



Australian Government

SIT50322 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.

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

The skills in this qualification must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

Entry Requirements

There are no entry requirements for this qualification.

Packaging Rules

20 units must be completed:

- 13 core units
- 7 elective units, consisting of:
 - 4 units from Group A
 - 3 units from Group A, Group B, elsewhere in the SIT Training Package, or 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.

Note: Units marked with * have one or more prerequisites. Refer to individual units for details.

Core Units

SITEEVT020 Source and use information on the events industry

SITEEVT026	Manage event production components
SITEEVT028	Manage on-site event operations
SITXCCS015	Enhance customer service experiences
SITXFIN009	Manage finances within a budget
SITXHRM009	Lead and manage people
SITXHRM010	Recruit, select and induct staff
SITXMGT005	Establish and conduct business relationships
SITXMGT006	Manage projects
SITXMPR011	Plan and implement sales activities
SITXMPR012	Coordinate marketing activities
SITXMPR016	Prepare and present proposals
SITXWHS006	Identify hazards, assess and control safety risks

Electives

Group A - Event Management

Creative and Technical Production

CUAACD312	Produce computer-aided drawings
CUAEVP511	Coordinate installation and dismantling of exhibitions
CUAPPM422	Organise and facilitate rehearsals
CUAPPM431	Compile production schedules
CUAPPM513	Incorporate creative and technical needs into management processes
CUAPPM514	Manage bump in and bump out of shows
CUASMT513	Develop and maintain production documents

Events

SITEEVT021	Administer event registrations
SITEEVT023	Plan in-house events

SITEEVT024	Develop conference and event programs
SITEEVT025	Select event venues and sites
SITEEVT027	Organise event infrastructure
SITEEVT028	Manage on-site event operations
SITEEVT029	Research event industry trends and practice industry
SITEEVT030	Develop event concepts
SITEEVT033	Develop event transport plans
SITEEVT034	Develop crowd management plans
SITEEVT035	Develop multi-venue event plans
SITEEVT036	Plan and allocate exhibition space
SITEEVT037	Recruit and manage exhibitors
SITXCCS017	Use a computerised booking system

Environmental Sustainability

BSBSUS411	Implement and monitor environmentally sustainable work practices
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Governance and Legal Compliance

SITXGLC002	Identify and manage legal risks and comply with law
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Venue and Facility Operations

CUAFOH511	Manage front of house services
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Group B - General electives

Communication and Customer Service

BSBCMM411	Make presentations
BSBTWK503	Manage meetings
BSBWRT411	Write complex documents
SITXCOM009	Address protocol requirements
SITXCOM010	Manage conflict

SITXCRI003 Respond to a customer in crisis

Computer Operations and ICT Management

BSBTEC402 Design and produce complex spreadsheets

BSBXCS402 Promote workplace cyber security awareness and best practices

BSBXCS405 Contribute to cyber security incident responses

E-Business

SIRXOSM002 Maintain ethical and professional standards when using social media and online platforms

SIRXOSM004 Analyse performance of social media and online business tools

SIRXOSM006* Develop and manage social media and online strategies

SIRXOSM007 Manage risk to organisational reputation in an online setting

SIRXSTR001 Develop an ecommerce strategy

Finance

BSBFIN301 Process financial transactions

BSBFIN401 Report on financial activity

SITXFIN008 Interpret financial information

SITXFIN010 Prepare and monitor budgets

Governance and Legal Compliance

BSBESB402 Establish legal and risk management requirements of new business ventures

Human Resource Management

BSBTWK501 Lead diversity and inclusion

SITXHRM008 Roster staff

SITXHRM011 Manage volunteers

SITXHRM012 Monitor staff performance

Management and Leadership

BSBESB401 Research and develop business plans

BSBOPS502 Manage business operational plans

BSBOPS504 Manage business risk

Marketing and Public Relations

BSBMKG431 Assess marketing opportunities

BSBMKG441 Develop public relations documents

BSBMKG544 Plan and monitor direct marketing activities

BSBMKG553 Develop public relations campaigns

BSBMKG624 Manage market research

BSBTWK401 Build and maintain business relationships

SITXMPR009 Coordinate production of brochures and marketing materials

SITXMPR010 Create a promotional display or stand

SITXMPR015 Obtain and manage sponsorship

SITXMPR016 Prepare and present proposals

Work Health and Safety

SITXWHS007 Implement and monitor work health and safety practices

Qualification Mapping Information

Supersedes and not equivalent to SIT50316 Diploma of Event Management.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>