

# Events Assistant Apprenticeship Standard

## Role/Occupation: Events Assistant

### Level 3



**Overview:** Working in an events company or events department in an organisation, helping event planners and project managers to organise and host events

An Event Assistant is an entry level position, typically working within a team of people in an events company or within the events department of a larger organisation. The role would usually provide support to a number of Event Planners or Project Managers by carrying out a diverse range of tasks necessary to plan, organise and deliver an event: for example, searching for the right location and venue for the event; working with the design team on the look and feel of the event; or organising logistics like transportation and catering. The events organised may be for the company where the Event Assistant is working, or could be for a variety of different clients including large corporations, smaller companies and not-for-profit organisations.

Events cover a broad range of activities as well as sizes, from small numbers of attendees through to thousands. Around 75% of events are conferences, meetings, trade shows and exhibitions. Other events include outdoor events, cultural events, sporting and music events. Companies use events to bring together different groups of people: from employees attending a sales conference; to customers or suppliers attending the launch of a new product; to shareholders gathering at a conference designed to attract new investors. These are just a few examples – the breadth and diversity of the events industry is partly what makes it such an exciting place to work.

As well as holding events in the UK, events agencies and events departments organise events in different countries around the world.

#### DURATION

The apprenticeship will typically take 24 months to complete.

#### ENTRY REQUIREMENTS

Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C/4 or above.

Anyone, from any background, can have a successful career in event management if they have the right attitude, passion, stamina and commitment to learning. Previous experience is not typically needed. It is a demanding yet very rewarding environment to work in. Flexible, calm and proactive individuals with energy, enthusiasm, good communication skills, patience and an ability to empathise are ideal candidates for the events profession.

#### ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

## QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

## COMPETENCIES

Knowledge	What is required
Operational	<p>How an event moves through its lifecycle from research and planning to delivery and evaluation</p> <p>The respective roles of different functions: logistics, production, creative and design in event management; what each area is responsible for and how they contribute to the successful delivery of an event</p> <p>How different venues may be suited a particular event based on clients' needs</p> <p>How event logistics can impact on the smooth running of an event</p> <p>Each aspect of event logistics: the venue, delegate management, transportation, accommodation, catering</p> <p>How the event suppliers combine to contribute to deliver an event</p> <p>What the onsite team at an event are responsible for and how they work to ensure that the client's and all the delegates needs are met</p> <p>Regulation and policies that are relevant to your job role</p>
Professional	<p>Why clients' choose to hold events, what purpose they serve, and how they would evaluate different types of events</p> <p>What clients typically expect from a department or company who is organising the event, and the importance of meeting or exceeding clients' expectations</p> <p>The importance of client feedback – dealing with it and using it to improve</p> <p>Importance of time-keeping, attendance, personal presentation and conduct and how this reflects on the company or department that is responsible for organising events for clients</p> <p>The importance of being flexible to the needs of urgent requirements for an event</p>
Commercial	<p>Develop an understanding of the business, its competitors, and how success is measured</p> <p>How the role of the Event Assistant contributes to business success</p> <p>Understand how an event budget is constructed and managed</p>

Skills	What is required
Professional	<p>Listen, interpret, understand, vocalise and respond to clients' needs</p> <p>Speak and write clearly in order to prepare written communications or provide instructions that are needed for a client, supplier or team member</p> <p>Build rapport and trust with the stakeholders of an event so that stakeholders can collaborate well throughout the planning and organisation processes</p> <p>Question effectively to ensure understanding of what is required from clients or colleagues</p> <p>Have the skills to maintain relationships with colleagues, suppliers or clients once they are built, and be able to repair them when they are damaged</p> <p>Work effectively within a group environment to prepare for, deliver and/or follow up after an event takes place</p>

Skills	What is required <i>(Continued)</i>
Operational	<p>Gather facts and collate information in response to a brief or request, like searching for the right location and venue for an event</p> <p>Respond to requests from the different functional teams and carry out a variety of daily and weekly tasks to assist in the planning and preparation of an event</p> <p>Provide assistance onsite at an event by registering delegates or by helping to assist the onsite team with a variety of tasks</p> <p>Manage your time effectively by understanding how to prioritise tasks according to their importance and urgency for the stakeholders of an event</p> <p>Use software packages to create word processing and spreadsheet documents</p> <p>Contribute to reports, event project plans and written presentations for clients</p> <p>Use a range of event technology platforms and in-house bespoke software systems and databases</p> <p>Show careful attention to regulations and internal policies</p>
Commercial	<p>Assist in the preparation, management and reconciliation of event budgets by collecting information, checking data and making calculations</p> <p>Show how commercial awareness has been applied through task and time management, specifically using efficient and effective measures to conclude a project in the most proficient way</p>

**Behaviours** - an Event Assistant demonstrates the following behaviours:

Have an enthusiastic and positive approach to providing swift and accurate service

Show tact and discretion with sensitive information

Contribute to conversations with team members and share ideas with confidence

Remain calm and positive under pressure

Take pride in producing accurate work with a consistently strong attention to detail, seeking clarity where necessary

Use initiative when faced with problems or challenges, and be flexible to the needs of the project

Demonstrate consideration and respect for team members regardless of sex, race, religion and other differences

Frequently seek and act upon feedback, reflect on performance and show commitment to self-development

Demonstrate personal commitment to sustainability by minimising the negative effect on the environment caused by work activities

**ON-PROGRAMME DELIVERY**

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track.

All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

## END POINT ASSESSMENT

The EPA consists of three assessment methods:

1. Project
2. Portfolio of Evidence
3. Professional Discussion

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

## PROGRESSION

Please talk to us about progression from this apprenticeship.

## REALITY CHECK

- Workshops are held in Cirencester and/or online
- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

## COSTINGS

### **Maximum Funding Band: £9,000**

The cost of the apprenticeship will be negotiated with you in line with Government guidelines