

Event Assistant

Apprenticeship Standard Level 3

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.

Knowledge

- ◆ How an event moves through its lifecycle from research and planning to delivery and evaluation
- ◆ The respective roles of different functions: logistics, production, creative and design | 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 to a particular event based on clients' needs.
- ◆ How event logistics can impact on the smooth running of the event.
- ◆ Each aspect of event logistics: the venue, delegate management, transportation, accommodation and 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 delegate's needs are met.
- ◆ Regulation and policies that are relevant to your job role
- ◆ 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.
- ◆ 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



Education & Skills
Funding Agency



Sutton
College



Skills:

- ◆ 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 in 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 work processing and spreadsheets
- ◆ 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.
- ◆ 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.
- ◆ 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.

Behaviours:

- ◆ Show tact and discretion with sensitive information
- ◆ Have an enthusiastic and positive approach to providing swift and accurate service
- ◆ Contribute to conversations with team members and share ideas with confidence
- ◆ Remain calm and positive under pressure
- ◆ Use initiative when faced with problems or challenges, and be flexible to the needs of the project.

Cost:

£4,500*

* (levy paying organisations)

