

# Diploma of Event Management

# EXAMPLE COURSE MATERIALS



WEEEDTODD Manage Event Staging Components


2. IDENTIFYING AND SOURCING CONTRACTORS

## Identifying and Sourcing Contractors

Sourcing contractors might seem like a fairly simple process, however it can be time consuming to actually find the exact product and/or service required, at an affordable price. Add to this finding a reputable organisation that will deliver the level of service required, on time, and it may become a difficult task. Allow a number of weeks to source contractors to ensure that you can successfully identify and research a range of contractors.

Initially you should assess your requirements (the services and products you require for your event) and then break these needs down into specifics. You might put together a checklist of your needs so that you can check them off when interviewing or researching prospective contractors.

Click or tap on each button to learn about some of the common services you may source when staging an event.



- Venues and sites
- Speakers and performers
- Staging and technical specialists
- Display suppliers
- Caterers
- Equipment hire companies

← Learning materials include lots of real world examples and case studies to help your learning

The screenshot shows a web page with a blue header. The title is 'Where to Research' under the sub-header 'INTRODUCTION'. Below the title is a paragraph explaining the purpose of the page and a note to interact with a wheel. The wheel is a semi-circle divided into four segments: 'Volunteering' (red), 'Industry Associations' (yellow), 'Meetings' (green), and 'Exhibitions' (orange). The 'Industry Associations' segment is selected, and its content is displayed on the right. The content includes a definition of industry associations, a list of examples, and a list of specific organizations with their descriptions and websites.

EVENT Toolkit Source and Use Information on the Events Industry

## Where to Research

It is easy to obtain a good overview of the Event industry by choosing the correct places to research. Explore some of the recommended resources shown here. These will help you to get a clear understanding of how the industry works and how it links with other industries.

Select each section of the wheel to reveal more information.

### Industry Associations

Provide representation for the industry, including lobbying government on relevant issues. They also provide conferences about products, services and industry issues for their members.

Examples of industry associations include:

- **Business Events Council of Australia (BECA)** – a coalition of national associations which represents businesses in the Meetings, Incentives, Conventions and Exhibitions (MICE) sector. BECA is the peak industry body and liaises with federal government and other relevant agencies on matters of common interest affecting the business events sector. For more information see [www.businesseventscouncil.org.au](http://www.businesseventscouncil.org.au)
- **Meetings and Events Australia (MEA)** - MEA offers networking opportunities for businesses in the industry, as well as training courses, forums, special interest groups, accreditation, recognition and industry updates. For more information see [www.meetingsevents.com.au](http://www.meetingsevents.com.au)
- **Exhibition and Event Association of Australasia (EEAA)** – represents exhibition organisers, venues, service organisations and other businesses involved in the exhibition and event industry in Australia and New Zealand. EEAA conducts research into the industry and keeps members up-to-date with trends and other useful information. For more information see [www.eeaa.com.au](http://www.eeaa.com.au)
- **Conventions and Incentives New Zealand (CINZ)** - represents New Zealand businesses within



Learning materials designed to be interactive and engaging



3. EXPLORING NEW IDEAS AND TRENDS

## Exploring New Ideas and Trends

Before beginning the creative process and coming up with a mind-blowing idea for an event, you must first conduct some background work. You must consider the event's overall purpose, the scope of the project, the people involved and affected, location and time constraints, as well as the type of event that is most suitable.

In *Special Events: Best Practices in Modern Event Management*, JJ Goldblatt suggests that when planning and designing an event you should think about:

Select each letter below to reveal what they are.

**W** Why

Why is the event being held?

**W** Who

**W** When

**W** Where

**W** What

SAMPLE

LEARNING MATERIALS



Explore concepts by clicking and revealing learning content.

## SUSTAINABLE EVENT STAGING REQUIREMENTS

## Sustainable Actions Challenge

There are many areas in staging for which you can employ sustainable actions. Remember, being sustainable is not only socially responsible, but can be financial rewarding in the long-term.

Drag and drop the various sustainable actions into their relevant category.

+ Water conservation

+ Energy conservation

+ Hazardous substances

+ Waste minimisation

Separate food waste and recycling from general waste.

Encourage public transport to the venue.

Use environmentally friendly portable toilets.

Use environmentally friendly cleaning products.

Recycle all possible rubbish.

Choose high star-rating venues.

Use sensor activated taps.

Dispose of chemicals in the correct manner.



Drag and drop challenges let you engage with content as you learn.

## SAMPLE

### LEARNING MATERIALS

#### 1. INTRODUCTION

### Checkpoint 3

Q. Place the stages of a research process in order:

✚ To complete this question, drag and drop each item to re-order them into the correct sequence ✕

1 Collating, analysing and interpreting the information

2 Linking the information to your situation

3 Sharing the results of your research

4 Summarising the key points

5 Gathering information from the sources

6 Identifying sources of information

Done



Checkpoints throughout your learning materials help you test and recap knowledge you have just learned.

SAMPLE

LEARNING QUIZZES

At the end of each learning section complete the online quiz to help you cement your new knowledge and skills.

☰ SITEEVT007 **Select Event Venues and Sites Quiz**

Q. Drag the ticks to the correct answers. The 3 stages of the process for selecting appropriate venues and sites for an event include:



- Analysing the requirements of the venue or site
- Analysing staff capabilities
- Researching and sourcing appropriate venues and sites
- Seeking legal representation
- Booking and confirming arrangements

☰ SITEEVT008 **Manage Event Staging Components Quiz**

Q. Select true or false to the following statements.  
For the purpose of staging, each stage is micro-managed, which entails the following processes:

- Each stage, whether for a single or multiple event, is micro-managed with each entertainment area having its own staff, performance needs, lighting and individual themes.
- The term 'stage' refers only to music events, not to the performance areas required for sports, services, parades, carnivals and any other event.

**Your task:** Answer the questions below in relation to the case study above.

Questions:

1. What do you think is the objective of this event?

Responses:

|  |
|--|
|  |
|  |

2. List four stakeholders.

Responses:

|  |
|--|
|  |
|  |

3. Explain which of the following ways you think are the most appropriate to support and assist with ~~organising~~ a team in the lead up to the event and throughout this particular event? You may choose more than one approach.

- Informal coaching and feedback
- Formal training opportunities
- Moderation and joint planning sessions
- Regular meetings and briefings
- Representing the team's interests in the wider community
- Other – please expand...

Responses:

|  |
|--|
|  |
|  |

4. Your catering contractor has provided all wait and serving staff for the event, however there are a number of volunteers you have employed to assist in various roles. Explain which of the following ways will enable you to build trust and respect within the project team? You may choose more than one approach.

- Debrief (pre and post event)
- Provide regular breaks
- Provide staff and volunteers with morning tea



Each module concludes with a variety of assignments and tasks that can include case studies, interviews and workplace portfolios.