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

- CUAEVP501 Coordinate the installation and dismantling of exhibitions
- CUAPPM411 Compile production schedules
- CUAPPM412 Organise and facilitate rehearsals
CUAPPMP503  Incorporate creative and technical needs into management processes
CUAPPMP504  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
SITTITS005  Sell tourism products and services
SITTITS006  Prepare quotations
SITTITS008  Book supplier products and services
SITTITS010  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
- SITXEB502  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
- SITXF002  Interpret financial information
- SITXF004  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**

SITTTPPD007 Research and analyse tourism data

**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