



Australian Government

SITXEV^T302 Process and monitor event registrations

Release 1

SITXEVN302 Process and monitor event registrations

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	<p>N</p> <p>Replaces but is not equivalent to SITXEVN003B Process and monitor event registrations.</p> <p>Re-worked Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content. New Element 2 covers amending and updating registrations. Re-worked Evidence Guide to better articulate rigorous assessment requirements.</p>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to process attendee registrations for events and administer these through to finalisation. It requires the ability to record customer information, monitor attendance numbers, generate sales and operational reports and issue customer documents for event attendance.

Application of the Unit

Events are diverse in nature and this unit is relevant to any type of event coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors. This unit applies to event operations personnel who operate with some level of independence and under limited supervision. They may work in event management companies, in event venues, or in organisations which organise their own events.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Process registrations.
 - 1.1 Interpret and accurately process event ***registrations*** according to organisational procedures and timelines.
 - 1.2 Identify, collect and process missing customer information within appropriate timelines.
 - 1.3 Offer alternatives for unavailable registrations including waitlist options.
 - 1.4 Answer enquiries about costs and other event details.
 - 1.5 Record customer details using appropriate systems and technology.
 - 1.6 File the ***event*** registration according to system or procedural requirements.
2. Update registrations.
 - 2.1 Accurately ***update financial status*** of the registration.
 - 2.2 Accept, process and record any customer requests for amendments or cancellations.
 - 2.3 Provide details of amendment or cancellation conditions and charges and confirm customer understanding.
3. Monitor and report on registrations.
 - 3.1 Monitor registrations and generate ***registration reports*** for relevant personnel.
 - 3.2 Proactively identify and report on problems emerging from attendance information.
 - 3.3 Take ***action*** to address attendance issues according to individual responsibility and organisational procedures.
4. Produce final registration documentation.
 - 4.1 Check and finalise event registration details within designated timelines.
 - 4.2 Prepare and issue ***customer documents*** within designated timelines.
 - 4.3 Check all documentation for accuracy prior to issue and amend as necessary.
 - 4.4 Generate and distribute ***final registration reports*** in agreed formats and styles according to procedures and timelines.
 - 4.5 Minimise use of printed materials and maximise electronic transmission of all documents to reduce waste.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - elicit information from customers about registration requirements
 - answer enquiries about costs and other event details
 - liaise with event coordinators and managers on attendance issues
- literacy skills to:
 - read and interpret complex event information including event schedules, costs and conditions of sale
 - write and input accurate customer and operational details
 - create accurate and succinct notes for special requests and event operational details
- numeracy skills to manage the accounting processes for event registrations and interpret statistical data within various reports
- planning and organising skills to meet deadlines for completion of registrations, collection of payments and issuance of documents and reports
- problem-solving skills to:
 - identify and collect missing customer information
 - offer alternatives for unavailable registrations
 - identify, report and respond to attendance deficiencies
- self-management skills to coordinate own workflow for processing and monitoring registrations within deadlines
- technology skills to use calculators, computers, software programs and printers for processing event registrations.

Required knowledge

- range of operation systems and software programs used to process and monitor event registrations
- types of customers for different types of events and methods of administering different registrations
- customer information required to administer registrations
- a range of formats for, inclusions and uses of:
 - financial administration documents for customer payments
 - customer event attendance documents
 - event registration reports
- for the specific organisation:
 - features of event programs, schedules, inclusions and specific costs
 - information required by event coordinators and managers to monitor attendance numbers and deliver events
 - procedures and deadlines for processing and administering registrations and issuing

registration reports.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: <ul style="list-style-type: none">• accurately process and administer registrations through to finalisation for multiple events• issue financial administration and event attendance documents for multiple and diverse customers• generate accurate registration reports and proactively identify and report on attendance problems• integrate knowledge of:<ul style="list-style-type: none">• event programs and costs• formats for reports and documents• information required by event managers to monitor attendance numbers and deliver events• process and monitor event registrations with speed and efficiency and within event deadlines.
Context of and specific resources for assessment	Assessment must ensure use of: <ul style="list-style-type: none">• actual events for which event registrations are processed and monitored. Events may be created for the specific purpose of skills assessment, but must have commercial, community or business relevance. Small personal events are not appropriate as a means of assessing an individual's skills and knowledge• comprehensive operational and capacity information for venues and sites where events are operated; these can be:<ul style="list-style-type: none">• real event venues and sites• event venues and sites operated within a training organisation such as auditoria, exhibition areas, conference rooms, restaurants and sporting facilities where real events are staged• industry current computer systems and software programs for processing event registrations• comprehensive event programs, schedules, inclusions and costs• industry current template documents for:<ul style="list-style-type: none">• financial administration of event payments• customer event attendance• registration reports• procedures for processing and administering registrations.

Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: <ul style="list-style-type: none">• direct observation of the individual using the various features of a computerised event registration system to administer a series of customer registrations• activities that allow assessment of the individual's ability to process and monitor registrations for different events and for varying customer requirements• review of documents prepared by the individual:<ul style="list-style-type: none">• confirmation letters• credit notes• information or sales kits• invoices• participant name badge or identification document• receipts• registration reports• service vouchers• tickets• problem-solving exercises to allow the individual to respond to and report on event attendance problems• written or oral questioning to assess knowledge of:<ul style="list-style-type: none">• event programs and costs• formats for reports and documents• information required by event managers to monitor attendance numbers and deliver events• review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.
Guidance information for assessment	The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example: <ul style="list-style-type: none">• SITTTS308 Use a computerised reservations or operations system• SITXCCS303 Provide service to customers• SITXFIN201 Process financial transactions.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Registrations may involve:

- accommodation details
- contact details
- customer address
- details of pre-booked sessions
- full name and title
- further action required at site or venue
- medical information
- method of payment
- payment status
- contact details
- special requests
- seating requests
- travel and touring arrangements.

Event may include:

- business and corporate
- entertainment and leisure
- exhibitions, expositions and fairs
- festivals
- fundraising
- government and civic
- marketing
- meetings and conventions
- social
- sports.

To ***update financial status*** may involve:

- checking and recording that the registration has been fully paid
- generating and issuing invoices and credit notes for changed registrations
- receiving, processing and recording payments.

• breakdown of attendances per:

- session
- site
- table
- venue
- characteristics of attendees
- numbers

Registration reports may include information on:

- progress towards attendance expectations
- sources of registrations.
- additional promotional activity
- advice of change of venue
- chasing payments
- holding of space for particular individuals or groups
- target selling to specific groups.

Action may include:

- confirmation letters
- credit notes
- event program
- information or sales kit
- invoices
- paper-based or electronically transmitted materials
- participant name badge or identification document
- receipts
- service vouchers
- site maps
- sponsor advertisements
- tickets.

Customer documents may include:

- breakdown of attendances per:
 - session
 - site
 - table
 - venue
- name lists
- payment status
- special requests.

Final registration reports may include information on:

Unit Sector(s)

Cross-Sector

Competency Field

Events