

Title	Market a conference or visitor event		
Level	5	Credits	4

Purpose	<p>This unit standard is for people who wish to market a conference, convention or event or series of events.</p> <p>People credited with this unit standard are, for a conference or visitor event, able to: research market needs and opportunities; and formulate, implement, and evaluate marketing plan.</p>
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

1 Definitions

Conference means a meeting or meetings attracting visitors to a venue primarily to discuss a theme or themes of common interest.

A *service* means any facility e.g. food, accommodation, transport, entertainment, the provision of which will help visitors to optimise the use of New Zealand as a destination.

Tourism workplace refers to any organisation involved in the domestic tourism industry, the inbound tourism industry, or the outbound tourism industry. Tourism workplaces may include but are not limited to – transport operators, accommodation providers, attraction and activity operators, food and beverage establishments, visitor information centres, travel retailers, travel wholesalers.

Tourism workplace policies and procedures refer to documented instructions about workplace expectations. These may include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

A *visitor event* could be a cultural, tourism or similar occasion or happening which requires special purpose planning and management, and which aims to attract visitors.

2 Legislation relevant to this unit standard includes the following: Resource Management Act, 1991; Local Government Act, 2002.

Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard,

Outcomes and evidence requirements

Outcome 1

Research market needs and opportunities for a conference or visitor event.

Evidence requirements

1.1 Visitor use of comparable conferences or events is analysed in terms of market needs and opportunities.

Range surveys, approval ratings, requests for services.

1.2 Markets are identified and surveyed for opportunities for marketing conference or event in accordance with tourism workplace policies and procedures.

Range survey techniques may include but are not limited to – demographic, geographic, psychographic, socio-cultural
survey content may include but is not limited to – topics, speakers, special features, languages, travel packages, currency, local conditions.

Outcome 2

Formulate marketing plan for the conference or visitor event.

Evidence requirements

2.1 Target markets are identified and prioritised in accordance with tourism workplace policies and procedures.

Range times, costs, options, success criteria.

2.2 Targeted markets are matched to conference or event capabilities and estimated market demand in accordance with tourism workplace policies and procedures.

Range budget, numbers, resources.

2.3 Conference or event is positioned in terms of appeal to targeted markets in accordance with tourism workplace policies and procedures.

Range features, cost, competition, packages, languages, timing.

2.4 Developed marketing mix meets conference or event requirements and needs of targeted market in accordance with tourism workplace policies and procedures.

Range corporate and marketing objectives, cost, language, print, video, audio, positioning strategy.

2.5 Effectiveness of marketing arrangements is evaluated in accordance with tourism workplace policies and procedures.

Range agencies, advertising, promotion, cost.

Outcome 3

Implement marketing plan for the conference or visitor event.

Evidence requirements

3.1 Contact with targeted markets is implemented and maintained in accordance with specifications in marketing plan, and with tourism workplace policies and procedures.

Range objectives, priorities, targets, marketing materials, budget.

3.2 Marketplace arrangements are monitored and modified to meet conference or event requirements and marketing plan in accordance with tourism workplace policies and procedures.

3.3 Costs are controlled in accordance with the marketing plan, and with tourism workplace policies and procedures.

Outcome 4

Evaluate marketing plan for the conference or visitor event.

Evidence requirements

4.1 Market information is assembled and covers all aspects of conference or event marketing, operations, and patronage in accordance with tourism workplace policies and procedures.

Range surveys, targets, trends, changes, competition, outside factors.

4.2 Comparison between planned and actual outcomes is made and any areas where change should be considered are identified in accordance with tourism workplace policies and procedures.

Range priorities, products, marketing, strategies, response.

4.3 Actions and procedures connected with marketing the conference or event are confirmed or modified in accordance with tourism workplace policies and procedures.

Range research, planning, implementation, future performance, efficiency, return.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	13 December 1995	31 December 2018
Revision	2	10 April 1997	31 December 2018
Revision	3	3 February 1998	31 December 2018
Revision	4	20 April 2001	31 December 2018
Review	5	19 November 2010	31 December 2018
Review	6	16 March 2017	N/A

Consent and Moderation Requirements (CMR) reference	0078
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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, or an inter-institutional body with delegated authority for quality assurance, 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 (CMRs). 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 ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.