

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Programme and Campaign Management					
<b>TSC</b>	Events Planning and Management					
<b>TSC Description</b>	Develop, manage and execute event plans according to agreed timelines and budgetary requirements					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>RET-PCM-2003-1.1</b>	<b>RET-PCM-3003-1.1</b>	<b>RET-PCM-4003-1.1</b>		
		Collect information, prepare reports to evaluate events, and coordinate event planning activities	Implement and monitor event planning activities according to agreed timelines and budgetary requirements	Manage implementation of integrated plans for multiple events to ensure cohesive planning		
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of events and functions staged in commercial venues</li> <li>Features and functions of staging products and/or services at events</li> <li>Types of technical equipment required</li> <li>Styles for setting up event venues</li> <li>Events regulations requirements and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Events running order</li> <li>Processes involved in coordinating event planning activities</li> <li>Types of events and functions staged in commercial venues</li> <li>Features and functions of staging products and/or services at events</li> <li>Types of technical equipment required</li> <li>Events regulations requirements and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Key environmental and social impacts of event delivery</li> <li>Roles of different venue personnel in the event management process</li> <li>Features of venues and capacities to accommodate different types of events</li> <li>Events regulations requirements and compliance</li> </ul>		
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Collate information and prepare reports to evaluate events for operational service efficiency, quality and achievement of objectives</li> <li>Coordinate event planning activities according to agreed timelines and budgetary requirements</li> </ul>	<ul style="list-style-type: none"> <li>Execute event plans according to agreed timelines and budgetary requirements</li> <li>Monitor event activities according to agreed timelines as well as budgetary requirements</li> <li>Supervise the coordination of event logistics and set-up such as event schedules and venues</li> </ul>	<ul style="list-style-type: none"> <li>Develop event plans for relationship building, celebration, fund-raising, media and other public relations objectives</li> <li>Manage multiple events according to agreed timelines as well as budgetary requirements</li> <li>Outline the event details, mechanics, priorities, timelines and responsibilities</li> <li>Manage the coordination of event logistics and set-up such as event schedules and venues</li> <li>Establish performance metrics to evaluate the effectiveness of events planning and</li> </ul>		

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				management <ul style="list-style-type: none"> <li>• Keep up-to-date with technology, market trends or consumer events in Asia</li> <li>• Assess and respond to the need for adjustments to event plans</li> </ul>		
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