



**Australian Government**

# **SIT50322 Diploma of Event Management**

**Release 2**

# SIT50322 Diploma of Event Management

## Modification History

Release	Comments
Release 2	Release 2 Supersedes and is equivalent to Release 1, minor correction to metadata and electives.

## 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
CUA EVP511	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
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
-----------	--

**Governance and Legal Compliance**

SITXGLC002	Identify and manage legal risks and comply with law
------------	---

**Venue and Facility Operations**

CUAFOH511	Manage front of house services
-----------	--------------------------------

**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**

- BSBESB404 Market new business ventures
- 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

### **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>