

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

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| TSC Category | Public Relations | | | | | |
| TSC | Press Conferences Management | | | | | |
| TSC Description | Manage and evaluate communication processes with media to promote organisation morale and public profile | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 RET-PRE-3005-1.1 | Level 4 RET-PRE-4005-1.1 | Level 5 RET-PRE-5005-1.1 | Level 6 |
| | | | Schedule press conferences at appropriate times in line with media and logistical requirements and maintain accurate records of media enquiries and interviews | Manage and evaluate operational responsibilities and provision of information via a two-way communication process between organisation and media | Promote work and achievements of organisation during events to assist in maintaining staff morale and public profile of organisation | |
| Knowledge | | | <ul style="list-style-type: none"> • Key tasks of press conference management, including logistics, catering, marketing and presentation • Stages of conference management including developing concept, planning and designing, executing, monitoring and control | <ul style="list-style-type: none"> • Marketing strategies • Brand management strategies • Objectives of press conferences • Different types of press conferences based on their purposes and objectives • Aspects of press conference including creative design, audio-visual production, speech writing, logistics, budgeting, negotiation, client services and management of third-party suppliers | <ul style="list-style-type: none"> • Marketing strategies • Brand management strategies • Evaluation criteria to assess the effectiveness of press conference management • Types of performance metrics | |
| Abilities | | | <ul style="list-style-type: none"> • Write press releases and news reports • Distribute press releases • Identify topics that are relevant to the audience and develop a schedule for key activities or sections of communication • Select and brief presenters, and provide them with a schedule • Coordinate the logistics activities and setup of press conferences such as conference centres, hotels, catering firms, | <ul style="list-style-type: none"> • Determine the purposes of press conferences • Proof-read content for press conferences and news reports • Plan press conferences systematically for relationship building and, other defined objectives • Manage press conferences to ensure that the objectives are met in a cost effective manner • Manage operational and administrative functions to ensure specific projects | <ul style="list-style-type: none"> • Define objectives of press conferences based on marketing strategies and brand management strategies • Define press conference effectiveness evaluation measures • Define press conference objectives in alignment with organisation's brand and marketing strategies • Communicate announcements on activities such as new product launches and joint partnerships | |

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| | | | <p>audio-visual specialists and set builders</p> | <p>are delivered efficiently</p> <ul style="list-style-type: none"> • Monitor and manage the logistics activities and setup of press conferences | <ul style="list-style-type: none"> • Outline the details and mechanics of press conferences • Identify performance metrics to evaluate the effectiveness of press conferences management • Keep up-to-date with market trends or events to coincide or avoid scheduling press conferences that might impact the intended objectives or messages | |
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