



WJEC Level 1/2 Award in Events Operations

STATEMENT OF PURPOSE

The events industry brings in more than £40 billion to the UK economy. The UK has been host to many international sporting events such as the 2012 Olympics the Commonwealth Games in 2014 and Rugby World Cup in 2015, as well as the Tour de France. The UK is not only host to sporting events. Each year the World Travel Market and other international exhibitions are held here and, of course, there are well-known festivals like Glastonbury and film premieres like the Harry Potter series that take place in the UK regularly. According to the Britain for Events promotional campaign, there are more than 1 million corporate events every year in over 100,000 venues across the UK. This just shows how vast and diverse the industry is.

The WJEC Level 1/2 Award in Event Operations has been designed to support learners in schools and colleges who want to learn about this vocational sector and the potential it can offer them for their careers or further study. It is most suitable as a foundation for further study. This further study would provide learners with the opportunity to develop a range of specialist and general skills that would support their progression to employment. Employment in events can range from administration, crowd control, event sales, event branding, exhibition organisation and communications. All of these roles require further education and training either through apprenticeships or further and higher education. There are no formal entry requirements for this qualification. It is most likely to be studied by 14-16 year olds in schools alongside GCSEs.

This is the qualification structure:

WJEC Level 1/2 Award in Events Operations				
Unit number	Unit title		Assessment	GLH
1	The events industry	Mandatory	External	30
2	Event operations	Mandatory	Internal	30
3	Event planning	Mandatory	Internal	60

Learners must complete all three units.

This structure has been designed to develop in learners the knowledge and understanding related to a range of event organisers and those that support them. They will learn how these organisations operate and what they have to take into account to be successful. There is the opportunity to learn about issues related to health and safety, finance and customer service, all of which are useful for learners who decide the events industry is not for them. This understanding is transferable to lots of other industries. In this qualification, learners will also have the opportunity to develop skills such as administration, communication and planning as well as transferable skills of problem-solving, organisation and time management.

Through the three units, learners will gain an overview of the events industry and the type of job roles that may be available to assist them in making choices about progression.

Where the WJEC Level 1/2 Award in Event Operations is achieved together with other relevant Level 2 qualifications, such as GCSEs in English, maths and science or humanities, learners may be able to access Level 3 qualifications relevant to working in the sector, such as:

- Diploma in Live Events and Promotion

Alternatively, learners may be interested in progressing to further study of more specific aspects of events such as:

- NVQ Diploma in Temporary Structures for events
- Diploma in Hospitality
- Diploma in Music Technology and Sound Engineering
- Certificate in Sport
- Certificate in Principles of Business and Administration.

Learners may also be interested in progressing to a more academic pathway such as:

- GCE Business

Each of the units of the WJEC Level 1/2 Award in Event Operations has been designed so that knowledge, skills and understanding are developed through tasks that have many of the characteristics of real work in the sector. Each unit has what is referred to as an applied purpose which acts as a focus for the learning in the unit. They have been devised around the concept of a 'plan, do, review' approach so that learners take part in practical activities in different contexts in order to learn the related theories. This approach mirrors many work related activities in the events sector and also provides for learning in a range of contexts. As such, the qualification provides learners with a broad appreciation of work in the events sector and wider opportunities for progression into further education, employment or training.

This approach also enables learners to learn in such a way that they develop:

- Skills required for independent learning and development
- A range of generic and transferable skills
- The ability to solve problems
- The skills of project based research, development and presentation
- The fundamental ability to work alongside other professionals, in a professional environment.