

# EMPLOYMENT SKILLS AND KNOWLEDGE INVENTORIES

Rowan Burns – As at 20 October 2006

## EVENT PLANNING

### HISTORY

- 1. Targa Tasmania** – a major motor sport event in Tasmania, Australia, involving more than 400 participants over 5 days. Positions: Media Manager, Vehicle Selection Manager, Member of Organising Committee. Duties: Organisation of media and promotional launches across Australia; development of audio visual presentations; speech writing; publication of written material (manuals, programs, competitor and official information); preparation and circulation of media releases; pre-event liaison with media personnel (newspapers, magazines, radio, television); day-to-day liaison with media during the event, including arrangement of daily media conferences; publication of a daily newsletter for competitors during the event; compilation of world-wide media coverage and reporting to the Tasmanian Government on its value (estimated at \$21 million per year); producer and director of 20 minute promotional video; producer of officials' training video.
- 2. Australian Bartenders Guild** – organisation of an annual cocktail championships at Wrest Point Hotel-Casino. Duties: Liaison with hotel management on promotion and sponsorship; development with guild executive of event program; arrangement of media launch; preparation of media releases; arranging media coverage of the evening.
- 3. West Australian Squash** – development of the WA Squash Open as an international event involving participation of Australia's top international male and female players. Duties: Arrangement of sponsorship; advertising and promotion; sourcing of officials and other volunteer personnel; negotiation with players on appearance fees, accommodation and prizemoney; development of event format; arrangement of media coverage, including media launch.
- 4. CyclingSouth** – development and delivery of Bike Week in four consecutive years. Duties: Development of events; organisation of events; liaison with volunteer personnel; drafting of budgets; arrangement of sponsorship; gaining approvals for use of venues; risk management assessment; publication of detailed route instructions; media liaison, including publication of multi-page newspaper features prior to the week; direct management of each event; public launches of the week; creation of posters and information pamphlets; organisation and promotion of schools competitions.

### SKILLS AND KNOWLEDGE INVENTORY

- 1. Conceptualization**
  - 1.1. Audience
  - 1.2. Activities
  - 1.3. Venues
  - 1.4. Budgets
  - 1.5. Scheduling
- 2. Management**
  - 2.1. Personnel needs
  - 2.2. Tasking
  - 2.3. Reporting procedures
  - 2.4. Sources of labour/volunteers/contractors
- 3. Programming**
  - 3.1. Scheduling and conflicts
  - 3.2. Length of event
  - 3.3. Rosters for personnel, contractors and suppliers
  - 3.4. Event promotion and publicity
- 4. Risk Management**
  - 4.1. Venue security and safety
  - 4.2. Participant safety
  - 4.3. Public safety
  - 4.4. Insurance
  - 4.5. Contingencies (weather, force majeure)
- 5. Personnel**
  - 5.1. Training and briefings
  - 5.2. Conflict resolution
- 6. Operations**
  - 6.1. Management structure
  - 6.2. Personnel supervision
  - 6.3. Reporting procedures and format
  - 6.4. Meeting formats
  - 6.5. Security monitoring
- 7. Assessment**
  - 7.1. Project planners
  - 7.2. Post-event debriefing of personnel and/or managers
  - 7.3. Incident reporting
  - 7.4. Feedback mechanisms for next event