

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - EXHIBITION PRODUCER/CONFERENCE PRODUCER/MEETING PLANNER

Sector	Tourism	
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions	
Track	Event Management and Operations	
Occupation	Event Professional	
Job Role	Exhibition Producer/Conference Producer/Meeting Planner	
Job Role Description	<p>The Exhibition Producer/Conference Producer/Meeting Planner is responsible for the development of concepts and content curation for meetings, conferences and exhibitions. He/She works closely with internal and external stakeholders to develop incentive programmes, conferences and exhibitions. He utilises findings from market research to develop new meetings and enhance the user experience.</p> <p>Innovative and insightful, he is able to rationalise plethora of ideas into marketable products that meets customer requirements. He stays abreast of industry and market trends to discover current, new, and alternative growth areas and subjects for meetings, conferences and exhibitions.</p> <p>He travels frequently to attend industry events and networks extensively outside of the office to have a deeper understanding on 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	Define parameters for conduct of market researches to identify industry and market trends for development of Meetings, Incentives, Conferences and Exhibitions (MICE) event strategies
		Develop MICE event strategies in alignment with insights from market research and organisational analysis
	Develop new products	Recommend new MICE events to meet identified business opportunities
		Develop overall MICE event mix and strategies
		Evaluate proposals of new MICE events
		Manage resources for development of new MICE events
		Coordinate with internal stakeholders on the requirements related to the design of marketing collaterals
		Conduct internal stakeholders training for the rollout of new MICE events
		Develop pricing strategies in adherence to MICE event strategies
		Review selection of potential event speakers to ensure alignment to event requirements
	Develop participants' experience	Review content delivery and user experience strategies to ensure alignment to participants' sentiments
		Recommend improvements for content delivery and user experience
		Develop proposals to incorporate creative methods to deliver content and enhance user experience
Propose adoption of new technologies to enhance content delivery and user experience		
Support human resource, technology and/or finance operations	Propose department's financial budget for management approval	
	Manage financial budget 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

Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 4	Communication	Advanced
Business Planning	Level 4	Creative Thinking	Advanced	
Change Management	Level 4	Decision Making	Intermediate	
Corporate Governance	Level 4	Global Mindset	Intermediate	
Financial Planning and Analysis	Level 4	Developing People	Intermediate	
Financial Management	Level 4			
Innovation Management	Level 4			
Intellectual Property Management	Level 4			
Internet of Things Management	Level 4			
Learning and Development	Level 4			
Manpower Planning	Level 4			
Market Research	Level 4			
Meetings, Incentives, Conferences and Exhibitions (MICE) Content and Experience Development and Delivery	Level 4			
Organisational Vision, Mission and Values Formulation	Level 4			
Product, Content and Experience Performance Management	Level 4			
Resource Management	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	
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.