

Stepping Forward: Business

Event Management



Scenario

Careers in events management are becoming popular and competitive, with event's organisers producing events that range from huge music festivals to product launches for small businesses.

As part of your research into your options for the future you have decided to explore the role of an event organiser and your suitability for this role.

Your research into the role will involve carrying out two skills audits, one for an event's organiser, and one for yourself.

You will use your research to produce a presentation.

What is a skills audit?

A skills audit is a written document that clearly lays out all the skills you currently have and how advanced those skills are. It will also document what skills you need for your dream job, where the gaps are in your skill set and how you gain the skills you need.

Soft skills	1	2	3	4	5
Customer service skills					5
Communication skills				4	
Time management				4	
Work ethic			3		
Positive attitude				4	
Problem solving				4	
Acting in a team					5
Self confidence				4	
Ability to accept and learn from self criticism					5
Flexibility				4	
Ability to work well under pressure					5

Skill	Definition	Level of competency 1 (low) to 5 (high)				
		1	2	3	4	5
Written Communication	Can communicate ideas and information effectively by writing				4	
Presentation Skills	Can communicate ideas and information effectively by speech				4	
Team Work	Can work effectively with a group of people to complete a task				4	
Time Management	Can perform several tasks at the same time and achieve goals within the allotted period			2		
Problem Solving	Can identify obstacles to the completion of tasks and devise solutions to overcome them				4	
Critical Thinking	Can critically evaluate information				4	
Assertiveness/Self Confidence	Can express own ideas clearly and diplomatically when working with a range of people		2			
Creativity	Can create/design objects or systems, using originality, imagination and inventiveness				4	
Flexibility/Adaptability	Can adjust and adapt to changing situations, and turn easily from one subject to another				4	
Leadership	Can get others to work together to accomplish an objective			2		
Organisation	Can structure/arrange resources and time to accomplish a task					2
Decision Making	Can make a calculated decision between 2 or more alternatives			2		
Psychological Skills	Be able to assess a person or situation to achieve a better outcome				2	
Presentation	Be able to deliver a presentation in front of an audience					2
Proof Reading (Attention to detail)	Can possess the skills to accurately check work for mistakes					2

Activity 1

You will have to gather some research and evidence into the role and skills of an event's organiser.

Your research should include:

- the tasks and procedures to be completed in organising and setting up an event
- skills needed to organise an event
- an investigation of current legal requirements for events organisation

Using this research, prepare a word document which explains the tasks, roles and skills required to be an effective event's organiser.

You will need to measure your suitability for this role by matching your own skills to those skills required by an event organiser. Carry out a personal skills audit that analyses your own skills, highlighting areas for development and how this might be achieved. Do the same for an event organiser.

Using the results from your skills audits, finish your work by stating whether you think you could be a good events organiser!

Activity 2

Task 1 – complete the skills audits ;personal skills audit & event organiser skills audit (guidance is on the next slide). Under each section you need to add in things you think are relevant e.g. time management/emailing/using the internet etc.

Score yourself for each one between 1-4

Task 3 – using your research earlier, add these skills and qualities you have found to the event organiser skills audit and rate yourself out of 1-4 for each one

Task 4 – do a summary page which states if you feel like you would be a good events organiser based on your skills audits. Can you research things you could do to improve in the right areas to make you a better fit for that role?

How to do a skills audit

1 – On a piece of paper write down all the skills you have gained, that you would be able to refer back to and use. These skills could have come from any of the following:

- Your education (school, college, university)
- Your work history (look at the small detailed tasks as well as the bigger picture)
- Personal experiences (travelling/back-packing, countries you have lived in, family life, major events)

2 – Critically rate each skill, from 1 (low) – 10 (high), in terms of your experience level (be critical, ask somebody to take a look and adjust your scores)

3 – In the job column of the template, now write down events organiser

4 – Write down all the skills needed for this job (look at real job descriptions)

5 – Write down any skills you need to gain or improve to land those jobs

6 – Write down how you can develop the skills in question (you may need to take on other jobs to develop particular skills before you can land that dream one!)

Email your work to.....

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