*, June 2015, and *A Guide for Safe Working Practices in the New Zealand Theatre & Entertainment Industry*, April 2011, or replacements that supersede these guidelines, available from the Entertainment Technology New Zealand (ETNZ) website, <https://etnz.org>;
 - organisational policies and procedures.

- 2 Definitions

Customer refers to people such as audience members, patrons, venue user, participants, guests, or clients, depending on the type of venue and performance or event.

Operations role in the entertainment and event industry include front of house roles which may include but are not limited to ushering, hosting, ticket office, stage door, merchandising, programme sales, first aid, foyer, customer enquiries; and back of house roles which may include but are not limited to assistant lighting, assistant rigging, assistant sound, assistant AV technician, assistant stage manager, administration, marketing.

Organisational policies and procedures are instructions to staff that may be documented and available for reference in the form of an operations manual and/or policy and procedures manual. They include, as relevant, production schedules, technical requirements, event brief, health and safety plan including event-specific risk assessment and the use of personal protective equipment (PPE), and normal venue operating policy and procedures.

Stakeholders refers to internal and/or external stakeholders as appropriate to the entertainment or event role.

Venue refers to places such as stadia, arenas, theatres, event and convention centres, parks and sports grounds, outdoor spaces, museums and galleries, places of worship, cultural places (e.g. marae), or other places where performances or events take place.

- 3 For assessment purposes:
- The candidate must be assessed while undertaking an entertainment or event operations role.
 - Evidence for performance criteria 1.4 – 1.5 of this unit standard must be gathered over five different performances or events.
 - Depending on the entertainment or event operations role, the candidate's communications may not be directly with customers, but will contribute to an overall positive experience for customers.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of, and contribute to, positive customer experiences in an entertainment or event operations role.

Performance criteria

- 1.1 Describe the ways in which elements before, during and after a performance or event contribute to a positive customer experience.
- Range may include but is not limited to – interactions, lighting, ticketing, cleanliness, food and beverage, merchandising, accessible facilities, venue services; evidence of five different elements is required.
- 1.2 Identify typical customer profiles for three different types of performances or events and describe their needs.
- 1.3 Identify how own role contributes towards a positive customer experience.
- 1.4 Communicate effectively to ensure positive interactions with a range of stakeholders.
- Range may include but is not limited to – choice of language, active listening, conflict management, use of humour, body language.
- 1.5 Reflect on own contribution to positive customer experiences and make improvements in own practice.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	31 May 2018	31 December 2024
Review	2	26 January 2023	N/A

Consent and Moderation Requirements (CMR) reference

0099

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Toi Mai Workforce Development Council qualifications@toimai.nz if you wish to suggest changes to the content of this unit standard.