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#### Overview

This unit is about working as part of a team or as an individual to achieve the organisation of promotional events. In organising events you will be expected to support the planning and management of the budgets, venues and event plans and support the running of the events themselves. To complete this you will require excellent communication and organisational skills.

## CCSMB2

### Organise promotional events for the music industry

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#### Performance criteria

#### Prepare for a promotional event

*You must be able to:*

- P1 obtain clear details concerning the arrangements for the event and your own responsibilities in relation to it
- P2 set up an event plan
- P3 set up and monitor budgets
- P4 book appropriate venues
- P5 make appropriate travel and accommodation arrangements
- P6 provide efficient support in helping to arrange the venue, equipment and materials on the day
- P7 greet the participants politely and warmly and establish any additional needs they may have for the event

#### Co-ordinate a promotional event

*You must be able to:*

- P8 accurately record attendance at the event, as required
- P9 make sure the participants receive the necessary materials, information and support
- P10 keep the person organising the event up-to-date with progress and any difficulties you have identified
- P11 follow their instructions for resolving these difficulties
- P12 deal with people internal to your organisation and people external to your organisation
- P13 evaluate an event plan and make recommendations for future changes where appropriate

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#### Knowledge and understanding

*You need to know and understand:*

- K1 how to work within a team to achieve given objectives
- K2 the different roles in promotional events in the music business
- K3 event planning requirements including venues, travel and accommodation
- K4 how to set up and monitor budgets
- K5 how to evaluate an event
- K6 the types of events commonly organised by members of your team, their purpose and the usual
- K7 the limits of your own job role - what you are allowed to do on your own initiative when organising events and when you need to seek advice and guidance from someone else
- K8 the importance of organising events efficiently and effectively, especially if people external to the organisation are involved
- K9 the importance of obtaining clear requirements about the type of venue, equipment, materials, catering and programme for the event
- K10 the importance of providing the person organising the event with information on options and how to help them reach a decision
- K11 the importance of making sure that contracts and agreements are acceptable to your organisation and how to do so
- K12 the importance of keeping all key people – the person organising the event, those who run the venue, and caterers – informed of changes and progress
- K13 health and safety issues that are important when organising events
- K14 the importance of accurate and complete records regarding arrangements for the event
- K15 typical programmes for the types of events that your team is involved in organising and the responsibilities you might have
- K16 the importance of being clear about your responsibilities at the event
- K17 support that you may be called on to give
- K18 the importance of greeting participants warmly and politely
- K19 needs that your participants may have on arrival
- K20 how to record attendance at the event and why
- K21 types of help and support that you could be asked to provide at events
- K22 who to direct participants to if you cannot help them personally

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<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Creative and Cultural Skills
<b>Original URN</b>	MB2
<b>Relevant occupations</b>	Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; Communications; General; Elementary Administration Occupations; Elementary Sales Occupations
<b>Suite</b>	Music Business (Record Labels)
<b>Key words</b>	publicity, promotion, advertising, music, record, recording, CD gig, flyers,