

Highfield Level 4 End-Point Assessment for ST0229 Hospitality Manager - Conference and Events Management Professional Discussion Feedback Form

Apprentice Name:	
Learner ID:	HABC
Purpose of the template	
This template should be used to gather feedback regarding the apprentice's competence across the areas listed below. Feedback should be gathered from each of the below: - a superior - a higher manager, area manager, human resource manager, company owner or director. If the apprentice does not have a superior, a main stakeholder, for example, prime customer, supplier or business associate, may be used instead. - a peer - someone of the same level in the organisation or in a similar organisation where a working relationship can be demonstrated. - a direct report - a member of the apprentice's team for whom they have line management responsibility. If the apprentice does not have a superior, a main stakeholder (such as a prime customer, supplier or business associate) may be used instead. This feedback is not marked but will be used by the apprentice to reflect on their competency. Once the apprentice has collected the feedback, a copy must be sent to Highfield (electronically or by post) a minimum of 5 working days before the professional discussion take place.	

Area of the standard (including behaviours)	Feedback comments
Business, including: - business vision and objectives - business finance - business strategy - management information - operational processes - business levels - contingency plans - use of technology - legislation	

People, including: • risk management • people strategy • communication • team development	
Customers, including: • customer service • service recovery • customer feedback • marketing • brand promotion	
Leadership, including: • management and leadership skills • change management • diversity and inclusion	
Conference and events management, including: • planning and delivery of multiple events • tracking and analysis of business levels • stakeholder management • being organised and proactive, anticipating and solving problems quickly	

Name of person giving feedback:	
Role of person giving feedback:	
Signature:	
Date:	