

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - EVENT EXECUTIVE/PROJECT EXECUTIVE**

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Attractions/Meetings, Incentives, Conferences and Exhibitions	
<b>Track</b>	Event Management and Operations	
<b>Occupation</b>	Event Professional	
<b>Job Role</b>	<b>Event Executive/Project Executive</b>	
<b>Job Role Description</b>	<p>The Event Executive/Project Executive supports development of the event programmes and assist in the planning and execution of the project plans. This would include the delegate management plans which detail what delegates will experience during the events. He/She provides regular status updates on the project plans to all event stakeholders.</p> <p>Well-organised and resourceful, he is meticulous and has excellent multi-tasking skills. He is able to organise all details of the projects into a coherent and efficient project plan for execution by the operations department. He is also able to make snap decisions to mitigate any issues arising from the execution of the project plans.</p> <p>He may be required to work irregular hours depending on the nature and schedules of the events. Frequent travels between office and event sites can also be expected to execute the events.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Plan projects	Document clients' requirements with respect to event scope and objectives
		Prepare draft event proposals in accordance with clients' requirements for internal review
		Prepare draft project plans for internal review
		Develop event communication plans for internal stakeholders
	Manage project delivery	Coordinate delivery of project outcomes in accordance to project plans
		Coordinate the acquisition of event speakers
		Source suitable venues based on clients' requirements in collaboration with internal stakeholders
		Highlight project implementation issues and deviations from plans in project reports and during project meetings
		Troubleshoot any issues and deviations to the project plans
		Monitor projects' progress and budget
		Collaborate with internal stakeholders to execute projects
	Manage post-event activities	Analyse event performance metrics and post-event feedback to identify possible areas of improvement to the event outcomes
		Conduct after action review to ascertain areas of achievements and shortfalls as well as strengths and weaknesses related to the management of the projects
		Prepare documentation in support of project closure
		Coordinate with office administration on clients' invoicing and payment
	Support human resource, technology and/or finance operations	Report budget utilisation and spending
		Conduct market scanning of trends in relevant technology applications to improve productivity and innovation
		Provide feedback on usage of workplace technology
	Manage event space	Regulate type and scale of events held on site at the attractions

	Perform event boundary management and zoning of attractions sites			
	Collaborate with business development department to support event growth opportunities			
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 3	Communication	Intermediate
	Business Continuity Planning	Level 3	Teamwork	Intermediate
	Continuous Improvement Management	Level 3	Creative Thinking	Intermediate
	Crowd Control and Planning	Level 3	Decision Making	Intermediate
	Events Planning and Management	Level 3	Interpersonal Skills	Intermediate
	Market Research	Level 3		
	Productivity Improvement	Level 3		
	Project Administration	Level 3		
	Project Feasibility Assessment	Level 4		
	Project Management	Level 3		
	Proposal Writing	Level 3		
	Resource Management	Level 3		
	Service Excellence	Level 3		
	Stakeholder Management	Level 3		
	Strategy Implementation	Level 3		
	Systems Thinking Application	Level 3		
	Technology Application	Level 3		
	Technology Scanning	Level 3		
Tourism and Economic Development	Level 3			
Vendor Management	Level 3			
<b>Programme Listing</b>	For a list of Training Programmes available for the Tourism sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/tourism">www.skillsfuture.sg/skills-framework/tourism</a>			

The information contained in this document serves as a guide.