

Overview

This standard is about the organisation and coordination of corporate events. It includes communicating with stakeholders regarding budgets, identifying venues, producing event materials, supporting activities before, during and after the event. The standard also covers organising the virtual event through relevant digital tools, technologies or collaboration platforms. It also includes managing electronic diaries to make, update and coordinate appointments.

It is for professionals in business administration roles who have responsibility for organising and coordinating corporate events.

Performance criteria

You must be able to:

Manage electronic diaries

1. make diary entries accurately and clearly for all event related appointments and activities
2. update the diary to reflect any agreed changes
3. send out invitations for the event to all attendees
4. solve problems by negotiating alternative arrangements where appointments conflicts occur
5. confirm agreed changes to attendees affected

Organise and run the event

6. agree a plan for the event in accordance with agreed objectives
7. identify the relevant digital technology or collaboration platform for running a virtual event
8. ensure all attendees received the electronic invitations and confirmed their attendance
9. inform all attendees about the digital platform you are using for the virtual meeting
10. pre-test the software with all attendees before the event
11. address any potential risks and identify contingencies
12. allocate suitable venues and calculate their costs in accordance with agreed budget requirements
13. identify and agree the resources and support required for the event
14. liaise with the venue members of staff to confirm event requirements

Organise and coordinate corporate events

15. follow the relevant legal and contractual requirements
16. ensure the event complies with health, safety and security requirements
17. support production and distribution of event materials
18. provide delegates with joining instructions and event materials
19. make arrangements for rehearsals, if required, to ensure the event runs in accordance with plan
20. delegate functions to the event team members and ensure they are briefed and trained to fulfil their roles
21. ensure all necessary facilities and resources are in place during the event
22. coordinate activities and resources during the event in accordance with agreed plans
23. respond to delegates' needs throughout the event
24. ensure the speakers' attendance and presentations in an agreed sequence and timescales
25. ensure all visual content is in place and presented in agreed format
26. resolve any issues in a professional and timely manner
27. monitor compliance with relevant health, safety and security requirements

After the event

28. clear and vacate the venue, in accordance with the terms of the contract
29. conduct follow-up activities, as required
30. distribute the feedback forms to all attendees
31. analyse any feedback from the event and share with relevant members of staff
32. agree key learning points and use these to improve the running of future events

Knowledge and understanding

You need to know and understand:

1. the diary entries in relation to all event related appointments and activities
2. how to update the diary to reflect any agreed changes
3. the electronic invitations for the event to all attendees
4. the alternative arrangements where appointment conflicts occur
5. the agreed changes to attendees affected
6. how to organise and co-ordinate event plans to meet the objectives of the brief
7. the types of events and their main features
8. the relevant digital technology or collaboration platform for running a virtual event
9. why it is important to pre-test the technologies before the event
10. how to identify suitable venues for different types of events
11. the types of resources required to prepare for different types of events
12. the types of risks associated with events and how to minimise these
13. the equipment required for the event and how to test it
14. the visual displays and materials required for the event
15. the type of information that delegates will need and any special requirements that delegates may have
16. how to coordinate the speakers presenting themselves during the event within agreed order of appearance and timescales
17. the types of activities and resources that may need to be co-ordinated during an event
18. the types of issues which may occur during events and how to deal with these
19. the points to observe when clearing and vacating an event
20. the types of follow-up activities that may be required to carry out
21. the health, safety and security requirements when organising events
22. the legal and organisational requirements for contracts
23. the purpose and value of evaluating an event and the methods you can use
24. the types of papers that may need to be circulated after an event
25. the budgetary responsibilities and procedures
26. the types of information you must obtain
27. the purpose of keeping the records up to date
28. the purpose of trying to balance the needs of all those involved
29. the different types of problems that may occur when new requests are made and solutions to these problems

- 30. the feedback forms for collating evaluation responses after the event
- 31. how to analyse the collated feedback and identify points for improvement

Skills

1. checking
2. communicating
3. decision making
4. interpersonal skills
5. managing resources
6. managing time
7. planning
8. monitoring
9. negotiating
 1. organising
 2. problem solving

Organise and coordinate corporate events

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