

Unit 5: Principles of Supporting Business Events

Unit code: R/601/7642

QCF Level 2: BTEC Specialist

Credit value: 1

Guided learning hours: 8

Unit aim

This unit is about the ways in which event support can be provided and the types of problems that may occur when organising a business event.

Unit introduction

Most organisations hold a variety of business events from a meeting with three or four staff to a conference or exhibition with perhaps a couple of hundred people attending. Administrators play a key role in the success of these events. This unit explores the types of events held frequently in business, and the role of the administrator in providing effective and efficient support.

This unit will explore the support needed for preparatory tasks for an event such as booking venues, producing documentation and arranging resources. Learners will then go on to investigate the administrator's responsibilities during the event such as setting up the room, meeting health and safety requirements, and assisting delegates. Finally, they will explore the support activities for vacating the event and evaluating its success.

Although careful planning of tasks, time and resources is an essential undertaking, sometimes the unexpected and unplanned problems do occur. This unit will enable learners to identify potential problems and plan contingencies for dealing with them.

Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

On completion of this unit a learner should:

Learning outcomes	Assessment criteria
1 Understand how to support the organisation of a business event	1.1 Describe the range of support activities that may be required when organising a business event 1.2 Identify ways of providing support before, during and after a business event
2 Understand the purpose of displaying professional and helpful behaviour whilst supporting a business event and how to do so	2.1 Explain the purpose of displaying professional and helpful behaviour when supporting a business event 2.2 Describe ways of exhibiting professional and helpful behaviour whilst supporting a business event
3 Understand how to deal with problems encountered when supporting a business event	3.1 Identify the types of problems that may occur when supporting a business event 3.2 Identify ways of dealing with problems when supporting a business event

Unit content

This content has been written in an expanded format to facilitate both a multiple choice test (MCQ) and portfolio assessment. Learners presenting work for portfolio assessment are not expected to evidence all of the bracketed content. Learners who opt for MCQ assessment could be tested on any part of this content.

1 Understand how to support the organisation of a business event

Support activities when organising an event: types of event and main features (formal meetings including board meetings and annual general meetings, semi-formal including team meetings or sales meetings, exhibitions and trade fairs, receptions, conferences); agreeing role and responsibilities to provide support activities required (clarifying purpose, type and size of event, identifying target audience and confirming numbers, planning tasks and resources); confirming venue with others

Before a business event: providing administrative support (organising printing and supply of any publicity material, supporting documents or files, relevant meeting papers, travel instructions, informing relevant people of any alterations and changes in arrangements); organising appropriate venues (location, size, layout, time required for advance notice or bookings, assessing facilities for parking, catering; number and type of delegates, special requirements; venue checklist); resources (checking room for size layout, equipment needed such as overhead projector, flip chart, paper, display stand, literature for stand, refreshments, delegate badges); delivery of materials

Providing support during a business event: administrative support (accurate note-taking, ensuring delegates have the resources they need, ensuring delegates are aware of location of event rooms and facilities, recording attendance and cancellations); health, safety and security support (checking emergency procedures, housekeeping arrangements, security of materials and equipment)

Providing support after a business event: vacating event (leaving venue clean and tidy, returning or securing equipment); evaluation activities (collecting questionnaires, attending debriefing meeting); produce a record of the meeting/event; circulating materials (meeting minutes, evaluation forms, making sure these are within agreed timescales)

2 Understand the purpose of displaying professional and helpful behaviour whilst supporting a business event and how to do so

Displaying behaviours: reasons for displaying professional and helpful behaviour (to present a positive image of the organisation, to make visitors feel welcome, to ensure a successful event)

Exhibiting behaviours: ways (greeting visitors, confirming names for registration, making sure visitors have necessary materials, point out housekeeping arrangements, refer difficult queries to line manager)

3 Understand how to deal with problems encountered when supporting a business event

Problems: types (non-attendance of delegates, last-minute photocopying, inadequate rooming or facilities, non-delivery of equipment or materials, inadequate refreshments for the number of delegates, late or non-arrival of refreshments, late or non-arrival of key speakers, people turning up without booking, technical problems – equipment not working); potential revision of event outcomes; potential rearrangement

Dealing with problems: ways of dealing with problems (checking all equipment is in working order in plenty of time, making sure that line manager or event organiser is contactable, having contact details for equipment suppliers, asking for help from colleagues)