

No. 945

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**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

**Generic Management**

Registered by Organising Field 03, Business, Commerce and Management Studies, publishes the following qualification and unit standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the qualification and unit standards. The qualification and unit standards can be accessed via the SAQA web-site at [www.saga.org.za](http://www.saga.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1069 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach SAQA at the address **below and no later than 20 October 2006**. All correspondence should be marked **Standards Setting – SGB for Generic Management** and addressed to

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**SHARMA BHIKHA**  
**DIRECTOR: STANDARDS SETTING AND DEVELOPMENT**



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### QUALIFICATION:

#### *National Diploma: Event Management*

SAQA QUAL ID		QUALIFICATION TITLE	
57671		National Diploma: Event Management	
SGB NAME		ORGANISING FIELD ID	PROVIDER NAME
SGB Generic Management		3	
QUAL TYPE		ORGANISING FIELD DESCRIPTION	SUBFIELD
National Diploma		Business, Commerce and Management Studies	Project Management
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUALIFICATION CLASS
Undefined	380	Level 6	Regular-ELOAC

#### **PURPOSE AND RATIONALE OF THE QUALIFICATION**

##### Purpose

The learner achieving this qualification, in combination with in-context experiential (workplace) learning and expertise standards, will be able to stage professional, feasible, innovative, exciting, responsible and successful events, against stated objectives, in compliance with project management principles.

A qualifying learner will be able to demonstrate relevant knowledge of the event industry and put the knowledge into practice by supporting, coordinating and managing events, to the level of competence and professionalism expected by the international event industry.

The intention of this qualification is to make learners aware of safety, risk and contingency planning, recognising the importance of research and evaluation, in the events in social, economic, environmental and political contexts. To contribute to the full personal development of each learner as a productive member of society.

In addition qualifying learners will be well positioned to further their learning, practice and careers within the event industry extending into other areas of hospitality, sport, tourism and public relations, to strive toward professional standards at higher levels.

##### Rationale

The National Diploma: Event Management has been developed in response to industry needs for education, accountability and professionalisation in the event management sector. These challenges indeed focus on the need to train and educate a new generation of event managers, equipped with the skills to effectively plan and manage an event. They also emphasise the need to ensure the sustainable outcome of the National Event Strategy, which aims to position South Africa as the event capital of Africa. This will necessitate educated, skilled and responsible event managers to attract unique and memorable, national and international, special events and conferences that drive economic development and South Africa as a brand and favored destination.

A sustainable economic mandate of the South African Government is to market South Africa as a preferred destination. This has involved the staging and management of many significant events. The majority of the major business, cultural and sports events have been managed and organized in the absence of a national qualification that appropriately encapsulates the competencies, values and attitudes expected of an event manager at a this level of organization.

There is currently a dearth of high-level skill in the management of events especially among the previously disadvantaged, including compliance with the requirements of the Safety at Sports and Recreational Events Bill, 2004. In terms of the National Human Resource strategy and the Regional Tourism Development

strategy and training development for 2010, entrepreneurial job creation opportunities beyond sport include social, cultural, tourism events and more. Employment opportunities exist in the different genres as listed below and within a corporate environment in the Public Relations, Human Resources, Tourism and Staff Services Departments for both large and small events.

Genres:

- > **Business** - conferences, exhibitions, expos, workshops, indabas, in-house training interventions, product launches, hospitality, meetings, marketing and retail and promotional events.
- > **Tourism** - promotions, destination promotion, functions, guided experiences.
- > **Leisure** - Festivals, Music and cultural events, celebrations - parties and weddings, coordinating competitions and fundraising.
- > **Incentives** - Staff reward and motivational experiences - usually including business, tourism, sport and leisure activities.
- > **Sporting** - Events in all codes of sport at all levels (club - national - international) including function coordination and venue hire at sporting venues.
- > **Government** - Inauguration, AIDS, reception of international visits, security and protocol.

It will create opportunity for a new stream in all higher education institutions - particularly those already offering Tourism, Business, Human Resources and Public Relations qualifications.

#### **RECOGNIZE PREVIOUS LEARNING?**

Y

#### **LEARNING ASSUMED TO BE IN PLACE**

- > Communication and Mathematical Literacy at NQF Level 4.
- > Computer literacy at NQF Level 3.

Recognition of prior learning:

This qualification can be achieved wholly or in part through recognition of prior learning, which where necessary, must be contextualised in terms of the event management industry and the legislation that governs it.

Evidence can be presented in a variety of forms, including international or previous local qualifications, reports, testimonials mentioning functions performed, work records, portfolios of evidence and performance records.

All such evidence should be judged according to the general principles of assessment described in the notes to assessors.

Access to the qualification:

- > Access to this qualification requires a Grade 12 Certificate or an equivalent NQF Level 4 certificate.
- > It is assumed that the learner has personal computing competency, oral and written communication - including competence to investigate a topic, compile a report and present written and verbal findings - and workplace numeracy, at NQF Level 4.

#### **QUALIFICATION RULES**

- > Fundamentals at Level 6 - 36 credits.
- > Core - 324 credits.
- > Electives - 20 credits.

- > Fundamentals: Event Communication, Information Technology.
- > Core: Event Theory, Event Practice, Project Management, Event Marketing, Tourism Guidance, Business Practice.

#### **EXIT LEVEL OUTCOMES**

1. Evaluate the structure of the event industry event typologies and bidding procedures.

Outcome range

- > Scope to include differentiation between organisations, agencies, intermediaries and service providers, including event typologies.

2. Implement legislation, policies, and regulations pertaining to event management.

## Outcome range

- > Scope to include legislation such as Safety and Security and Occupational, Safety and Health Act.
- > Scope to include Environmental Impact Assessment Studies, managing volunteers, ticketing and committee structures.

3. Design, create, plan and stage successful events in differing event contexts and genres.

## Outcome range

## Genres to include:

- > Tourism - destination promotion, eco/environmental and tourist guiding.
- > Business - incentives, exhibitions, promotions, conferences, meetings.
- > Social - hospitality, fundraising, cultural, heritage, festivals.
- > Government - celebrations, launches, awards, information, civic.
- > Entertainment - music, competitions, parades, theatre, fireworks, pyrotechnics display.
- > Sport - competitive, sponsorship, developmental.
- > Project management to include Gantt charts and PERT (in full first - then bracket the abbreviation) principle.

4. Communicate effectively in a business and event related environment.

5. Develop entrepreneurial and business management principles for event success.

## Outcome range

- > Marketing principles to include marketing segmentation, mix - advertising, public relations, sponsorship, promotions, contests and competitions.
- > Financial management to include financial budgets, accounting, statements, reports and ticketing.
- > Human resource management to include human resource policies, remuneration, training and development.

6. Conduct risk analyses, contingency and scenario planning. Develop safety and security plans for an event - including risk, disaster and crisis.

## Outcome range

- > Scope to include nature of risk - natural and man-made disasters should be understood.
- > Scope to include scenario planning to accommodate risk and contingencies.

## Critical Cross-Field Outcomes:

The following Cross-Field Outcomes are embedded in the specific outcomes:

- > Identify and solve problems, responsible decision-making demonstrating originality and a critically evaluative approach.
  - > Relates to Exit Level Outcomes 3, 4, 5, 6.
- > **Work** effectively with others as a member of a team, group, organisation and community.
  - > Relates to Exit Level Outcomes 3, 4, 5, 6.
- > Self organisation and management - Organise and manage time, understand and apply professionalism - incorporating, ethics, confidentiality, responsibility and accountability.
  - > Relates to Exit Level Outcomes 1 - 6 and summative assessment.
- > Collect, analyse, organise and critically evaluate information.
  - > Relates to Exit Level Outcomes 1 - 6.
- > Communicate effectively using visual, mathematical and/or language skills in the modes of oral and written presentation.
  - > Relates to Exit Level Outcomes 4, 5, 6.
- > Use technology effectively and critically.
  - > Relates to Exit Level Outcomes 1 - 6.
- > Contribute to the full personal development of each learner as an individual, the subject field and society at large, by making it the underlying intention of the event programme to make learners aware of the importance of:

- > Participating as responsible citizens in the life of local, national and global communities.
  - > Relates to Exit Level Outcome 1.
  
- > Recognising of the relationship between events and social, economic, environmental and political contexts.
  - > Relates to Exit Level Outcomes 1 - 6.
  
- > Exploring education and career Opportunities.
  - > Relates to Exit Level Outcomes 1 - 6.
  
- > Developing entrepreneurial skills and opportunities within the event industry.
  - > Relates to Exit Level Outcome 5.

#### **ASSOCIATED ASSESSMENT CRITERIA**

1.
  - > The history of the event industry is reviewed and analysed in terms of a theoretical framework.
  - > The types of events, their different purposes, trends and dynamics are analysed and assessed.
  - > Event management procedures for the safe and secure management of any type of event must be critically analysed and evaluated.
  - > The management of tender and bidding processes is understood and practised.
  
2.
  - > Relevant event management legislation, policies, procedures are identified, synthesized and implemented.
  - > The influence of legislation, policies and regulations is evaluated in terms of the national events strategy.
  - > Impact assessment tools and mitigating processes used for events are investigated and understood and applied.
  - > Knowledge of contract law, procurement, insurance and public liability must be understood and applied, and their importance as associate necessary cognate disciplines is assessed.
  
3.
  - > Management principles are applied to stage successful events.
  - > The scope and complexity of the event project are determined and confirmed with the client.
  - > Critical path analysis and work breakdown schedules are prepared and evaluated.
  - > Site inspections and needs analyses are conducted according to plan.
  - > Project management principles are applied to manage a multi-faceted event.
  - > Design, decor concepts and site plans are presented to stakeholders in terms of the agreed upon theme.
  - > Production and logistics schedules are developed and implemented.
  - > An evaluation of the entire event from concept to staging is conducted in terms of the event strategy.
  
4.
  - > Integrated event communication strategy is critically analysed to ensure that all the elements contribute to success of event.
  - > Communication tools and techniques are identified and managed to ensure maximum benefit.
  - > **Media/broadcast** contracts and campaigns are arranged and concluded according to standard legal procedure and practice.
  - > Business correspondence and presentations are compiled to ensure efficacy of the communication strategy.
  - > Barriers to effective event communication are identified and plans developed to manage them.
  - > Communication strategy shows recognition and understanding of cultural diversity.
  
5.
  - > Marketing principles in an event context should be understood and applied.
  - > Event market research is conducted, analysed and reported to the appropriate structures.
  - > Financial management principles and control mechanisms are instituted to ensure that event is completed within the allocated budget and prevents unauthorized expenditure.
  - > The ability to work in a team and lead a group is demonstrated during management of the entire event.
  - > Human Resource management demonstrates legislative compliance.
  - > Entrepreneurship and niche opportunities within the event industry are identified and plans generated to indicate how they can be exploited for benefit of individual and society.
  
6.
  - > Legal compliance is integrated into the risk management plan and regularly reviewed and updated.
  - > **All types of risks** associated with event management are identified and strategies developed to either eliminate or minimize risk.
  - > Logistics and access control are reviewed to include contingency planning.

- > All applicable legislation, regulations, organisational policies and procedures pertaining to risk management are considered and factored into the event strategy.
- > Research into international standards and best practice is conducted and analysed to guide risk management,

### **Integrated assessment;**

Applied competence (practical, foundational and reflexive competencies with regard to event industry, event typologies, legislation, risk analysis and communication) of this qualification will be achieved if a learner can integrate the various exit level outcomes to be able to perform as a event manager in the context of the South African event managing industry.

Ongoing formative assessment is required so that learners are given feedback on their progress in the achievement of exit level outcomes. Summative assessment is concerned with the judgement of the learning in relation to the exit level outcomes of the qualification, which tests the learner's ability to integrate knowledge of the event industry, relevant legislation and policy pertaining to event management, tendering and bidding processes, communication, human resource and financial management skill and service delivery values. The assessment methods must include assessment of learner's theoretical understanding, observation (e.g. during interaction with clients), product evaluation (e.g. completed event strategy, communication plans and risk analyses) and questioning (oral and/or written) to provide sufficient opportunity to the learner to demonstrate applied competence.

Integrated assessment at the level of this qualification provides an opportunity for learners to show they are able to integrate concepts, ideas, skills, values and actions across exit level outcomes to achieve competence that is grounded in and coherent in relation to the purpose and rationale of the qualification. The learner must display knowledge of the event industry, its history, tendering and bidding policies, elements that go into planning an event, application of project management principles, communication strategy, entrepreneurial and business management principles and risk assessment strategy. The learner must address the exercise with professional and ethical conduct.

Integrated assessment must judge not only the quality of the observable performance but also the thinking and understanding that underpins it. Assessment tools must also encourage learners to give an account of the thinking and decision-making that forms the basis for their demonstrated performance. An integrated mix of task-orientated and theoretical assessment tools should be used with the ultimate focus being on the assessment of applied competence.

Assessors must use a range of tools to test demonstrated competence in theoretical knowledge and in practical situations, as well as oral or written examinations that integrate the assessment of all exit level outcomes.

Some assessment practices will be of a more practical nature while others will be of a more theoretical nature. The ratio between action and interpretation is not fixed, but varies according to the type and level of qualification. A broad range of task-orientated and theoretical assessment tools may be used, with the distinction between practical knowledge and disciplinary knowledge - maintained that each takes its rightful place.

The above-mentioned assessment processes are also capable of being applied to recognition of prior learning.

### **INTERNATIONAL COMPARABILITY**

The event industry is by nature international and many of the stakeholders are companies and relevant support services (SMME's), corporates, academic institutions and private providers. They operate at an international level and have close links with international groups. The curricula of the following international institutions were consulted and compared:

- > Internationale Fachhochschule Bad Honnef, Bonn, Germany.
- > Leeds Metropolitan University, Leeds, United Kingdom.
- > The George Washington University, Washington, Unites States of America.
- > Event Management Development Institute, Dubai, United Arab Emirates.
- > Canadian Tourism Human Resource Council, Canada.

The following demonstrates how and to what extent the qualification compares internationally:

ND Event Management  
Exit level outcomes

- > Evaluate the event industry, structure of the industry, bidding procedures, event typologies, management procedures, policies and legislation.

Subjects

- > Event Theory I, II, III.
- > Event Practice I, II, III.
- > Project Management I, II, III.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Business Communication.
- > Event Communication I, II.
- > Computer Training I, II and Data Management for events.

- > Conceptualise, design, create, plan and stage an event.

Subjects

- > Information Technology I, II.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Project Management.

- > Systematical event destination management.

Subjects

- > Event Marketing I, II, III.
- > Event Communication I.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Structures and Organisations in the Event Industry.
- > Socio-cultural aspects of the event industry.

- > Effective use of personal computer, event software in an event related environment.

Subjects

- > Event and Financial Business Practice I, II, III.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > English.

- > Effective communication in an event related environment.

Subjects

- > Event Tourism Guidance I, II.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Foreign Language.

- > Develop a marketing strategy to ensure event success.

Subjects

- > Event Internship\* Six months structured work place learning.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Micro and Macro economics.
- > introduction to Marketing.
- > Event Marketing.

- > Effective use of business principles and business management concepts to manage an event budget and an event enterprise.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Budgeting and financing events.
- > Typologies of events.

- > Perform technical, operational and basic event support, event co-ordination and event management tasks in the event industry.

Internationale Fachhochschule Bad Honnef, Bonn, Germany (Event Management BA) (three years)

Subjects

- > Internship (5-7 months in the second half of the second year).

ND: Event Management

Exit level outcomes

- > Evaluate the event industry, structure of the industry, bidding procedures, event typologies, management procedures, policies and legislation

Subjects

- > Event Theory I, II, III.
- > Event Practice I, II, III.
- > Project Management I, II, III.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose 4)

- > Principles of Events Management.
- > Events Production,
- > Events Stakeholder Behaviour.

- > Conceptualise, design, create, plan and stage an event.

Subjects

- > Information Technology I, II.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose 4)

- > Management of Human Resources.

- > Systematic event destination management.

Subjects

- > Event Marketing I, II, III.
- > Event Communication I.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose 4)

- > Operations and Project Management.
- > Professional Events Solutions.

- > Effective use of personal computer, event software in an event related environment.

Subjects

- Event and Financial Business Practice I, II, III.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose 4)

- > Public Relations.

- > Effective communication in an event related environment.

Subjects

- > Event Tourism Guidance I, II.



- > Event Internship\* Six months structured work place learning.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose **4**)

- > Small Business Development.
- > Sponsorship and Partnership.

- > Develop a marketing strategy to ensure event success.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose **4**)

- > The application of IT to the Service Sector.

- > Effective use of business principles and business management concepts to manage an event budget and an event enterprise.

Leeds Metropolitan University, Leeds, United Kingdom (Diploma in Events Management) (Senior) (two years and one year additional optional work placement)

Subjects (choose **4**)

- > Corporate Hospitality and Conferencing.
- > Management Project.

- > Perform technical, operational and basic event support, event co-ordination and event management tasks in the event industry.

Evaluate the event industry, structure of the industry, bidding procedures, event typologies, management procedure, policies and legislation.

Subjects

- > Event Theory I, II, III.
- > Event Practice I, II, III.
- > Project Management I, II, III.

The George Washington University, Washington Unites States of America (Event Management Programme, Professional Certificate in Event Management, must be completed within two years)

Subjects

- > There are four core courses that are recommended as prerequisites, classroom and distance learning.
- > Best Practices in Event Management.

- > Conceptualise, design, create, plan and stage an event.

Subjects

Information Technology I, II.

The George Washington University, Washington Unites States of America (Event Management Programme, Professional Certificate in Event Management, must be completed within two years)

Subjects

- > Event Co-ordination.

- > Systematical event destination management.

Subjects

- > Event Marketing I, II, III.
- > Event Communication I.

The George Washington University, Washington Unites States of America (Event Management Programme, Professional Certificate in Event Management, must be completed within two years)

Subjects

- > Event Marketing.
- > Risk Management.

- > Effective use of personal computer, event software in an event related environment.

## Subjects

- > Event and Financial Business Practice I, II, III.

The George Washington University, Washington United States of America (Event Management Programme, Professional Certificate in Event Management, must be completed within two years).

## Subjects

- > Financial Management.
- > Legal Management.

- > Effective communication in an event related environment.

## Subjects

- > Event Tourism Guidance I, II

The George Washington University, Washington United States of America (Event Management Programme, Professional Certificate in Event Management, must be completed within two years)

## Subjects

- > Ethical Safeguards.

- > Develop a marketing strategy to ensure event success.

## Subjects

- > Event Internship- Six months structured work place learning.

- > Effective use of business principles and business management concepts to manage an event budget and an event enterprise.

- > Perform technical, operational and basic event support, event co-ordination and event management tasks in the event industry.

www.gwutourism.org.

ND: Event Management, three year qualification

Exit level outcomes

- > Evaluate the event industry, structure of the industry, bidding procedures, event typologies, management procedures, policies and legislation.

## Subjects

- > Event Theory I, II, III.
- > Event Practice I, II, III.
- > Project Management I, II, III.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Event Management Orientation.
- > Fundamentals of Marketing.
- > Brand Management.

- > Conceptualise, design, create, plan and stage an event.

## Subjects

- > Information Technology I, II.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Key elements of Events.

- > Systematical event destination management

## Subjects

- > Event Marketing I, II, III.
- > Event Communication I.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Event evolution, Creation and Development.
- > Event Marketing.
- > Effective use of personal computer, event software in an event related environment

## Subjects

- > Event and Financial Business Practice I, II, III.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Media in Event Marketing.
- > 360-degree Communication.

- > Effective communication in an event related environment

## Subjects

- > Event Tourism Guidance I, II.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Benefits of Events.

- > Develop a marketing strategy to ensure event success.

## Subjects

- > Event Internship - Six months structured work place learning.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > The World of Below the Line Advertising.

- > Effective use of business principles and business management concepts to manage an event budget and an event enterprise.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Innovative Marketing.
- > Internet Marketing.
- > Direct Marketing.
- > Loyalty Programmes.

- > Perform technical, operational and basic event support, event co-ordination and event management tasks in the event industry.

Event Management Development Institute, Dubai, United Arab Emirates, Event Management (one year)

## Subjects

- > Customer Relationship Management.
  - > In Film Advertising/Marketing.
- www.emdiworld.com.

ND: Event Management, three year qualification

Exit level outcomes

- > Evaluate the event industry, structure of the industry, bidding procedures, event typologies, management procedures, policies and legislation.

## Subjects

- > Event Theory I, II, III.
- > Event Practice I, II, III.
- > Project Management I, II, III.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

## Subjects

Event Administration,

- > Use Management Skills,

- > Research event.
- > Develop business plan.
- > Develop critical path.
- > Evaluate event.

- > Conceptualise, design, create, plan and stage an event

Subjects

- > Information Technology I,II.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

Subjects

- > Administer reporting and monitoring process.
- > Establish event policies and procedures.

- > Systematic event destination management

Subjects

- > Event Marketing I, II, III.
- > Event Communication I.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

Subjects

- > Oversee committees.

- > Effective use of personal computer, event software in an event related environment.

Subjects

- > Event and Financial Business Practice I, II, III.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

Subjects

- > Use Financial Management Skills.
- > Develop budgets.
- > Establish financial controls and procedures.

- > Effective communication in an event related environment.

Subjects

- > Event Tourism Guidance I, III.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

Subjects

- > Manage contracts.
- > Source suppliers.
- > Negotiate contracts.

- > Develop a marketing strategy to ensure event success.

Subjects

- > Event Internship- Six months structured work place learning.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

Subjects

- > Develop Financial Resources for Event.

- > Effective use of business principles and business management concepts to manage an event budget and an event enterprise.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)

Subjects

- > Manage event sponsors/partnership process.
- > Manage event donor process.

- > Manage program funding process.
- > Perform technical, operational and basic event support, event co-ordination and event management tasks in the event industry.

Canadian Tourism Human Resource Council, Canada (National Occupational Standards: Event Manager)  
(Unit standard based, not time bound)  
Subjects.

Event Planning and Management.

- > Design and plan event program.
- > Select site.
- > Contract entertainment, activities and attractions.
- > Develop food and beverage operations plan.
- > Develop event décor plan.
- > Develop system of accreditation.
- > Develop guidance for box office and ticket operations.

Marketing

- > Develop marketing plan.
- [www.emerit.ca](http://www.emerit.ca).

The Canadian National Occupational Standards body is considered a leader in unit standard based qualifications framework and is acknowledged as setting international Best Practice unit standards and was used as a benchmark for this qualification. No comparable qualification could be accessed within SADEC countries as this is an emerging profession.

The following in-house training short courses and international best practices were reviewed:

- > Institute of Event Planning - [www.inst.org](http://www.inst.org).
- > College of Event Knowledge - [www.mbizo.co.za](http://www.mbizo.co.za).
- > Scottish Exhibition Centre - [www.secc.co.uk](http://www.secc.co.uk).
- > Event Management Software - [www.eventgo.biz](http://www.eventgo.biz).
- > Events Education - [www.EventsEducation.com](http://www.EventsEducation.com).
- > Future Watch 2005 - [www.mpiweb.org](http://www.mpiweb.org).
- > IIR Middle East - [www.iirme.com](http://www.iirme.com).

International Best Practice reflected in the Event Management Knowledge Domains from the Silvers taxonomy was selected, with permission, to form the foundation of this programme. It was validated at the Event Management Body of Knowledge Global Alignment Summit, July 2005. Julia Rutherford Silvers, Certified Special Events Professional, Event Management Authority and Educator is internationally recognised as an authority on event management practices. The knowledge domain structure was developed through a comparative analysis of the competency domain outlines of event industry certification programmes, national skills standards and vocational qualifications from the United States, Canada, United Kingdom, Australia and South Africa.

### **ARTICULATION OPTIONS**

This qualification articulates horizontally with:

- > Advanced Diploma: Hospitality Management at Level 6 ID: 35940.
- > Advanced Diploma: Management: Marketing at Level 6 ID: 21782.

This qualification articulates vertically with:

- > National Diploma: Event Coordination at Level 5 ID: 20613.
- > BCom: Applied Tourism Management at Level 6 ID: 48813.
- > Bachelor of Technology: Marketing at Level 7 ID: 1325.

### **MODERATION OPTIONS**

Anyone assessing a learner or moderating the assessment of a learner against this qualification must be registered as an assessor with a relevant Education and Training Quality Assurance (ETQA) Body or with an ETQA that has a Memorandum of Understanding with the relevant ETQA.

Any institution offering learning that will enable the achievement of this qualification must be accredited as a

provider with the relevant **ETQA** or with an **ETQA** that has a Memorandum of Understanding with the relevant **ETQA**.

The provider will conduct integrated summative assessment internally with moderation being done by the relevant **ETQA** Body or by an **ETQA** that has a Memorandum of Understanding with the relevant **ETQA**.

Verification of assessments and moderation conducted will be overseen by the relevant **ETQA** or by an **ETQA** that has a Memorandum of Understanding with the relevant **ETQA**, according to the **ETQA**'s policies and guidelines for assessment and moderation.

**CRITERIA FOR THE REGISTRATION OF ASSESSORS**

For an applicant to register as an assessor, the applicant needs to comply with *the* requirements of an assessor as stipulated by **SAQA** and relevant **ETQA**.

**NOTES**

N/A

**UNIT STANDARDS**

*(Note: A blank space after this line means that the qualification is not based on Unit Standards.)*

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