**QUALIFICATION DETAILS**

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| **Qualification number/Te nama o te tohu mātauranga** | NEW  |
| **English title/Taitara Ingarihi** | New Zealand Certificate in Emerging Business Events Professional (Level 4) |
| **Māori title/Taitara Māori** |  |
| **Version number/Te putanga** | 1 | **Qualification type/Te momo tohu** | Certificate |
| **Level/Te kaupae** | 4 | **Credits/Ngā whiwhinga** | 60 |
| **NZSCED/Whakaraupapa** | 080701 Management and Commerce>Tourism>Tourism Studies |
| **Qualification developer/Te kaihanga tohu** | Ringa Hora Services Workforce Development Council |
| **Review Date /Te rā arotake**  | October 2030  |

**OUTCOME STATEMENT/TE TAUĀKI Ā-HUA**

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| **Strategic Purpose statement/ Te rautaki o te tohu** |
| This qualification provides the business events industry with individuals who can professionally contribute to planning, project management and delivery of business events in Aotearoa New Zealand.Graduates will be able to apply their understanding of business events to deliver and/or assist in supporting the delivery of business events across a range of organisations in the business events industry. They will be able to create a quality customer experience and recognise the importance of the sustainable and regenerative visitor economy. Their applied skills and knowledge will involve working under broad guidance, and they may also have some responsibility for the performance of others.Indigenous values of manaakitanga, whanaungatanga and kaitiakitanga in relation to tourism, hospitality and business events may be encompassed in the holistic outcomes of this qualification. |

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| **Graduate Profile/Ngā hua o te tohu** |
| Graduates of this qualification will be able to:* Recognise industry structure, key roles, and the importance of planning, operational processes and sustainable practices when contributing to organising a business event in Aotearoa New Zealand.
* Contribute to planning a business event, and the development of effective systems, processes and procedures that support organising an event.
* Apply product knowledge, sales support techniques and relationship management strategies to provide a quality customer experience.
* Apply knowledge of operations, delivery, responding to the unexpected, and the importance of self-management, teamwork, effective communication and professionalism, to organise and evaluate a business event.
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| **Education Pathway/ Ngā huarahi mātauranga** |
| Further education pathways include higher level business event qualifications or other business-related qualifications or industry certifications. |

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| **Employment, Cultural, Community Pathway/ Ko ngā huarahi ā-mahi, ā-ahurea, ā-whānau, ā-hapū, ā-iwi, ā-hapori anō hoki**  |
| Holders of this qualification will have the skills and knowledge to work as an emerging professional in the business events sector. Roles may include functions coordinator, events coordinator, event support, event supplier, professional conference coordinator, conference and event coordinator, venue sales coordinator, conference marketing coordinator, incentive planner, economic development coordinator. |

**QUALIFICATION SPECIFICATIONS/ NGĀ TAUWHĀITITANGA O TE TOHU**

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| Qualification Award/ Te whakawhiwhinga o te tohu | This qualification may be awarded by any education organisation with an approved programme or accreditation to deliver an approved programme leading to the qualification.   |
| Evidence requirements for assuring consistency/ Ngā taunaki hei whakaū i te tauritenga  | Evidence may include:* An overview of the mapping of the programme learning outcomes and assessments to the graduate profile outcomes.
* Analysis of end user surveys (e.g. graduates, employers, industry associations, next tutors) to determine how well graduates are meeting the graduate profile outcomes.
* Analysis of a range of workplace evidence or programme evaluations that demonstrate how well graduates meet the graduate profile outcomes.
* Evidence of effective processes to ensure programmes support learners to meet the graduate outcomes.
* Evidence of effective internal and external moderation and quality assurance systems and processes.
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| Minimum standard of achievement and standards for grade endorsements/ Te pae o raro e tutuki ai, ngā paerewa hoki hei whakaatu i te taumata o te whakatutukinga | Achieved |
| Other requirements for the qualification (including regulatory body or legislative requirements)/ Kō ētahi atu here o te tohu (tae atu hoki ki ngā here ā-hinonga whakamarumaru, ki ngā here ā-ture rānei) | N/A |
| General conditions for programme/ Ngā tikanga whānui o te hōtaka  | Business events refer to organised gatherings where professionals come together to network, share knowledge, experiences and discuss/explore business opportunities. These events can take many forms, such as conferences, incentives, trade shows, seminars, workshops, meetings, and hybrid events. Programmes will be underpinned by Te Tiriti o Waitangi/The Treaty of Waitangi. As such, programmes will thread te reo Māori and tikanga Māori learning throughout as appropriate. [Te Tiriti o Waitangi Programme Development Supporting Information.pdf](https://ringahora.nz/wp-content/uploads/2025/07/Te-Tiriti-o-Waitangi-Programme-Development-Supporting-Information-1.pdf) provides guidance for programme development.Programmes should reflect Māori values of manaakitanga, whanaungatanga, and kaitiakitanga in relation to travel, tourism and business events, and weave these values through the teaching and learning.Programmes should provide an introduction to sustainable and regenerative practices in tourism, travel and business events in Aotearoa New Zealand, and how these are relevant in business events practice.Programmes must maintain currency with amendments to, and replacements of, relevant legislation, regulations, Australia/New Zealand standards (AS/NZS).* Current legislation and regulations can be accessed at: [www.legislation.govt.nz](http://www.legislation.govt.nz)
* Current AS/NZS standards can be accessed at: [www.standards.govt.nz](http://www.standards.govt.nz).

Programmes must use the mandatory skill standards listed in the conditions relating to the graduate profile outcome. Skill standards may be integrated across more than one graduate profile outcome (GPO).Providers are advised to refer to the Ringa Hora Services Workforce Development Council [Programme endorsement](https://ringahora.nz/qualifications-and-assurance/programme-endorsement/) considerations.* Ngā Whakamārama - Programme content
* Mana ōrite mō te hunga ako - Equity for learners
* Torotoronga me te kimi whakaaro - Programme engagement and consultation
* Te ao Māori
* Te akoako me ngā reo o Te Moana-nui-a-Kiwa - Pacific languages and learners
* Tangata Whaikaha - Disabled people

Further information is available from NZQA on [Programme approval and provider accreditation](https://www2.nzqa.govt.nz/tertiary/approval-accreditation-and-registration/programme-approval-and-provider-accreditation/#:~:text=Programmes%20leading%20to%20a%20qualification%20listed%20on%20the,a%20provider%20capable%20of%20delivering%20an%20approved%20programme.). |

**CONDITIONS RELATING TO THE GRADUATE PROFILE /NGĀ TIKANGA E HĀNGAI ANA KI NGA HUA O TE TOHU**

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| **Qualification outcomes/ Ngā hua** | **Credits/Ngā whiwhinga** | **Conditions/Ngā tikanga** |
| 1 | Recognise industry structure, key roles, and the importance of planning, operational processes and sustainable practices when contributing to organising a business event in Aotearoa New Zealand. | 10 | **BE1 Intro BE:** Provide an overview of the business events sector, its structure, roles and planning (L3, 5 cr)**BE5 Ops**: Apply knowledge of operations, delivery and evaluation of a business event (part of: 5cr of 25cr) |
| 2 | Contribute to planning a business event, and the development of effective systems, processes and procedures that support organising an event. | 20 | **BE2 Processes**: Contribute to the development of effective systems, processes and procedures that support event coordination (10 cr) **BE3 Planning**: Prepare a plan to support a business event (10 cr) |
| 3 | Apply product knowledge, sales support techniques and relationship management strategies to provide a quality customer experience.  | 10 | **BE4 Sales & relationships:** Apply sales support techniques and relationship management to provide a quality customer experience (10cr) |
| 4 | Apply knowledge of operations, delivery, responding to the unexpected, and the importance of self-management, teamwork, effective communication and professionalism, to organise and evaluate a business event. | 20 | **BE5 Ops:** Apply knowledge of operations, delivery and evaluation of a business event (20 of 25cr) |

**TRANSITION INFORMATION/ HE KŌRERO WHAKAWHITI**

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| Additional transition information/ Kō ētahi atu kōrero mō te whakakapi | **Version Information**Version 1 of this qualification was published in October 2025. Please refer to [Qualifications and Assessment Standards Approvals](https://www.nzqa.govt.nz/framework/updates/summaries.do) for further information.Any person who has feedback on this qualification may contact:Ringa Hora Services Workforce Development CouncilPO Box 445Wellington 6140Telephone: 04 909 0306Email: qualifications@ringahora.nzWebsite: [https://www.ringahora.nz](https://www.ringahora.nz/for-providers-including-schools/qualifications-and-standards-overview/)  |