

National Diploma in Tourism Conventions and Incentives (Level 5) with strands in Conference Organisation, Convention Bureaux, Incentives Planning, and Venue Sales and Operations

Level 5

Credits 137-186

This qualification has been **reviewed**. The last date to meet the requirements is 31 December 2017.

Transition Arrangements

This qualification has been reviewed and replaced by the New Zealand Diploma in Tourism Conventions and Incentives (Level 5) with strands in Conference Organisation, Convention Bureaux, Incentives Planning, and Venue Sales and Operations [Ref: 2209].

For detailed information see [Review Summaries](#) on the NZQA website.

NZQF National Qualification Registration Information

| Process | Version | Date | Last Date for Assessment |
|--------------|---------|---------------|--------------------------|
| Registration | 1 | February 2000 | December 2012 |
| Revision | 2 | October 2002 | December 2012 |
| Review | 3 | May 2010 | December 2017 |
| Review | 4 | February 2014 | December 2017 |

Standard Setting Body

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National Diploma in Tourism Conventions and Incentives (Level 5) with strands in Conference Organisation, Convention Bureaux, Incentives Planning, and Venue Sales and Operations

| | |
|----------------|----------------|
| Level | 5 |
| Credits | 137-186 |

Purpose

The National Diploma in Tourism Conventions and Incentives (Level 5) with strands in Conference Organisation, Convention Bureaux, Incentives Planning, and Venue Sales and Operations [Ref: 0724] is for people working in, or training for, roles within the conventions and incentives industry. These include professional conference organisers, and people who work or intend to work in convention bureaux and destination sales and marketing, incentive travel management, venue sales, and venue operations.

It comprises Core Compulsory unit standards which recognise the knowledge and skills common to all sectors of the conventions and incentives industry with regard to a conventions and incentives industry project. People awarded this qualification are able to: select, engage, and work with suppliers; manage risk; develop, implement, and evaluate a sustainability strategy, and a communication plan; and debrief clients and evaluate data.

The strands recognise the skills and knowledge required to work in specific sectors of the conventions and incentives industry. Strands comprise compulsory and elective sections.

The standards in the Compulsory section of each strand ensure that the candidate develops and applies knowledge and skills relevant to their specific work role within their industry sector. Details of the skills and knowledge recognised by the Compulsory sections are given below.

The Elective section of each strand allows candidates to select standards that will add further skills that are relevant to their work role and/or specific workplace requirements, or to credit skills and knowledge that they may have already gained towards the requirements of this qualification. It also allows portability. If a candidate decides to make a career change and move from one conventions and incentives industry sector to another then this will enable them to move more easily between strands.

The Conference Organisation Compulsory recognises, for a conventions and incentives industry project, the skills and knowledge to: manage a business programme, financial arrangements, registrations, sponsorship, venue arrangements, and accommodation bookings; create and manage a special event; market; brief clients on legislation and taxation matters; investigate and brief clients on insurance requirements; and produce a budget and cash flow projection.

The Convention Bureaux Compulsory recognises, for a conventions and incentives industry project, the skills and knowledge to: create and manage a special event; market; manage and escort a familiarisation; source and qualify leads, and take follow-up action; and organise and coordinate participation in trade shows.

The Incentives Planning Compulsory recognises, for a conventions and incentives industry project, the skills and knowledge to: manage a business programme; create and manage a special event; manage financial arrangements; market; manage venue arrangements; manage accommodation bookings; and brief clients on legislation and taxation matters.

The Venue Sales and Operations Compulsory recognises the skills and knowledge to undertake and complete post-conventions and incentives industry project follow-up action and administration.

This qualification may stand alone, or build on the National Certificate in Tourism Conventions and Incentives (Level 4) [Ref: 1553].

Career progression beyond these specialist conventions and incentives roles is most likely to be in management, for which a range of management qualifications and/or training opportunities are available depending on the needs and aspirations of the individual.

Special Notes

Entry to the qualification is open. However, it is recommended that people first complete the requirements of the National Certificate in Tourism Conventions and Incentives (Level 4) [Ref: 1553], or demonstrate equivalent knowledge and skills.

Credit Range

| | Core Compulsory | Conference Organisation Strand | |
|---------------------------------|-----------------|--------------------------------|----------|
| | | Compulsory | Elective |
| Level 4 credits | - | 3 | - |
| Level 5 credits | 49 | 49 | 0-15 |
| Level 6 credits or above | - | 70 | 0-15 |
| Minimum totals | 49 | 122 | 15 |
| Qualification total with strand | | 186 | |

| | Convention Bureaux Strand | | Incentives Planning Strand | |
|---------------------------------|---------------------------|----------|----------------------------|----------|
| | Compulsory | Elective | Compulsory | Elective |
| Level 4 credits | - | - | - | - |
| Level 5 credits | 43 | 0-25 | 31 | 0-25 |
| Level 6 credits or above | 20 | 0-25 | 50 | 0-25 |
| Minimum totals | 63 | 25 | 81 | 25 |
| Qualification total with strand | 137 | | 155 | |

| | Venue Sales and Operations Strand | | |
|---------------------------------|-----------------------------------|-------|-------|
| | Compulsory | Set A | Set B |
| Level 4 credits | - | 0-6 | - |
| Level 5 credits | 5 | 38-74 | 0-15 |
| Level 6 credits or above | - | 0-30 | 0-15 |
| Minimum totals | 5 | 74 | 15 |
| Qualification total with strand | 143 | | |

Requirements for Award of Qualification

Award of NQF Qualifications

Credit gained for a standard may be used only once to meet the requirements of this qualification.

Unit standards and achievement standards that are equivalent in outcome are mutually exclusive for the purpose of award. The table of mutually exclusive standards is provided in section 7 of the New Zealand Qualifications Authority (NZQA) Rules and Procedures publications available at <http://www.nzqa.govt.nz/ncea/acrp/index.html>.

Reviewed standards that continue to recognise the same overall outcome are registered as new versions and retain their identification number (ID). Any version of a standard with the same ID may be used to meet qualification requirements that list the ID and/or that specify the past or current classification of the standard.

Summary of Requirements

- Core Compulsory standards

One of the following strands is required

- Conference Organisation Strand
- Convention Bureaux Strand
- Incentives Planning Strand
- Venue Sales and Operations Strand

Detailed Requirements

Core Compulsory

The following standards are required

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|--|-------|--------|
| 15683 | Select, engage, and work with suppliers for a conventions and incentives industry project | 5 | 15 |
| 25868 | Manage risk for a conventions and incentives industry project | 5 | 10 |
| 25869 | Develop, implement, and evaluate a sustainability strategy for a conventions and incentives industry project | 5 | 8 |
| 26300 | Develop, implement, and evaluate a communication plan for a conventions and incentives industry project | 5 | 10 |
| 26301 | Debrief clients and evaluate data for a conventions and incentives industry project | 5 | 6 |

Conference Organisation Strand

Meet the requirements of all of the following sets

- Conference Organisation Compulsory
- Conference Organisation Elective

Conference Organisation Compulsory

The following standards are required

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|---|-------|--------|
| 15684 | Manage a business programme for a conventions and incentives industry project | 6 | 10 |
| 15687 | Create and manage a special event for a conventions and incentives industry project | 6 | 20 |
| 15688 | Manage financial arrangements for a conventions and incentives industry project | 6 | 20 |
| 15689 | Market a conventions and incentives industry project | 5 | 15 |
| 15690 | Manage registrations for a conventions and incentives industry project | 5 | 10 |
| 15693 | Manage sponsorship for a conventions and incentives industry project | 6 | 20 |
| 15697 | Manage venue arrangements for a conventions and incentives industry project | 5 | 6 |
| 15698 | Manage accommodation bookings for a conventions and incentives industry project | 5 | 6 |
| 25860 | Brief clients on legislation and taxation matters for a conventions and incentives industry project | 5 | 4 |
| 25863 | Investigate and brief clients on insurance requirements for a conventions and incentives industry project | 4 | 3 |
| 26302 | Produce a budget and cash flow projection for a conventions and incentives industry project | 5 | 8 |

Conference Organisation Elective

A minimum of 15 credits at Level 5 or above

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|--|-------|--------|
| 15692 | Manage an exhibition for a conventions and incentives industry project | 6 | 20 |
| 18581 | Brief personnel involved in the delivery of services for a conventions and incentives industry project | 5 | 3 |
| 25859 | Analyse financial reports and projections for conventions and incentives industry projects | 5 | 6 |

| Field | Subfield | Domain |
|----------------|-------------------------------------|---------------------------------------|
| Business | Business Operations and Development | Human Resource Management |
| | | Organisational Direction and Strategy |
| | | People Development and Coordination |
| | | Project Management |
| Business | Financial Management | Financial Skills |
| | Marketing | Generic Marketing |
| Service Sector | Tourism | Tourism Conventions and Incentives |

Convention Bureaux Strand

Meet the requirements of all of the following sets

- Convention Bureaux Compulsory
- Convention Bureaux Elective

Convention Bureaux Compulsory

The following standards are required

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|---|-------|--------|
| 15687 | Create and manage a special event for a conventions and incentives industry project | 6 | 20 |
| 15689 | Market a conventions and incentives industry project | 5 | 15 |
| 15696 | Manage and escort a familiarisation for the conventions and incentives industry | 5 | 10 |
| 15700 | Organise and coordinate participation in trade shows | 5 | 10 |
| 18576 | Source and qualify leads, and take follow-up action for a conventions and incentives industry project | 5 | 8 |

Convention Bureaux Elective

A minimum of 25 credits at Level 5 or above

| Field | Subfield | Domain |
|----------|-------------------------------------|---------------------------------------|
| Business | Business Operations and Development | Human Resource Management |
| | | Organisational Direction and Strategy |
| | | People Development and Coordination |
| | | Project Management |
| Business | Financial Management | Financial Skills |
| | Marketing | Generic Marketing |

| Field | Subfield | Domain |
|----------------|----------|------------------------------------|
| Service Sector | Tourism | Tourism Conventions and Incentives |

Incentives Planning Strand

Meet the requirements of all of the following sets

- Incentives Planning Compulsory
- Incentives Planning Elective

Incentives Planning Compulsory

The following standards are required

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|---|-------|--------|
| 15684 | Manage a business programme for a conventions and incentives industry project | 6 | 10 |
| 15687 | Create and manage a special event for a conventions and incentives industry project | 6 | 20 |
| 15688 | Manage financial arrangements for a conventions and incentives industry project | 6 | 20 |
| 15689 | Market a conventions and incentives industry project | 5 | 15 |
| 15697 | Manage venue arrangements for a conventions and incentives industry project | 5 | 6 |
| 15698 | Manage accommodation bookings for a conventions and incentives industry project | 5 | 6 |
| 25860 | Brief clients on legislation and taxation matters for a conventions and incentives industry project | 5 | 4 |

Incentives Planning Elective

A minimum of 25 credits at Level 5 or above

| Field | Subfield | Domain |
|----------------|-------------------------------------|---------------------------------------|
| Business | Business Operations and Development | Human Resource Management |
| | | Organisational Direction and Strategy |
| | | People Development and Coordination |
| | | Project Management |
| | Financial Management | Financial Skills |
| | Marketing | Generic Marketing |
| Service Sector | Tourism | Tourism Conventions and Incentives |

Venue Sales and Operations Strand

Meet the requirements of all of the following sets

- Venue Sales and Operations Compulsory
- Venue Sales and Operations Elective

Venue Sales and Operations Compulsory

The following standard is required

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|---|-------|--------|
| 18584 | Undertake and complete post-conventions and incentives industry project follow-up action and administration | 5 | 5 |

Venue Sales and Operations Elective

Meet the requirements of all of the following sets

- Venue Sales and Operations Set A
- Venue Sales and Operations Set B

Venue Sales and Operations Set A

A minimum of 74 credits

Service Sector > Hospitality > Hospitality - Generic

| ID | Title | Level | Credit |
|-------|--|-------|--------|
| 17553 | Plan and implement hospitality staff rosters | 4 | 4 |

Service Sector > Hospitality > Hospitality - Specific Skills

| ID | Title | Level | Credit |
|------|---|-------|--------|
| 4646 | Demonstrate knowledge of the Sale of Liquor Act 1989 and its implications for licensed premises | 4 | 2 |

Service Sector > Tourism > Tourism Conventions and Incentives

| ID | Title | Level | Credit |
|-------|---|-------|--------|
| 15693 | Manage sponsorship for a conventions and incentives industry project | 6 | 20 |
| 15696 | Manage and escort a familiarisation for the conventions and incentives industry | 5 | 10 |
| 15697 | Manage venue arrangements for a conventions and incentives industry project | 5 | 6 |
| 15700 | Organise and coordinate participation in trade shows | 5 | 10 |
| 18576 | Source and qualify leads, and take follow-up action for a conventions and incentives industry project | 5 | 8 |
| 18578 | Prepare a venue quote and confirm a booking for a conventions and incentives industry project | 5 | 8 |
| 18580 | Generate and review function sheets | 5 | 5 |

| ID | Title | Level | Credit |
|-------|---|-------|--------|
| 18581 | Brief personnel involved in the delivery of services for a conventions and incentives industry project | 5 | 3 |
| 18583 | Manage staff and tasks related to conventions and incentives industry projects on guest arrival | 6 | 10 |
| 25859 | Analyse financial reports and projections for conventions and incentives industry projects | 5 | 6 |
| 25866 | Plan, manage, and log bookings, and formalise contracts for a conventions and incentives industry project | 5 | 3 |
| 25867 | Plan and manage logged bookings for conventions and incentives industry projects | 5 | 3 |
| 26302 | Produce a budget and cash flow projection for a conventions and incentives industry project | 5 | 8 |
| 26303 | Manage the operation of conventions and incentives industry projects prior to guest arrival | 5 | 6 |

Venue Sales and Operations Set B

A minimum of 15 credits at Level 5 or above

| Field | Subfield | Domain |
|----------------|-------------------------------------|---------------------------------------|
| Business | Business Operations and Development | Human Resource Management |
| | | Organisational Direction and Strategy |
| | | People Development and Coordination |
| | | Project Management |
| | Financial Management | Financial Skills |
| | Marketing | Generic Marketing |
| Service Sector | Tourism | Tourism Conventions and Incentives |

Transition Arrangements

Version 3

Version 3 was issued following a review in order to make changes to content.

Changes to structure and content

- The credits increased from 120-170 to 137-186 depending on the strand.
- Standards were updated to reflect the requirements of industry.
- Standards 25868, 25869, 26300, and 26301 were added to the Core Compulsory.
- Standard 15691 was designated expiring and removed from the qualification.
- New standards were developed to better reflect the demands of the industry.
- The strand compulsory and elective sections were restructured to better reflect the requirements of each industry sector and to allow candidates flexibility dependent on their organisation.

For detailed information see Review Summaries on the NZQA website.

This qualification contains standards that replace expiring standards. For the purposes of this qualification people who have gained credit for the expiring standards are exempt from the requirement to gain credit for the replacement standards – see table below.

| Credit for | Exempt from |
|------------|--------------|
| 15686 | 26300 |
| 15694 | 25860, 25863 |
| 15695 | 26301 |
| 18577 | 26302 |
| 18579 | 25866, 25867 |
| 18582 | 26303 |
| 18585 | 25859 |

ServiceIQ is not aware of any candidates currently enrolled in courses or programmes leading to previous versions of this qualification. However, any candidates that are currently working towards previous versions of this qualification may either complete the requirements for that version or transfer their results to version 3.

Previous versions of the qualification

Version 2 was issued to incorporate new unit standards in conventions and incentives sales and operations as part of the new strand in Venue Sales and Operations.

Other standard setting bodies whose standards are included in the qualification

Hospitality Standards Institute

Certification

This certificate will display the logos of NZQA, ServiceIQ and the accredited organisation.

Classification

This qualification is classified according to the NQF classification system and the New Zealand Standard Classification of Education (NZSCED) system as specified below.

| NQF Classification | | NZSCED | |
|--------------------|-------------|--------|-------------|
| Code | Description | Code | Description |

| NQF Classification | | NZSCED | |
|--------------------|---|--------|---|
| Code | Description | Code | Description |
| 1643 | Service Sector > Tourism > Tourism Conventions and Incentives | 080701 | Management and Commerce > Tourism > Tourism Studies |

Quality Management Systems

Providers and Industry Training Organisations must be accredited by a recognised Quality Assurance Body before they can register credits from assessment against standards. Accredited providers and Industry Training Organisations assessing against standards must engage with the moderation system that applies to those standards. Accreditation requirements and the moderation system are outlined in the associated Accreditation and Moderation Action Plan (AMAP) for each standard.

Reviewed