

CCSMP02

Organise promotional events for a music publishing organisation



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.

See also MP31 Communicate effectively in a music publishing organisation and CCS13 Present a positive image of yourself and your organisation through effective communication

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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 assist with setting up an event plan, including guest list
- P3 coordinate the preparation and dispatch of any printed materials required for guests
- P4 assist others to set up and monitor budgets
- P5 book appropriate venues
- P6 make appropriate travel and accommodation arrangements
- P7 provide efficient support in helping to arrange the venue, equipment and materials on the day
- P8 greet the participants politely and warmly and establish any additional needs they may have for the event
- P9 record attendance at the event, as required
- P10 make sure the participants receive the necessary materials, information and support
- P11 keep the person organising the event up-to-date with progress and any difficulties you have identified and follow their instructions for resolving these difficulties
- P12 liaise with the event venue management if required
- P13 deal with people internal to your organisation and people external to your organisation
- P14 help with the evaluation of an event and make recommendations for future changes where appropriate

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Knowledge and understanding

You need to know and understand:

- K1 the purpose and contexts of promotional events within the music business
- K2 event planning requirements, including venues, travel and accommodation
- K3 how to set up and monitor budgets
- K4 how to promote an event
- K5 how to evaluate an event
- K6 the types of events commonly organised by members of your team, their purpose and the usual requirements
- K7 the importance of making sure that related contracts and agreements are acceptable to your organisation and how to do so
- K8 the importance of keeping all key people – the person organising the event, those who run the venue, and caterers – informed of changes and progress
- K9 health and safety issues that are important when organising events
- K10 typical programmes for the types of events that your team is involved in organising and the responsibilities you might have

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