

The Swarm Training Programme

Event Assistant

Level 3



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 Programme

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.

Events cover a broad range of activities as well as sizes, from small numbers of attendees through to thousands. Around 75% of events are conferences, meetings, trade shows and exhibitions. Other events include outdoor events, cultural events, sporting and music events. 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. These are just a few examples – the breadth and diversity of the events industry is partly what makes it such an exciting place to work.

As well as holding events in the UK, events agencies and events departments organise events in different countries around the world.

Level: Level 3

Duration: 12-13 months of learning plus up to 12 weeks of End Point Assessment Process

- Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

Delivery Model:

- Hybrid of classroom workshops and remote webinars (depending on number of learners).
- One on One monthly mentoring and tutoring sessions to support in application of knowledge, skills and behaviours.
- Progress Reviews every 4 months.

The Standard

Apprenticeship standards are based on occupational standards. An occupational standard is a short and concise document that describes what someone who is competent in the occupation normally does – ‘duties’, and the ‘knowledge, skills and behaviours’ (KSBs) required to carry out these duties competently; along with any qualifications that must be taken and alignment with professional recognition if applicable.

Knowledge

Operational

- 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 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.
- 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

- 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.

Skills

Operational

- 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.

Professional

- 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

- 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.

Professional

- 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.

Commercial

- 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

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.

Qualifications

English & Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3.

Delivery of the Standard

The apprenticeship delivery journey is broken down into two phases:

1. Month 1– 13: On programme training and learning (including completing the embedded qualification any Maths and English requirements).
2. Month 14+: Gateway review and End Point Assessment.

Phase 1: Month 1—13

This is the phase that consists of all the activity to developing the skills, knowledge and behaviours of the Standard.

Developing the Knowledge

The knowledge training is primarily delivered via classroom workshops & webinars (numbers dependent) or 121 via tuition. The content of this is based on main Knowledge Outcomes that provide a depth of understanding for the skills:

Employer collaboration/involvement is key to supporting some of the above workshops/content as many will need to be bespoke to meet the employer specifics.

Skills Development and Portfolio Building

Evidence to demonstrate the performance of knowledge, skills and behaviours will be supported via 121 tuition and mentoring with evidence collected via our E portfolio system.

The development of the skills aims will be done throughout the programme and evidence of performance will be gathered to create a showcase portfolio required by the End Point Assessment.

Every twelve weeks the tutor will conduct a progress review with the learner and line manager to support in keeping the progress on track, identify any issues and plan the next phase of collaborative learning.

Phase 2: Month 14+

Gateway

When all learning has been completed and evidence in the portfolio has been gathered, the next process is to conduct the Gateway review. The gateway review is when the learner, employer and provider agree the learners readiness to progress to End point Assessment.

EPA Gateway Requirements:

- Completion of the off-the job learning components of the programme.
- Confirmation from the employer that the apprentice is ready. It is recommended that the training provider is consulted by the employer to inform the decision.
- Apprentices without Level 2 English and maths will need to achieve this level prior to taking end-point assessment. For those with an education, health and care plan or a legacy statement the apprenticeships English and maths minimum requirement is Entry Level 3 and a British Sign Language qualification is an alternative to English qualifications for those whom this is their primary language.
- Completion of a portfolio of evidence.

End Point Assessment

- A Project / practical case study that covers the core of the role and is most likely to involve the apprentice supporting an event or pitch
- A Portfolio of Evidence created through the apprenticeship which contains a range of types of evidence and supports the project, demonstrating that the apprentice has met the requirements of the Standard.
- This will be tested via a Professional Discussion that focuses on the softer skills of the Standard, testing the competence of the apprentice as well as exploring what has been produced in the Project and Portfolio, how it has been produced and how well they are performing in their role. The Professional Discussion also covers any parts of the Standard not evidenced through the Project and Portfolio.

Employer Support:

- Dedicated Senior Account Manager
- Quarterly Cohort Reviews with Senior Account Manager
- Employer Showcase in Swarm media and news
- Access to view Learners progress via our E-portfolio

For more information please don't hesitate to contact us.

Email: enquires@swarmgroup.org.uk

Phone: 0800 0868199

Costs:

Full Apprenticeship Cost Per Learner: £9000
Maximum Funding Band