
	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS															
QUALIFICATION DEVELOPER (S)					Limkokwing University of Creative Technology										
TITLE		Certificate V in Events Management								NCQF LEVEL		5			
FIELD		Services			SUB-FIELD		Events Management			CREDIT VALUE		124			
New Qualification					✓		Review of Existing Qualification								
SUB-FRAMEWORK			General Education					TVET			✓		Higher Education		
QUALIFICATION TYPE		Certificate	I	II	III	IV	V	✓	Diploma	Bachelor					
		Bachelor Honours		Post Graduate Certificate						Post Graduate Diploma					
		Masters						Doctorate/ PhD							
RATIONALE AND PURPOSE OF THE QUALIFICATION															
<p>Event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. At its most basic, event management is the process of using business management and organizational skills to envision, plan and execute social and business events. People who specialize in event management work with budgets, schedules, and vendors to create the best possible events for their clients.</p> <p>The event industry is amongst the top employers globally and generates vast economic benefits to national economies (Theocharis, 2008). Events fall into the creative industry sector which the Human Resource Development Council (HRDC, 2016-2018) has identified as “those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property.” (Adapted from British Council, 2010). The Creative Industry Sector “appeals very well to young people in particular, it is one sector that gives opportunity for one to unleash and unwind their God-given talent. There are a lot of career opportunities in this sector...” (Segola, Chairperson of the Sector, HRDC 2016-2018).</p>															

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The Botswana Government's recognition of creative industries as job creators and wealth generators (HRDC, 2016) has led to a rise in the number of both local and international events of all types and sizes in the country. These events require qualified event planners. Despite the seemingly large number of event planners, the challenge is that most do not have the relevant qualifications in event management and as such do not have the knowledge, skills and competences required to professionally and ethically manage events.

The event management industry requires professionals who are highly organized, creative and can pay attention to detail, as well as think analytically. Event managers are in constant interaction with clients and vendors. They therefore, need excellent oral and written communication skills. The unpredictability nature of events requires people who can multitask, who have the ability to cope with pressure and stress and who can quickly find solutions to event problems as they arise. Event managers need to have customer care skills: they need the patience to go an extra mile for their customers. They also need the ability to manage people and their clients' expectations.

The National Human Resources Development Strategy (NHRDS), through its strategic plan 2009-2022 (Ministry of Education and Skills Development, 2009) "Realizing our Potentials" provides the basis for matching skills with national labour market requirements and promoting individuals' potential to advance and contribute to economic and social development. This strategy reflects government realization that relevant knowledge and skills are essential requirements in moving Botswana's development trajectory forward. To increase citizen ownership of and participation in economic activities of the country is one of the cardinal objectives of Vision 2016 and 2036. The vision points to the need to create job opportunities through diversification of economy into the services sector.


Business and private clients, the world over, are seeking professionally qualified event planners to organize and execute outstanding events. Corporate meetings, conferences, trade fairs, fashion shows, weddings, cultural events, music festivals, etc. all need event planners. The tourism industry is also infusing events in tourism activities. They have recognised that events are a dynamic part of a country's tourism export economy, and they also deliver meaningful social and cultural cross-cultural encounters. However, this can only happen if the events are professionally and ethically managed.

Consultations with industry indicate the lack of skills outlined. The above demonstrates the need for Event Managers and Planners at different levels inclusive of assistants in the Botswana workforce. This qualification in event management is developed in recognition of the skills gap for assistant event

Purpose

The purpose of the proposed qualification is to produce graduates who can:

- Work with a variety of event organizations
- Assist in the planning and execution of different types and sizes of events
- Apply professionalism and ethics in the events industry
- Creatively incorporate local culture into events

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- Communicate effectively orally and in writing
- Solve problems in assigned event tasks

ENTRY REQUIREMENTS (including access and inclusion)


Minimum entry requirements

- The minimum entry requirement for this qualification is NCQF Level IV Certificate with passes in English and any other social science subject or equivalent


Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT)

- Applicants who do not meet the above criteria but possess relevant event management industry experience may be considered through Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) policies for access. This consideration will be done following guidelines of the ETP's policies which are aligned with BQA/National RPL and CAT policies


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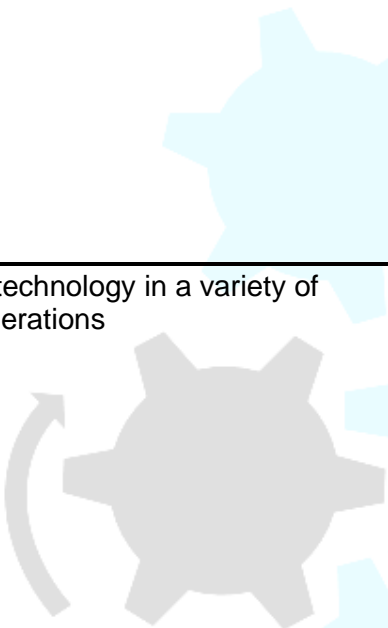
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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
1. Participate in all the stages of event planning and logistics		1.1 Keep an inventory of equipment for various types of events 1.2 Assemble the necessary equipment and resources for different type of events 1.3 Create seating charts for different events 1.4 Select menus for social event such as birthdays or weddings 1.5 Book venues based on the type of events 1.6 Find relevant entertainment for the types of event and expected guests 1.7 Communicate effectively with selected event vendors, suppliers and service providers 1.8 Prepare on-site attendee registers for events 1.9 Check that the lighting for the event is adequate and functional 1.10 Schedule and confirm appointments for events	
2. Prepare venues for different types of events		2.1 Arrange the event venue based on approved seating charts 2.2 Check that schedule for the delivery and storage of equipment is adhered to 2.3 Set up chairs and other furniture 2.4 Set up check-in areas for registered and walk in attendees 2.5 Check that mobile devices, tablets, scanners, printers, or other devices used during registration are working condition 2.6 Arrange the event décor props and displays at the venue 2.7 Decorate the venue according to client requirements 2.8 Test audio-visual equipment for events 2.9 Set up special multimedia equipment for events that require such equipment 2.10 Arrange the food and beverages service areas if required 2.11 Check that emergency signage such as exit signs are visible and easily accessible 2.12 Check that the venue has adequate restroom facilities and toiletries 2.13 Arrange for tidying up the venue before the event 2.14 Report problems to event supervisors	


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3. Communicate appropriately through a variety of forms	3.1 Use oral communication to work harmoniously with members of the event work teams 3.2 Use written communication to convey pertinent information about the event to all stakeholders 3.3 Resolve conflicts in work teams through negotiation and diplomacy 3.4 Motivate others in the event work team through effective communication 3.5 Report progress or problems to event supervisors laid down reporting lines
4. Apply professionalism and ethics in all stages of organizing events	4.1 Complete assigned tasks on time to meet set deadlines 4.2 Take responsibility for all assigned tasks and any problems that may arise 4.3 Organize assigned tasks in manner that promotes efficiency 4.4 Dress appropriately for the different event tasks that have to be performed 4.5 Perform assigned tasks diligently to minimize errors and delays 4.6 Demonstrate confidence and humility in carrying out assigned duties
5. Participate in the execution of events	5.1 Assist any guests/attendees who may have physical disabilities if applicable 5.2 Monitor lines to make sure the flow of the room is adequate 5.3 Check in with vendors to make sure they are within the set timelines 5.4 Coordinate the flow of speakers, entertainment, catering during the event to ensure 5.5 Answer event attendees' and participants' inquiries \ 5.6 Observe the attendees and guests' behaviour during the event to gauge their experience of the event 5.7 Solve minor problems during the event 5.8 Manage time to ensure the event runs within the specified time 5.9 Arrange for return of hired or borrowed equipment 5.10 Coordinate the break-up of the event set up and clean-up of the venue to leave it as it was found
6. Participate in the evaluation of events	6.1 Collect attendees and participants rating of the event venue and facilities 6.2 Gather feedback on food, drinks, entertainment from attendees and participants


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	6.3	Check whether media coverage of events is negative or positive
	6.4	Use social media monitoring tools to find out attendee experience of the event
	6.5	Use feedback to determine the success or failure of events
	6.6	Calculate events' returns on investment
	6.7	Develop a list of lessons learnt from events for future events
7. Employ technology in a variety of event operations	7.1	Create seating plans using technology
	7.2	Design event attendee registration forms, feedback forms, contracts and other documents for events using appropriate technology
	7.3	Communicate with event stakeholders, participants, suppliers and vendors through the use of information and communication technology
	7.4	Register online and onsite attendees using technology
	7.5	Use technology for online and on-site payment for events
	7.6	Collect feedback from various stakeholders of events using different forms of communication technology
	7.7	Use technology to monitor the flow of events
8. Participate in the marketing of events	8.1	Promote events by talking about them in the media
	8.2	Identify appropriate promotional methods and materials for events
	8.3	Promote events by participating in pre-event activities in public places such as shopping malls
	8.4	Create event promotional materials such as banners and fliers
	8.5	Distribute event promotional materials among identified and potential attendees
9. Organise events that comply with safety and health regulations	9.1	Arrange event venues in a manner that allows for easy exit in case of emergencies
	9.2	Check event compliance in terms of environmental protection, liquor licenses, noise pollution
	9.3	Arrange for emergency service providers such as police, ambulance, first aid
	9.4	Identify potential safety and health risks at the event to minimize their impact

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SECTION C		QUALIFICATION STRUCTURE				
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	TITLE		Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [4]	Level [5]	Level [6]		
	Communication Skills	8				8
	Business Communication		8			8
	Computer Literacy	8				8
	Introduction to Project Management		10			10
	Basic Entrepreneurial Skills			10		10
CORE COMPONENT Subjects/Courses / Modules/Units	Introduction to Event Management		10			10
	Event Catering			8		8
	Event Design and Décor			10		10
	Event Planning		10			10
	Basic Event Budgeting		10			10
	Event Marketing		8			8
	Bidding and Securing an Event		8			8

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ELECTIVE/ OPTIONAL COMPONENT Subjects/Courses / Modules/Units (Two electives)	Venue Management		8			8
	Wedding Planning		8			8
	Customer Service		8			8


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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
Level 4	16
Level 5	88
Level 6	28
TOTAL CREDITS	124
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
<ul style="list-style-type: none"> The qualification in events management has a maximum of 124 credits and takes one year to complete. The Composition of the qualification has two levels: Levels 4, 5 and 6 with core modules accounting for 64 credits, fundamental modules accounting for 44 credits and 24 for elective modules Credit Distribution Summary <ul style="list-style-type: none"> Level 4: 16 credits all compulsory Level 5: 88 credits (64 compulsory and 24 elective) Level 6: 28 credits all compulsory Students must take and pass all pre-requisite modules to be allowed to take successive modules. Students are required to select and register for two electives. Students must take a minimum of 16 credits from electives modules 	

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ASSESSMENT AND MODERATION ARRANGEMENTS

- Assessment shall be carried out as per ETP's policies, which are aligned to BQA/National assessment policies.
- Internal and external moderation shall be carried out as per ETP's policies which are aligned to BQA/National moderation policies.
- The ETP will engage only BQA accredited assessors and moderators to carry out assessment and moderation
- Assessment will be made up of formative and summative. The weighting of assessment will be as follows:

Assessment	Weighting
Formative	60%
Summative	40%

RECOGNITION OF PRIOR LEARNING

Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

CREDIT ACCUMULATION AND TRANSFER


Credit Accumulation and Transfer (CAT) will be used for exemption from part of the qualification IN TERMS OF exemption from modules in which the prescribed learning outcomes for this qualification have already been achieved

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

This qualification is designed to facilitate horizontal and vertical progression both locally and internationally.

Horizontal Progression

Students may progress horizontally between qualifications if they meet the minimum requirements for admission to the target qualification. Other comparable qualification to this qualification include

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- NCQF Certificate V in Hospitality Management

Vertical progression

Students graduated from this qualification may progress to the following:

- Diploma in Events Management NCQF Level 6
- Diploma in Hospitality Management NCQF Level 6

Employment Pathways

Graduates of the qualification may find employment in a range of public and private organisations for the following posts. Typical roles include:

- Assistant Conference coordinator
- Assistant Event Manager
- Assistant Catering Events Manager
- Assistant Wedding Planner
- Assistant Event coordinator
- Assistant Event planner
- Assistant Exhibitions coordinator
- Assistant In-house meetings coordinator
- Assistant Venue coordinator
- Assistant Event equipment coordinator
- Assistant Officials coordinator

QUALIFICATION AWARD AND CERTIFICATION


Minimum standards of achievement for the award of the qualification

- Minimum requirement for the award of Certificate V in Events Management is attainment of 124 credits that include 24 credits from elective modules and 16 credits at Level 4.
- A certificate for the Certificate V in Events Management will be awarded upon successful completion

REGIONAL AND INTERNATIONAL COMPARABILITY

Summary of similarities and differences

It appears qualifications in events management are mostly offered as short courses or as Level 7 and above. Only South African institutions have Level 5 qualifications in events management. Globally most one-year certificate qualifications in event management are post-graduate qualifications. The proposed qualification was compared with a Level 5 qualification from South Africa, a post-graduate diploma qualification from Canada and a diploma qualification from India. Even though the Indian and Canadian qualifications were not Level 5

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qualifications they provided information and guidance for the development of this qualification.

Similarities

The qualifications are all one-year qualifications. Despite qualification being of different levels, there are similarities in the exit outcomes. All qualifications have elements of graduates being able to plan, organise and execute a variety of events.

Differences

The major differences in the qualifications are in the modules offered. The focus of the post graduate qualifications is the managerial aspects of events while Level 5 qualification's focus was on operational aspects. The post-graduate qualification has practical projects while the Indian qualification has dissertation. The Level 5 qualification does not a project or dissertation.

Comparability and articulation of the proposed qualification with the ones examined

The proposed qualification compares well with the Level 5 qualification that it was compared with in terms of outcomes, especially the South African ones. The qualification is designed to serve as foundation for higher qualifications. It is also designed to equip learners with skills and competences to take up entry level positions in the events industry or start and run their own small and medium scale event businesses

REVIEW PERIOD

- Every five (5) years

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