



Australian Government

SIT60216 Advanced Diploma of Event Management

Release 1

SIT60216 Advanced Diploma of Event Management

Modification History

Not applicable.

Qualification Description

This qualification reflects the role of individuals operating at a senior level who use a wide range of specialised managerial skills and substantial knowledge of event management processes to conceive, plan and stage events. They operate with significant autonomy and are responsible for making strategic business and 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 manager
- event director
- event producer
- event or exhibition manager
- functions manager
- in-house meetings manager
- meetings manager
- project manager
- venue manager.

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

24 units must be completed:

- 16 core units
- 8 elective units, consisting of:
 - 4 units from the list below
 - 4 units from the list below, elsewhere in the SIT Training Package, or any other 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

BSBMGT608	Manage innovation and continuous improvement
BSBRSK501	Manage risk
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBWRT401	Write complex documents
SITE EVT008	Manage event staging components
SITE EVT011	Research event trends and practice
SITE EVT012	Develop event concepts
SITE EVT013	Determine event feasibility
SITE EVT014	Develop and implement event management plans
SITXCCS008	Develop and manage quality customer service practices
SITXFIN004	Prepare and monitor budgets
SITXGLC001	Research and comply with regulatory requirements
SITXHRM003	Lead and manage people
SITXMGT002	Establish and conduct business relationships
SITXMPR007	Develop and implement marketing strategies
SITXWHS004	Establish and maintain a work health and safety system

Elective units

Administration

BSBADM502 Manage meetings

Communication and Teamwork

BSBCMM401 Make a presentation

SITXCOM004 Address protocol requirements

SITXCOM005 Manage conflict

Creative and Technical Production

CUAPPM503 Incorporate creative and technical needs into management processes

CUAPPM601 Manage pre-production for shows and events

CUASMT501 Stage manage productions and events

CUASMT503 Develop and maintain production documents

CUFPPM408A Compile production schedules

CUFPPM409A Organise and facilitate rehearsals

CULEVP501A Coordinate the installation and dismantling of exhibitions

Crisis Management

SITXCRI002 Manage a business continuity crisis

E-Business

BSBEBU501 Investigate and design e-business solutions

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

Events and Exhibitions

CULEVP504A Develop exhibition concepts

CULMS008B Conceive, develop and realise exhibition designs

SITEEVT006 Develop conference programs

SITEEVT007 Select event venues and sites

SITEEVT009	Organise event infrastructure
SITEEVT010	Manage on-site event operations
SITEEVT015	Develop event transport plans
SITEEVT016	Develop crowd management plans
SITEEVT017	Develop multi-venue event plans
SITEEVT018	Plan and allocate exhibition space
SITEEVT019	Recruit and manage exhibitors

Finance

BSBFIM601	Manage finances
SITXFIN002	Interpret financial information
SITXFIN005	Manage physical assets
SITXFIN006	Manage revenue

Human Resource Management

BSBDIV501	Manage diversity in the workplace
SITXHRM004	Recruit, select and induct staff
SITXHRM005	Manage volunteers
SITXHRM006	Monitor staff performance

Management and Leadership

BSBMGT617	Develop and implement a business plan
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Marketing and Public Relations

BSBMKG509	Implement and monitor direct marketing activities
BSBMKG607	Manage market research
CUVPUB501A	Develop and manage public relations strategies
SITXMPR006	Obtain and manage sponsorship
SITXMPR008	Prepare and present proposals

Planning and Product Development

SITTPPD007 Research and analyse tourism data

Venue and Facility Operations

CPPDSM5027A Provide facilities and amenities for property users

CUAFOH501 Manage front of house services

Qualification Mapping Information

SIT60212 Advanced Diploma of Events

Links

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