

Access to H.E. National Programme Unit



Unit Title	Event Management		
Graded Unit Code:	GA33HOS03	Ungraded Unit Code:	UA33HOS03
Pathway(s)	Hospitality, Leisure and Tourism		
Module(s)	Hospitality Travel and Tourism		
Level	3	Credit Value	3
Valid from:	1 st August 2019	Valid to:	31 st July 2024

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
2	Application of knowledge
5	Communication and presentation
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand how to plan an event	1.1 Identify 4 different types of events and describe: a) Their purpose b) Their target audience
	1.2 Assess why it's important to understand the purpose and audience for an event before any planning takes place
	1.3 Assess the personal skills, qualities and behaviours required to effectively plan an event

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	1.4 Produce an action plan for a chosen event, including: <ul style="list-style-type: none"> a) Timeline and deadlines b) Budget c) Resources required d) Possible constraints e) Monitoring
2 Understand the impact of effective promotion	2.1 Compare the following disciplines: <ul style="list-style-type: none"> a) Marketer b) PR professional c) Event manager
	2.2 Evaluate different methods that could be used to promote events
3 Understand risk management	3.1 Identify key risks in planning and running events
	3.2 Undertake a Risk Assessment for a chosen event
	3.3 Evaluate the roles and responsibilities of key staff and customers in implementing the Risk Assessment