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## Overview

This standard is about presenting a positive image of yourself and your organisation at events. An event may be a meeting, seminar, conference or similar, that you attend on behalf of your organisation.

It includes allowing time to prepare for events, making sure your appearance and behaviour give a good impression, being punctual, listening to others, making informed contributions, dealing with problems and sensitive issues, summarising information for others and working effectively with other people.

This standard is for anyone who needs to represent themselves or their organisation at events such as meetings, seminars, or conferences.

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## Performance criteria

### *You must be able to:*

1. allow sufficient time to prepare yourself for events, seeking advice from relevant people when required
2. ensure your appearance, behaviour and what you say reflects the standards of your organisation
3. make sure you are punctual when attending events
4. listen to what other people are trying to communicate and ask questions at appropriate times and when necessary to clarify your understanding
5. make useful and informed contributions to discussions with other people that comply with your organisation's values, vision, and ethics
6. identify and extract the main points from material that you need to communicate to other people
7. provide accurate, clear information to other people in appropriate formats
8. provide other people with information in a way that meets their needs
9. identify any actions you are responsible for and agree them with relevant people
10. deal with problems, sensitive issues, and other people's feedback in line with organisational processes
11. follow any required procedures for safeguarding children and vulnerable people during events
12. work with other people when required, fulfilling your responsibilities and commitments as agreed

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## Knowledge and understanding

### *You need to know and understand:*

1. the types of events you will be called upon to attend and the roles you may carry out at such events
2. the importance of preparing yourself properly for events and how to do so including finding out how you will get there, and carrying out any background or required pre-reading
3. who you should liaise with and seek advice from
4. why it is important to know what types of information other people need from you, how to give them this information in a way that meets their needs and which they can access, why it is important to communicate accurately and clearly with others and how to do this
5. the importance of active listening skills, why you should always give other people the opportunity to contribute their ideas and why it is important to take account of their ideas
6. why you should always ask questions when there are things you are unsure about
7. how to organise your ideas so that you can make effective contributions to discussions
8. the types of material you need to work with as part of your role and how to identify and extract the main points
9. the impact of your organisation's values, vision, and ethics on your contribution at events
10. the importance of building and maintaining good working relationships with all stakeholders
11. why it is important to agree objectives, who is responsible for specific tasks and ways of working with those with whom you work
12. why it is important to take responsibility for your own actions
13. the types of problems and conflict that may occur when you are working with people and how to deal with these problems
14. how to deal with people's feedback and emotions effectively
15. why it is important to give feedback to the people you work with and how to do so
16. the importance of identifying how you can improve the way you work with people

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17. why it is important to present a positive image of yourself and your organisation, the standards expected of you by your organisation and how to make sure your appearance, behaviour and what you have to say reflects these standards

18. the types of sensitive issues that you may encounter at events and how to deal with these

19. your responsibilities in relation to safeguarding procedures including the groups of people covered by the procedures and organisational protocols for identifying those groups

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Present a positive image of yourself and your organisation at events



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