
	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		Diploma in Events Management								NCQF LEVEL		6		
FIELD		Services			SUB-FIELD		Events Management			CREDIT VALUE		364		
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>RATIONALE</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> <p>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 manage events professionally and ethically.</p>														

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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 in the Botswana workforce. This qualification in event management is developed in recognition of the skills gap for event planners in the government, business and the social markets.

PURPOSE:

The purpose of this qualification is to produce graduates who can:


- Plan and execute various tasks in the staging of different types of events professionally and ethically.
- Stage safe events that adhere to local and national safety and health regulations.
- Employ décor elements such as artifacts, lighting, displays to stage unique and creative events.
- Evaluate the social, economic and cultural impact of events.
- Communicate effectively orally and in writing with all events stakeholders.


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ENTRY REQUIREMENTS (including access and inclusion)

- Certificate IV, NCQF level 4 (General Education or TVET)
- *Candidates with relevant industry experience may be considered through Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) policies for access.*


SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Generate innovative event concepts	1.1 Remodel the look and feel of the event space to tie the environment to the purpose of the gathering 1.2 Create micro-communities by connecting event attendees before the event begins through social media 1.3 Tailor-make content to event target audience to ensure the event is relevant target audiences 1.4 Use attendees' preferences in terms event type, event location, to personalize event experiences 1.5 Create events that appeal to gender, racial, and ethnic diversity 1.6 Integrate surprising takeaways or other elements to events to make attendees feel special
2. Develop a budget for events based on event objectives	2.1 Make a list of all event requirements that need to be paid for (venue, equipment, décor....) 2.2 Calculate all projected expenses based on the event requirements 2.3 Calculate projected incomes from the event ticket sales, event souvenir sales, stall rentals, food and beverage sales among others 2.4 Set up a contingency reserve fund for unexpected eventualities 2.5 Compare projected expenses with incomes to establish the events' profitability 2.6 Calculate the actual expenses for the event 2.7 Calculate the actual incomes 2.8 Produce events that are within set budgets
3. Control allocated resources for the event to ensure that they are utilized	3.1 Allocate event tasks based on staff skills to save time and for successful events

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	in the most efficient and effective manner	3.2 Clarify event processes to staff prevent mistakes in the execution of events 3.3 Monitor the quality of staff performance to correct errors timeously 3.4 Monitor the financial resources to ensure that money is utilized in the most efficient and effective manner
	4. Coordinate effective event sites and facilities operations	4.1 Prepare the stage, sound, power, multimedia, seating, and lighting for events 4.2 Monitor sanitation and the various waste management functions 4.3 Perform tasks relating to facility management using technology such as autocad software 4.4 Check the safety and health facilities at event venues 4.5 Monitor the risk management/contingency plans at events 4.6 Coordinate food and beverage services appropriate to the event
	5. Manage human resources at events	5.1 Assemble staff and volunteers for events projects 5.2 Conduct orientation/training for events projects staff and volunteers 5.3 Prepare event projects personnel schedules 5.4 Allocate event tasks based on staff 5.5 Use a variety of strategies to mentor and motivate event staff 5.6 Resolve stress-related problems among events staff
	6. Apply principles of marketing to events	6.1 Assist in developing marketing plans for events 6.2 Design news releases, media kits, fliers, posters, and brochures for the event promotion 6.3 Develop marketing materials for events such as posters, brochures, fliers 6.4 Employ a variety of media resources including print, electronic, and broadcast to market the event 6.5 Participate in events promotion activities such as manning displays in shopping malls and other places 6.6 Participate in ticket sales, event merchandise sales, stall rentals and other activities associated with the event

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7. Apply professionalism and ethics to event management	7.1 Perform event duties based on professional association codes of conduct, core values, and professional codes of ethics 7.2 Observe timelines in executing the various events task 7.3 Use creative problem-solving, decision-making and conflict-resolution skills for harmonious event execution 7.4 Communicate clearly in appropriate written and spoken formats 7.5 Respect all stakeholders in an event
8. Develop an event project plan to manage people, products and services onsite	8.1 Provide accurate event briefings to operational staff and contractors prior to the event 8.2 Collect information as attendees register onsite 8.3 Monitor security during onsite attendee registration 8.4 Arrange freebees to be given to attendees during the event 8.5 Select staff that enhance the event brand on the event day 8.6 Resolve problems before event attendees notice them 8.7 Check bar set-up for events 8.8 Monitor food replenishment during the course of events
9. Create an event experience	9.1 Select the most creative catering services for events 9.2 Use décor elements innovatively to create unique event designs and experiences 9.3 Select the entertainment that resonates with the target audience for the event 9.4 Adapt the arrangements of the décor items to create unique event experiences 9.5 Supervise the production design of an event. 9.6 Monitor the formation and choreography of the agenda of activities. 9.7 Select appropriate theme designs for integration into the event projects
10. Evaluate events to allow for continuous improvement	10.1 Collect relevant information to be used in the event evaluation 10.2 Analyse collected information to establish the success rate of the event 10.3 Assess whether the event met its targeted attendance rate 10.4 Calculate return on investment 10.5 Assess the impact of the event on attendees and the host community 10.6 Develop strategies to improve future events

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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 [5]	Level [6]	Level [7]	Level [8]		
	Principles of Advertising	10				10	
	Introduction to Computer Skills	10				10	
	Presentation and Research Skills	10				10	
	Introduction to Hospitality Management		12			12	
	Professional Communication Skills		12			12	
	Customer and Service Management		12			12	
	Web Technology		12			12	
	Desktop Publishing		12			12	
	Health and Safety Management		12			12	
	Introduction to Risk Management in Events		12			12	


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CORE COMPONENT Subjects/Courses/ Modules/Units	Event Industry	10				10
	Event Marketing and Sponsorship		12			12
	Law and Ethics for Event Management		12			12
	Event Diplomacy, Protocol and Etiquette		12			12
	Event Operations and Logistics Management		12			12
	Creative Event Design			12		12
	Media Planning		12			12
	Public Relations for Events		12			12
	Managing Social Events		12			12
	Event Leisure and Entertainment		12			12
	Corporate Events Management			12		12
	Event Consultancy		12			12
	Major Project		20			20
	Professional Practice (Internship)		20			20
	Event Impact Analysis		12			12

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	Event Planning		12			12
	Media Planning	10				10
	Public Relations for Events	10				12
ELECTIVE/ OPTIONAL COMPONENT Subjects/Courses/ Modules/Units	Event Design and Decor		12			12
	Wedding Planning		12			12
	Entrepreneurship		12			12
	Dynamics for Small Businesses		12			12

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
Level 5	60
Level 6	304
Level 7	24
TOTAL CREDITS	388

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Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

- The qualification in events management has a maximum of 364 credits.
- The Composition of the qualification has four levels: Levels 5, 6 and 7 with core modules accounting for 216 credits, fundamental modules accounting for 124 credits and 24 for elective modules
- Credit Distribution Summary
 - Level 5: 60
 - Level 6: 304 credits (256 compulsory and 24 elective)
 - Level 7: 24 all compulsory
- Learners must take and pass all pre-requisite modules to be allowed to take successive modules.
- Learners are required to select and register for two electives which adds to 24 credits.


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.

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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)

Horizontal Progression

- Diploma in Hospitality Management
- Diploma in Tourism Management
- Diploma in Culinary Arts

Vertical progression

- Bachelor of Arts in Events Management
- Bachelor of Arts in Hospitality Management
- Bachelor of Arts Tourism Management


Employment Pathways

- Conference coordinator
- Event coordinator
- Event planner
- Event sales coordinator
- Exhibitions coordinator
- In-house meetings coordinator
- Venue coordinator
- Event equipment coordinator
- Hospitality coordinator
- Merchandising Coordinator

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

- Minimum requirement for award of a Diploma in Events Management is attainment of a minimum of 364 credits that include a minimum of 44 credits from elective modules
- A certificate for the Diploma in Events Management will be awarded upon successful completion

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REGIONAL AND INTERNATIONAL COMPARABILITY

Summary of Benchmarking with other Institutions

The qualification was compared with regional and international qualifications; The Private Hotel School (**RSA**), Prestige Academy (Pty) Ltd RSA, Sunway University Malaysia

Similarities

- The proposed qualification was compared to three qualifications: two regional and one international. The qualifications have similar outcomes related to graduate being able to perform a variety of events tasks. All the three qualifications have common modules such as entrepreneurship, marketing and internship components. The three qualifications had a similar learning outcome to acquire strong fundamental knowledge and practical skills in planning and executing events.

Differences

The qualifications differ in that one qualification's focus in graduates setting up their own because it offers three modules in entrepreneurship. The qualifications also differ in duration: three and two years. The NCQF levels; only one institution indicated at level 6 and two did not state.

Contextualisation

The proposed qualification compares well with the Level 6 qualifications that it was compared with in terms of outcomes, especially the South African qualifications. The strength of the proposed qualification lies in the fact that it does not only enable graduates develop skills they need to be employees but also enables them develop skills to be entrepreneurs in events. The proposed qualification provides skills for graduates to stage safe events through event risk management. The module Event Impact Analysis. Creates awareness of the possible negative impact of events which provides foundation for issues of sustainable events in higher qualifications.

REVIEW PERIOD

- Every five (5) years