

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Planning and Promoting an Event
Unit Reference Number:	A/615/9791
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to plan and carry out an event	1.1 Give a minimum of 4 different types of event and describe: a) Their purpose b) Their target audience
	1.2 Explain why it important understand the purpose and target audience for an event before any planning takes place
	1.3 From a given brief define the purpose of a proposed event
	1.4 Apply a project management technique to aid in the planning of event ensuring to include: a) a timeline b) a budget c) any resources required d) any possible restraints e) a way to monitor progress
	1.5 Assess the personal skills and qualities to effectively plan an event
	1.6 Explain the different job roles which could be involved in event planning and promotion

2. Know how to promote an event

2.1 Compare the following disciplines

- a) Marketer
- b) PR professional
- c) Event Manager

2.2 Describe a minimum of 3 different promotional activities to support given event taking into account

- a) Resources
- b) Time restraints
- c) Habits of target audience

2.3 Apply promotional activities to support event

2.4 Assess own performance and state

- a) What was successful
- b) What could be improved