

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - EXHIBITION DIRECTOR/CONFERENCE DIRECTOR/MEETING DIRECTOR

Sector	Tourism	
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions	
Track	Event Management and Operations	
Occupation	Event Professional	
Job Role	Exhibition Director/Conference Director/Meeting Director	
Job Role Description	<p>The Exhibition Director/Conference Director/Meeting Director assumes overall responsibility for conceptualisation and content curation of meetings, conferences and exhibitions. He/She works closely with internal and external stakeholders to set the vision and content of the events, and is responsible for developing optimal user experiences for participants.</p> <p>Innovative and insightful, he displays creativity in developing products and services. He is able to excite his team on his vision of what products and experiences for customers should be like. He stays abreast of industry and market trends to identify current, new, and alternative growth areas and subjects for meetings, conferences and exhibitions. He also serves as a mentor to direct reports, and provides strategic and tactical guidance to his teams on meeting the increasing expectations of products and experiences by customers.</p> <p>He travels frequently to attend industry events and networks extensively outside of the office to have a deeper understanding of the emerging trends in the industry.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Conduct research on market trends, competitors and past historical data	Lead market research efforts to identify industry and market trends for development of Meetings, Incentives, Conferences and Exhibitions (MICE) event strategies
		Lead development of MICE event strategies to align with market research and organisational analysis
		Obtain endorsement of MICE event strategies from key internal stakeholders
	Develop new products	Select proposed MICE events for implementation to capitalise on identified business opportunities
		Lead development of MICE events mix to capitalise on market opportunities
		Acquire resources to ensure adequate support for development of new MICE events
		Approve marketing collaterals ensuring contents are aligned to event requirements
		Ensure training is conducted for employees on the rollout of new MICE events
		Endorse pricing strategies adhered to the MICE event strategies
		Endorse selected event speakers to initiate acquisition process
	Develop participants' experience	Spearhead cross functional collaboration efforts to refine content delivery and user experience
		Endorse recommended improvements in content delivery and user experience for implementation
Drive implementation of creative methods to deliver content and enhance user experience		
Lead adoption of new technologies to enhance content delivery and user experience		
Support human resource, technology and/or finance operations	Lead department's financial budgeting process to acquire funds for department activities	

		Oversee department's financial budget utilisation against departmental work plans		
		Drive corporate governance measures		
		Manage subordinates' professional and career development		
		Manage department's recruitment and retention efforts		
		Lead effort to leverage on emerging technologies to spur innovation in product and customer experience		
		Drive improvement to current workplace technology approaches to achieve higher productivity		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 5	Communication	Advanced
	Business Planning	Level 5	Creative Thinking	Advanced
	Change Management	Level 5	Decision Making	Advanced
	Corporate Governance	Level 5	Developing People	Advanced
	Employee and Labour Relations	Level 5	Global Mindset	Advanced
	Financial Management	Level 5		
	Innovation Management	Level 5		
	Intellectual Property Management	Level 5		
	Internet of Things Management	Level 5		
	Learning and Development	Level 5		
	Manpower Planning	Level 5		
	Meetings, Incentives, Conferences and Exhibitions (MICE) Content and Experience Development and Delivery	Level 5		
	Organisational Vision, Mission and Values Formulation	Level 5		
	Product, Content and Experience Performance Management	Level 5		
	Resource Management	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	Succession Planning	Level 5		
	Systems Thinking Application	Level 5		
Technology Scanning	Level 5			
Tourism and Economic Development	Level 5			

**Programme
Listing**

For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism

The information contained in this document serves as a guide.