

EVENT ASSISTANT APPRENTICESHIP



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.

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. The breadth and diversity of the events industry is partly what makes it such an exciting place to work.

Entry

Employers will set their own entry requirements in order to start on this apprenticeship.

Duration

Typically this apprenticeship will take 12 months.

Level

This apprenticeship standard is set at level 3.

Functional Skills

If the employee does not have maths and English GCSE passes at grade C or above, they will need to pass maths and English Functional Skills level 2 during their Apprenticeship.

End Assessment

To achieve this apprenticeship standard, the employer, training provider and apprentice will agree when the apprentice is competent and ready to undertake the independent end point assessment.

HIT Professional Trainers

Alongside the apprentice they will agree on a personal learning and development plan, setting a timetable of learning activities in preparation for the End Point Assessment (EPA).

The HIT Training Consultant will meet with the apprentice regularly either online or face to face to complete and review assessments, provide further coaching where required and agree the next steps of learning.

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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 affect on the environment caused by work activities.

Operational	Skills (Show it)	Knowledge and Understanding (Know it)
	<ul style="list-style-type: none"> ▶ Gather facts and collate information in response to a brief or request, like searching for the right location and venue for an event. ▶ 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. ▶ Provide assistance onsite at an event by registering delegates or by helping to assist the onsite team with a variety of tasks. ▶ Manage your time effectively by understanding how to prioritise tasks according to their importance and urgency for the stakeholders of an event. ▶ Use software packages to create word processing and spreadsheet documents. ▶ Contribute to reports, event project plans and written presentations for clients. ▶ Use a range of event technology platforms and in-house bespoke software systems and databases. ▶ Show careful attention to regulations and internal policies. 	<ul style="list-style-type: none"> ▶ How an event moves through its life cycle from research and planning to delivery and evaluation. ▶ 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. ▶ How different venues may be suited a particular event based on clients' needs. ▶ How event logistics can impact on the smooth running of an event. ▶ Each aspect of event logistics: the venue, delegate management, transportation, accommodation, catering. ▶ How the event suppliers combine to contribute to deliver an event. ▶ 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. ▶ Regulation and policies that are relevant to your job role.

	Skills (Show it)	Knowledge and Understanding (Know it)
Professional	<ul style="list-style-type: none"> ▶ Listen, interpret, understand, vocalise and respond to clients' needs. ▶ Speak and write clearly in order to prepare written communications or provide instructions that are needed for a client, supplier or team member. ▶ Build rapport and trust with the stakeholders of an event so that stakeholders can collaborate well throughout the planning and organisation processes. ▶ Question effectively to ensure understanding of what is required from clients or colleagues. ▶ 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. ▶ Work effectively within a group environment to prepare for, deliver and/or follow up after an event takes place. 	<ul style="list-style-type: none"> ▶ Why clients choose to hold events, what purpose they serve, and how they would evaluate different types of events. ▶ What clients typically expect from a department or company who is organising the event, and the importance of meeting or exceeding clients' expectations. ▶ The importance of client feedback – dealing with it and using it to improve. ▶ 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. ▶ The importance of being flexible to the needs of urgent requirements for an event.
Commercial	<ul style="list-style-type: none"> ▶ Assist in the preparation, management and reconciliation of event budgets by collecting information, checking data and making calculations. ▶ 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. 	<ul style="list-style-type: none"> ▶ Develop an understanding of the business, its competitors, and how success is measured. ▶ How the role of the Event Assistant contributes to business success. ▶ Understand how an event budget is constructed and managed.

INDEPENDENT END POINT ASSESSMENT

The end point assessment will only commence once the employer, apprentice and HIT Training Consultant are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard and clearly evidenced by the on-programme progression review meetings and records.

The independent end point assessment ensures that all apprentices consistently achieve the industry set professional standard and can commence at any point once the apprentice is competent after the minimum period of learning and development. Prior to independent end point assessment the functional skills English and maths components of the apprenticeship must be successfully completed.

Summary of Independent End Point Assessment Process

The apprentice will be assessed to the apprenticeship standard using complementary assessment methods below. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed by the independent end point assessment organisation as follows:



Project

This is a work based project or practical case study that contains real activity done in the role, such as the apprentice supporting a real event or pitch. It could also be a scenario based event designed by the Independent Assessment Organisation. It should focus on the core of the role, demonstrating the areas of the Standard. The project must be carried out in the last 3 months of the apprenticeship as part of their End Point Assessment, after the apprentice has met the Gateway criteria.



Portfolio of Evidence

The Portfolio contains evidence from real work activity by the apprentice that has been built up progressively through the apprenticeship and will illustrate the application of the knowledge, skills and behaviours within the Standard synoptically. It will complement the Project, focusing particularly on those areas of knowledge, skill and behaviours that are not evidenced in the Project. It will demonstrate the application of knowledge and competence in the work environment.



Professional Discussion

The Professional Discussion is a structured interview between the apprentice and two assessors consisting of:

- ▶ An assessor from the Independent Assessment Organisation
- ▶ A representative from the apprentice's employer (which may be their direct line manager).



Completion

The Independent end assessor confirms that each assessment element has been completed. The apprenticeship includes Pass, Merit and Distinction grades with the final grade based on the apprentice's combined performance in each assessment activity. In order to pass the apprentice is required to pass each of the assessments. Should an apprentice fail one assessment activity this should be retaken as soon as the apprentice is ready

and when practicable for the business. Should they fail two or more activities a period of further training and development lasting between one and three months must take place before a resit. For more information on grading criteria please refer to the apprenticeship standard assessment plan by searching via <https://www.instituteforapprenticeships.org/>

Independent end point assessment organisations

Approved assessment organisations are registered on the SFA Register of apprenticeship assessment organisations. Assessment organisations are responsible for ensuring assessments are conducted fairly and that assessments are valid, reliable and consistent. To access the list and find an assessment organisation visit: <https://www.gov.uk/government/publications/using-the-register-of-apprentice-assessment-organisations>.

The employer will approve and appoint the assessment organisation to undertake the independent end point assessment of the apprentice.