

## DIPLOMA OF EVENT MANAGEMENT SIT50316

Module / Units of Competency	Core Elective *	Description
<b>Introductory Units:</b>		
SITEEVT001 Source and use information on the events industry	Core	This unit explores the foundation of the events industry from the “organisational chart” of the Australian industry through to legislative requirements and delivery basics.
SITEEVT005 Plan in-house events or functions	Elective	This unit reviews the operational procedures in delivering a variety of events from the perspective of the in-house event manager at a venue.
<b>Module: Working in the Events Industry</b>		
SITXMG002 Establish and conduct business relationships	Core	This unit explores the communication skills required to build business relationships and develop and manage contracts in business.
SITXWHS002 Identify hazards, assess and control safety risks	Core	This unit addresses the skills and knowledge required to identify hazards, assess the associated workplace safety risks, take measures to eliminate or minimise those risks, and document all processes.
<b>Module: Project Management</b>		
SITEEVT006 Develop conference programs	Elective	This unit reviews the knowledge and skills required to design appropriate and successful conference (business event) programs that meet the objectives of all stakeholders and engage target audiences.
SITEEVT012 Develop event concepts	Elective	This unit develops skills and knowledge to refine ideas for events and explores the creative development of event ideas through to implementation and operation.
SITXFIN004 Prepare and monitor budgets	Elective	This unit reviews the financial and business information required to prepare and monitor budgets within the broader events industry. .
SITXMG003 Manage projects	Core	This unit looks at the knowledge and skills required to manage the complete life cycle of a project in the events industry.
<b>Module: Marketing and Planning</b>		
SITEEVT007 Select event venues and sites	Elective	This unit reviews the knowledge required to source and select sites and venues for a variety of events, including site requirements, selection specifications and contracts.
SITXMPR007 Develop and implement marketing strategies	Elective	This units looks at the lifecycle of marketing plans including the development and evaluation of marketing strategies and plans for products and services.
SITEEVT008 Manage event staging components	Core	This unit explores the broad variety of staging services and products required to deliver events including the advanced planning, communication skills and knowledge to work with specialised service suppliers in the events industry.

<b>Module: Event Registrations and Operations (Part 1)</b>		
SITEEVT002 Process and monitor event registrations	Elective	This unit reviews the skills and knowledge required to process attendee registrations for events and administer them through to finalisation.
SITXFIN003 Manage finances within a budget	Core	This unit addresses the skills and knowledge required to take responsibility for budget management where others may have developed the budget. It requires the ability to interpret budgetary requirements, allocate resources, monitor actual income and expenditure, and report on budgetary deviations.
SITXMGT001 Monitor work operations	Core	This unit explores the skills and knowledge required to oversee and monitor the quality of day-to-day work. It requires the ability to communicate effectively with team members, plan and organise operational functions, and solve problems.
<b>Module: Event Registrations and Operations (Part 1)</b>		
SITEEVT003 Coordinate on-site event registrations	Core	This unit covers the skills and knowledge required to prepare for and process on-site attendee registrations at events and to manage the service delivery elements for this process.
SITXCCS003 Interact with customers	Elective	This unit looks at the skills and knowledge required to service internal and external customers, including responding to enquiries and solving routine customer problems.
SITXCCS007 Enhance customer service experiences	Core	This unit explores aspects of providing professional and personalised customer service experiences, including the ability to determine and meet customer preferences, develop customer relationships, respond to difficult service situations, and take responsibility for resolving complaints.
<b>Module: Management Skills</b>		
SITEEVT010 Manage on-site event operations	Core	This unit addresses the skills and knowledge required to manage on-site operational activities for the staging of events. It includes operational plans, event set-up, execution and break-down, and the evaluation of the operational success of events.
SITXCOM005 Manage conflict	Elective	This unit develops the skills and knowledge to resolve complex disputes or complaints with external and internal colleagues; it explores conflict resolution techniques and communication skills to manage difficult situations.
SITXHRM003 Lead and manage people	Core	This unit develops the skills and knowledge required to lead and manage people including teams and to support and encourage their commitment to the organisation.

\* Note: Core/Elective units reflect the national Training Package. Elective units are selected by MEA to reflect the current demand for skills in the events industry

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