

DIPLOMA OF EVENTS SIT50316 SUBJECT SUMMARY 2020

EM1 - Introduction to Event Management

This subject examines the history and development of the events industry in Australia. Material covered provides the context for all subjects in the course. Students are introduced to the socio-cultural origins of events, the development of professional practice of event management, the role of business and government in events, industry associations and publications, technology and trends, legal compliance and ethical management principles.

MK1 - Event Marketing

This subject explores the performance outcomes, skills and knowledge required to plan and coordinate a range of marketing and promotional activities at an operational level in the event industry. The unit incorporates knowledge of event marketing principles and the production of event-specific marketing materials.

PM1 - Project Management

This subject examines the processes and procedures involved in planning and managing an event. Drawing on the principles of cross-disciplinary project management, students are introduced to the phases of project management and how they can be supported by the intelligent use of systems. Students apply course theory to the development of comprehensive production and operations plans as part of the Major Project assessment task. They need to ensure objectives and key deliverables can be achieved while maintaining time cost and quality deliverables.

EPI - Event Production

This subject examines the performance outcomes, skills and knowledge required to take responsibility for budget management of an event. It requires the ability to interpret budgetary requirements, allocate resources, monitor actual income and expenditure, and report on budgetary deviations. Students will also learn the skills and knowledge required to compile production schedules during the pre-production planning phase in the event industry. Students will prepare a range of event-specific production and budget related documentation.

MQR1 - Managing Quality Relationships

This subject examines the scope of event operations from the dual perspectives of customer (attendee) service and the management of event logistics. The focus is on the delivery of events when attendees are on site. Students apply course theory to IEP experiences undertaken during the course.

This subject also examines how to establish and manage positive business relationships. It will focus on building skills such as communication and relationship building to conduct formal negotiations and make commercially significant business-to-business agreements.

PP1- People and Performance

This subject studies the event workplace environment in terms of human resources and the interaction of the team. It also covers effective leadership principles, and methods to motivate and manage others in line with formal employment obligations and industry standards. The subject will additionally cover communication methods, workplace conduct and policies, and managing conflict in an event management context.

R1 - Registrations

This subject examines how to use a computerised reservations system to create, maintain and administer event registrations and its products and services. It considers the pre-planning requirements of event registration, recording and finalizing of registration details as well as management of the event registration process on-site at the event. Students are required to create a suite of operational documents and post-event reporting information.

CD1 – Concept Development

This subject examines the strategic planning, creative response and feasibility phases of the event concept development process. It combines detailed coursework with practical and theoretical application to the development of a hypothetical event concept in a 'real world' scenario. Students will develop and pitch their concepts to a panel of industry representatives.

CDP1 – Creative Design and Production

This subject explores the development of creative event design and decoration for events in accordance with project briefs. Students will also learn the required performance outcomes, skills and knowledge to analyse event staging requirements and organise and monitor different staging services and products. Students will learn the skills and knowledge required to source and select venues or sites for events. It requires the ability to analyse event plans to determine venue or site requirements; develop selection specifications; and assess, choose and contract venues or sites.

It requires the ability to use advanced planning, organisation and communication skills combined with detailed knowledge of the event management process and broad understanding of specialist component services.

S1 - Safety

This subject examines the policies, procedures and systems for the management of event safety. Special attention is given to the planning and management of crowds. Students apply course theory to the development of comprehensive production and operations plans as part of the Major Project assessment task.

SEM1 - Sustainable Event Management

This subject examines the systems, products, services and regulatory requirements for the sustainable management of events. Students will learn the skills and knowledge required to effectively analyse the event workplace in relation to environmentally sustainable work practices and to implement improvements and monitor their effectiveness. Students apply course theory to the development of a comprehensive sustainability plan as part of the Major Project assessment.