

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - EVENT SERVICES DIRECTOR**

Sector	Tourism	
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions	
Track	Venue Management and Operations	
Occupation	Service Professional	
Job Role	Event Services Director	
Job Role Description	<p>The Event Services Director assumes overall responsibility of all aspects of client servicing, ensuring the venue is ready to support clients' requirements and expectations, providing alternative solutions when necessary. He/She is responsible for enhancing venue facilities to meet evolving clients' needs.</p> <p>Detail-oriented and resourceful, he possesses strong communication and people management skills. He is able to multi-task and rally his teams to execute venue's event services within tight schedules and timelines. He also serves as a mentor to direct reports, and provides operational and tactical guidance to his teams on event execution.</p> <p>He works on an irregular schedule due to the events often occurring over weekends, holidays and after-office hours. He also commutes frequently between the office, clients' offices and the event locations to maintain oversight over the planning and execution of the events.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
		Coordinate event preparation activities
		Support event delivery
		Manage post-event activities
	Support human resource, technology and/or finance operations	
		Review venue operational proposals to ensure adherence to clients' requirements and specifications, and within venue standard operating procedures and usage guidelines
		Obtain endorsement of venue operational plans and contingencies from clients
		Drive overall quality assurance of organisation's and vendors' deliverables
		Review venue set-up and tear-down plans to ensure adherence to organisation's sustainability standard
		Oversee event execution by venue's internal stakeholders and vendors to ensure smooth on-site operations
		Drive mitigation steps to address venue operations' shortcomings
		Lead review of areas of improvement based on performance metrics and post-event feedback
		Evaluate proposed improvements to processes for implementation
		Lead project closure sessions with clients
		Evaluate feasibility of adapting learnings from other industries to an event management context
		Review payments and invoices
	Oversee the reconciliation of event expenditure with event budget	
	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 technology 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 Continuity Planning	Level 5	Leadership	Advanced
	Business Performance Management	Level 5	Decision Making	Advanced
	Continuous Improvement Management	Level 5	Creative Thinking	Advanced
	Corporate Governance	Level 5	Interpersonal Skills	Advanced
	Employee and Labour Relations	Level 5		
	Events Planning and Management	Level 5		
	Financial Management	Level 5		
	Learning and Development	Level 5		
	Manpower Planning	Level 5		
	Meetings, Incentives, Conferences and Exhibitions (MICE) Equipment Management and Venue Management	Level 5		
	Organisational Vision, Mission and Values Formulation	Level 5		
	Productivity Improvement	Level 5		
	Project Feasibility Assessment	Level 6		
	Project Management	Level 5		
	Resource Management	Level 5		
	Service Excellence	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			
Vendor Management	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.