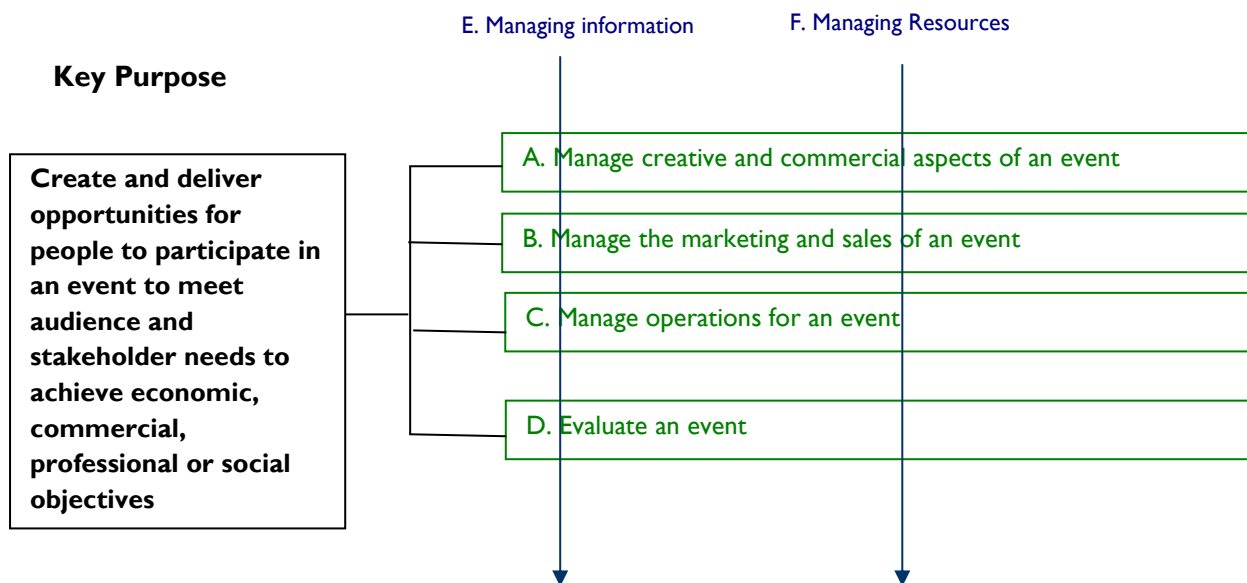


**Functional Map 2013**

**Key Purpose revised 2013:** “Create and deliver opportunities for people to participate in an event to meet audience and stakeholder needs to achieve economic, professional or social objectives.”

**What needs to happen to achieve the Key Purpose?**



**Key Role A: Manage creative and commercial aspects of an event**

National Occupational Standards 2013	Source NOS
A1. Develop and agree the concept for an event	Events Management specific
A2. Research and agree the scope of an event	Events Management specific
A3. Manage risks to your organisation	CFAM&LBB1 – Manage risks to your organisation, from the Skills CFA suite of Management and Leadership NOS.
A4. Ensure compliance with legal, regulatory, ethical and social requirements	CFAM&LBB4 – Ensure compliance with legal, regulatory, ethical and social requirements, from the Skills CFA suite of Management and Leadership NOS.
A5. Identify, negotiate and secure a venue for an event	Events Management specific

<b>National Occupational Standards 2013</b>	<b>Source NOS</b>
A6. Identify and negotiate contracts for an event	Events Management specific
A7. Develop and extend critical and creative thinking skills	CCSDE19 - Develop and extend critical and creative thinking skills, from the Creative and Cultural Skills suite of design NOS.
A8. Collaborate in a creative process	CCSDE22 - Collaborate in a creative process, from the Creative and Cultural suite of design NOS.
A9. Clarify creative and production requirements	CCSTP24 - Clarify creative and production requirements, from the Creative and Cultural suite of technical theatre and live performance NOS.

**Key Role B: Manage the marketing and sales of an event**

<b>National Occupational Standards 2013</b>	<b>Source NOS</b>
B1. Develop understanding of your markets and customers	CFAM&LFB1 – Develop understanding of your markets and customers from the Skills CFA suite of Management and Leadership NOS.
B2. Develop a strategy and plan for marketing campaigns or activities	CFAMAR23 – Develop a strategy and plan for marketing campaigns or activities, from the Skills CFA suite of marketing NOS.
B3. Use digital media in events	New NOS developed for Events Management
B4. Manage the product or service portfolio	CFAMAR22 – Manage the product or service portfolio , from the Skills CFA suite of marketing NOS.
B5. Obtain sponsorship/other sources of funding for an event	Events Management specific
B6. Plan your selling activities	CFAS5 – Plan your selling activities, from the Skills CFA suite of marketing and sales for non-specialists NOS.
B7. Plan and monitor the work of sales teams	CFAS9 – Plan and monitor the work of sales teams, from the Skills CFA suite of marketing and sales for non-specialists NOS.
B8. Sell products/services to customers	CFAS16 – Sell products and/or services to customers, from the Skills CFA suite of marketing and sales for non-specialists NOS.
B9. Negotiate sales of products/services	CFAS17 – Negotiate sales of products and/or services, from the Skills CFA suite of marketing and sales for non-specialists NOS.

**Key Role C: Manage operations for an event**

<b>National Occupational Standards 2013</b>	<b>Source NOS</b>
C1. Plan and implement a critical path for an event	Events Management specific
C2. Develop and implement policies and procedures for an event	Events Management specific
C3. Develop detailed plans for an event	Events Management specific
C4. Implement operational plans	CFAM&LFA2 – Implement operational plans, from the Skills CFA suite of Management and Leadership NOS.
C5. Manage contracts for an event	Events Management specific
C6. Plan for the safety of people attending a spectator event	SKAC216 in the SkillsActive suite of Spectator Safety NOS.
C7. Manage physical resources	CFAM&LEB3 – Manage physical resources, from the Skills CFA suite of Management and Leadership NOS.
C8. Oversee health, safety and security at events' sites	Events Management specific
C9. Manage the setup and breakdown of an event	Events Management specific
C10. Manage the running of an event	Events Management specific
C11. Ensure the safety of people attending a spectator event	SKAC217 in the SkillsActive suite of Spectator Safety NOS.
C12. Use technology in events	New NOS developed for Events Management

**Key Role D: Evaluate an event**

<b>National occupational standards 2013</b>	<b>Source NOS</b>
D1. Evaluate and report on the impact of an event	Events Management Specific

**Key Role E: Managing information**

<b>National occupational standards 2013</b>	<b>Source NOS</b>
E1. Communicate information and knowledge	CFAM&LEC4 – Communicate information and knowledge, from the Skills CFA suite of Management and Leadership NOS.
E2. Research information	CFABAD323 – Research information, from the Skills CFA suite of business and administration NOS.
E3. Collect and organise data	CFABAD321 – Collect and organise data, from the Skills CFA suite of business and administration NOS.
E4. Analyse and report data	CFABAD322 – Analyse and report data, from the Skills CFA suite of business and administration NOS.
E5. Manage and evaluate information systems	CFABAD122 – Manage and evaluate information systems, from the Skills CFA suite of business and administration NOS.
E6. Lead meetings to achieve objectives	CFAM&LDD6 – Lead meetings to achieve objectives, from the Skills CFA suite of Management and Leadership NOS.

**Key Role F: Managing resources**

<b>National Occupational Standards 2013</b>	<b>Source NOS</b>
F1. Develop and sustain productive working relationships with colleagues	CFAM&LDD1 – Develop and sustain productive working relationships with colleagues, from the Skills CFA suite of Management and Leadership NOS.
F2. Develop and sustain productive working relationships with stakeholders	CFAM&LDD2 – Develop and sustain productive working relationships with stakeholders, from the Skills CFA suite of Management and Leadership NOS.
F3. Manage customer service	CFAM&LFD3 – Manage customer service, from the Skills CFA suite of Management and Leadership NOS.
F4. Recruit, select and retain people	CFAM&LDA2 – Recruit, select and retain people, from the Skills CFA suite of Management and Leadership NOS.
F5. Manage people in non-standard contracts	New NOS developed for Events Management
F6. Provide leadership in your area of responsibility	CFAM&LBA2 – Provide leadership in your area of responsibility, from the Skills CFA suite of Management and Leadership NOS.
F7. Build teams	CFAM&LDB1 – Build teams, from the Skills CFA suite of Management and Leadership NOS.
F8. Manage peoples performance at work	CFAM&LDB4 – Manage peoples performance at work, from the Skills CFA suite of Management and Leadership NOS.

<b>National Occupational Standards 2013</b>	<b>Source NOS</b>
F9. Support individuals' learning and development	CFAM&LDC2 – Support individuals' learning and development, from the Skills CFA suite of Management and Leadership NOS.
F10. Allocate work to team members	CFAM&LDB2 – Allocate work to team members, from the Skills CFA suite of Management and Leadership NOS.
F11. Quality assure work in your team	CFAM&LDB3 – Quality assure work in your team, from the Skills CFA suite of Management and Leadership NOS.
F12. Monitor and solve customer service problems	CFACSC5 – Monitor and solve customer service problems, from the Skills CFA suite of customer service NOS.
F13. Develop and agree a business plan for an event	Events Management specific
F14. Manage budgets	CFAM&LEA4 – Manage budgets, from the Skills CFA suite of Management and Leadership NOS.
F15. Manage the use of financial resources	CFAM&LEA3 – Manage the use of financial resources, from the Skills CFA suite of Management and Leadership NOS.