

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Development					
TSC	Business Presentation Delivery					
TSC Description	Perform required tasks to prepare and present information in various business settings involving preparation, understanding of audience, delivery and tailoring of messages to be conveyed					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			HAS-BIN-3077-1.1	HAS-BIN-4077-1.1	HAS-BIN-5077-1.1	
			Prepare and collate relevant information to deliver presentations within project teams	Adapt various techniques and concepts in presentation skills that are widely used and effective in engaging individuals and/or teams	Conduct presentations to senior management by establishing a clear direction for what's going to be covered and what the desired deliverables	
Knowledge			<ul style="list-style-type: none"> Types of target audience Types of presentation strategies and formats Forms of presentation aids 	<ul style="list-style-type: none"> Design and management of content Methods of content delivery Methods of engaging individuals or teams Industry best practices for delivering presentations 	<ul style="list-style-type: none"> Presentation guidelines for presentations to senior management Types of presentation collaterals Techniques to engage target audience 	
Abilities			<ul style="list-style-type: none"> Research and gather relevant information on target audience through use of available resources Deliver presentations to teams and explain their intended outcomes using relevant strategies, formats and delivery methods Use relevant presentation aids, materials and examples to facilitate target audience's understanding of key concepts and ideas Summarise key concepts at strategic points to support 	<ul style="list-style-type: none"> Identify topics according to target audience Prepare content for presentations Conduct presentations based on prepared content Seek clarifications and address questions and/or issues raised by target audience Demonstrate close loop communications with target audience 	<ul style="list-style-type: none"> Establish objectives of presentations and identify appropriate presentation modes to meet organisational requirements Determine deliverables for target audience to develop presentation collaterals Use appropriate presentation modes to deliver appropriate messages to target audience Review presentation outcomes to enhance future performance 	

			<p>understanding of presentations</p> <ul style="list-style-type: none">• Collate feedback and reactions from audience on presentations to highlight areas for improvement			
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