



Australian Government

SIT50316 Diploma of Event Management

Release 1

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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
CUA PPM411	Compile production schedules
CUA PPM412	Organise and facilitate rehearsals

CUAPPM503 Incorporate creative and technical needs into management processes

CUAPPM504 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
BSBRSK501	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

Qualification Mapping Information

No equivalent qualification.

Links

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