JGA
Developing Futures

Apprenticeships for Event Assistants

For more information scan the QR code or contact the team via sales@jga-group.co.uk or 020 8426 2666

Duration: 15 months

After a tough few years with COVID-related issues, the events industry is on the road to recovery.

The Event Assistant Apprenticeship, combining elements of marketing, communications, project management, logistics, sustainability and more, is often the first stop for new entrants or for upgrading the skills of existing junior staff.

In addition to knowledge, apprentices gain the skills and behaviours they need. They develop strong internal and external communication skills, generate creative ideas, work well within a team and become competent, respectful and, above all, adaptable to the needs of each project.

Our Event Assistant apprentices consistently outperform expectations. Last year's official achievement rate was 12% higher than the average of other providers.

> *It has been amazing to go through this learning journey with [the apprentice]. There's been a great layering of topics and the support that we have received from JGA has been wonderful, thank you."*
>
> **Manager, Royal Opera House**

Delivery Model

The programme consists of an introductory module, followed by seven taught seminars with associated assessments, reading and research tasks.

This is followed by monthly round-table sessions, an event challenge project and preparation for apprenticeship assessment.

Apprentices also meet with a skills coach every 4-6 weeks.

JGA
Developing Futures

Level 3 Apprenticeship - 15 Month Programme

Event Assistant

www.jga-group.com/apprenticeships

1 Introduction to Events

- How an event moves through its life cycle from research and planning to delivery and evaluation
- Investigate and research suitable, sustainable venues for events across a range of stakeholder needs
- Regulation and policies that are relevant to the event assistant role contextualised to the organisation

2 Personal Management and Communications Skills

- The importance of time-keeping and attendance
- Effective communication to all stakeholders
- Building a personal and professional 'brand'

3 Finance Budgeting and Negotiation

- How to structure an event budget
- Collecting data
- Supplier negotiation
- Managing relationships with all stakeholders

4 Event Creation

- Why clients choose to hold events and what purpose they serve
- Evaluating different types of event
- Contribute to the event team to create, design and plan events.

5 Event Logistics

- Respective roles of different functions; logistics, production, creative and design
- Contracts and the essentials of health and safety at an event
- Monitoring and managing onsite issues at an event

6 Event Marketing and Event Technology

- The role of marketing in event management
- Social media within the management of an event
- The changing face of technology and its relevance to the events industry

7 Professional and Commercial Skills & 360 Feedback

- Programme and project management
- Events evaluation
- Managing and mitigating risks

End-to-End Project: Event Challenge

Portfolio Showcase & Prep for Assessment

- Application of learning in work setting
- Gap analysis
- Development of portfolio evidence
- Demonstrating holistic event planning and management
- Preparation for assessment

Assessment

- **Project** - a work-based project or practical case study with activity done in the role
- **Portfolio of Evidence** - evidence from real work activity that the apprentice has built up progressively through the course
- **Professional Discussion** - a structured interview between the apprentice and an independent assessor as well as a representative from the apprentice's employer