



**Australian Government**

# **SIT50316 Diploma of Event Management**

**Release 1**

# SIT50316 Diploma of Event Management

## Modification History

Not applicable.

## Qualification Description

This qualification reflects the role of individuals who use a broad range of event-related skills and sound knowledge of event management processes to coordinate event operations. They operate independently and make operational event management decisions.

Events are diverse in nature and this qualification provides a pathway to work for event or exhibition organisations operating in a range of industries, including the tourism and travel, hospitality, sport, cultural, and community sectors.

The diversity of employers includes event or exhibition management companies, event venues, or organisations that organise their own events. Work could be undertaken in an office environment where the planning of events takes place, on-site at venues where events are staged or a combination of both.

Possible job titles include:

- conference coordinator
- event or exhibition coordinator
- event or exhibition planner
- event sales coordinator
- function coordinator
- in-house meetings coordinator
- meetings coordinator
- staging coordinator
- venue coordinator.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

## Entry Requirements

There are no entry requirements for this qualification.

## Packaging Rules

20 units must be completed:

- 11 core units
- 9 elective units, consisting of:
  - 4 units from Group A
  - 2 units from Group A or Group B
  - 3 units from Group A, Group B, elsewhere in the SIT Training Package, any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

### Core units

SITEEVT001	Source and use information on the events industry
SITEEVT003	Coordinate on-site event registrations
SITEEVT008	Manage event staging components
SITEEVT010	Manage on-site event operations
SITXCCS007	Enhance customer service experiences
SITXFIN003	Manage finances within a budget
SITXHRM003	Lead and manage people
SITXMGT001	Monitor work operations
SITXMGT002	Establish and conduct business relationships
SITXMGT003	Manage projects
SITXWHS002	Identify hazards, assess and control safety risks

### Elective units

#### Group A

#### Creative and Technical Production

CUA EVP501	Coordinate the installation and dismantling of exhibitions
CUAPP M411	Compile production schedules
CUAPP M412	Organise and facilitate rehearsals
CUAPP M503	Incorporate creative and technical needs into management processes
CUAPP M504	Manage bump in and bump out of shows
CUASMT503	Develop and maintain production documents

**Events**

SITEEVT002	Process and monitor event registrations
SITEEVT005	Plan in-house events or functions
SITEEVT006	Develop conference programs
SITEEVT007	Select event venues and sites
SITEEVT009	Organise event infrastructure

**Tourism Sales and Operations**

SITTTSL005	Sell tourism products and services
SITTTSL006	Prepare quotations
SITTTSL008	Book supplier products and services
SITTTSL010	Use a computerised reservations or operations system

**Venue and Facility Operations**

CPPDSM5027A	Provide facilities and amenities for property users
CUAFOH501	Manage front of house services

**Group B****Administration**

BSBADM502	Manage meetings
BSBWRT401	Write complex documents

**Communication and Customer Service**

BSBCMM401	Make a presentation
SITXCOM004	Address protocol requirements
SITXCOM005	Manage conflict
SITXCRI001	Respond to a customer in crisis

**Computer Operations and ICT Management**

BSBITU301	Create and use databases
BSBITU302	Create electronic presentations
BSBITU306	Design and produce business documents

BSBITU402 Develop and use complex spreadsheets

### **E-Business**

BSBEBU501 Investigate and design e-business solutions

SITXEBS002 Develop, implement and monitor the use of social media in a business

### **Environmental Sustainability**

BSBSUS401 Implement and monitor environmentally sustainable work practices

### **Food and Beverage**

SITHFAB002 Provide responsible service of alcohol

SITHFAB016 Provide advice on food

### **Finance**

BSBFIA303 Process accounts payable and receivable

BSBFIA401 Prepare financial reports

SITXFIN002 Interpret financial information

SITXFIN004 Prepare and monitor budgets

### **Governance and Legal Compliance**

BSBSMB401 Establish legal and risk management requirements of small business

SITXGLC001 Research and comply with regulatory requirements

### **Human Resource Management**

BSBDIV501 Manage diversity in the workplace

SITXHRM002 Roster staff

SITXHRM004 Recruit, select and induct staff

SITXHRM005 Manage volunteers

SITXHRM006 Monitor staff performance

### **Management and Leadership**

BSBMGT517	Manage operational plan
BSBRISK501	Manage risk
BSBSMB404	Undertake small business planning
CUACMP501	Manage copyright arrangements

### **Marketing and Public Relations**

BSBMKG401	Profile the market
BSBPUB402	Develop public relations campaigns
BSBREL401	Establish networks
BSBSMB403	Market the small business
SITXMPR001	Coordinate production of brochures and marketing materials
SITXMPR002	Create a promotional display or stand
SITXMPR003	Plan and implement sales activities
SITXMPR004	Coordinate marketing activities
SITXMPR006	Obtain and manage sponsorship
SITXMPR008	Prepare and present proposals

### **Planning and Product Development**

SITTPPD007	Research and analyse tourism data
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### **Tourism Sales and Operations**

SITTTSL003	Provide advice on international destinations
SITTTSL004	Provide advice on Australian destinations
SITTTSL007	Process reservations
SITTTSL009	Process travel-related documentation

### **Work Health and Safety**

SITXWHS003	Implement and monitor work health and safety practices
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## **Qualification Mapping Information**

No equivalent qualification.

## **Links**

Companion Volume Implementation Guide: - <http://www.serviceskills.com.au/resources>