

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

<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 Manager/Project Manager</b>	
<b>Job Role Description</b>	<p>The Event Manager/Project Manager is responsible for developing the event plans for clients and internal stakeholders. This includes the project plans, which outlines the event execution, resource management and delivery timeline and the event programme.</p> <p>Detail-oriented and insightful, he/she possesses excellent communication and people management skills. He is able to multi-task and rallies his teams to execute events within tight schedules and within stipulated budget.</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 manage the events.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Plan projects	Lead discussion with clients to understand event scope and objectives
		Develop event proposals according to clients' requirements
		Present event proposals to management and clients for endorsement and acceptance
		Develop project plans to execute events
		Develop recommendations for project plans including risk management plans
		Develop project budgets for endorsement by different stakeholders
		Develop event floor plans in collaboration with internal stakeholders based on clients' requirements
		Develop event communication plans that are feasible and effective in delivering event key messages
	Manage project delivery	Review project deliverables to ensure that they adhere to project plans
		Manage acquisition of event speakers
		Recommend selection of venues to hold the events based on clients' requirements and in collaboration with internal stakeholders
		Resolve all project issues and deviations to ensure that projects are executed as planned
		Manage any escalated issues as well as deviations to the project plans
		Collaborate with internal stakeholders and vendors to ensure adherence to event plans and budget
	Manage post-event activities	Recommend measures to improve event management and outcomes
Conduct project closure sessions with clients		
Reconcile event expenditure with event budget		
Liaise with clients on invoicing and payment matters to ensure timely settlement		
Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval	

	Manage financial budgets in accordance with departmental work plans				
	Enforce corporate governance measures				
	Provide on-the-job training to subordinates				
	Implement department's recruitment and retention efforts				
	Evaluate how latest technology trends can be leveraged to spur innovation in product and customer experience				
	Evaluate how current workplace technology approaches can be improved to raise productivity				
	Manage event space	Define types and scale of events that can be held on site at the attractions			
		Develop guidelines on event boundary management and zoning of attractions sites			
		Drive engagement with business development department to identify opportunities for events growth			
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
		Budgeting	Level 4	Communication	Advanced
Business Continuity Planning		Level 4	Interpersonal Skills	Advanced	
Business Negotiation		Level 4	Leadership	Intermediate	
Continuous Improvement Management		Level 4	Decision Making	Advanced	
Contract Development and Management		Level 4	Resource Management	Advanced	
Corporate Governance		Level 4			
Crowd Control and Planning		Level 4			
Events Planning and Management		Level 4			
Financial Planning and Analysis		Level 4			
Financial Management		Level 4			
Learning and Development		Level 4			
Manpower Planning		Level 4			
Market Research		Level 4			
Organisational Vision, Mission and Values Formulation		Level 4			
Productivity Improvement		Level 4			
Project Administration		Level 4			
Project Feasibility Assessment		Level 5			
Project Management		Level 4			
Resource Management		Level 4			
Risk Management and Administration		Level 4			
Service Excellence	Level 4				
Stakeholder Management	Level 4				

	Strategy Implementation	Level 4	
	Strategy Planning	Level 4	
	Succession Planning	Level 4	
	Systems Thinking Application	Level 4	
	Technology Application	Level 4	
	Technology Scanning	Level 4	
	Tourism and Economic Development	Level 4	
	Vendor Management	Level 4	
<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.