

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Event Management

Graded Unit Reference Number: GA33HOS03

Ungraded Unit Reference Number: UA33HOS03

Module: Hospitality Management

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (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
	1.4 Produce an action plan for a chosen event, including: 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: 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