

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

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Attractions/Meetings, Incentives, Conferences and Exhibitions	
<b>Track</b>	Venue Management and Operations	
<b>Occupation</b>	Service Professional	
<b>Job Role</b>	<b>Event Services Manager</b>	
<b>Job Role Description</b>	<p>The Event Services Manager is responsible for clients' satisfaction with the events held at the venue. He/She is primarily responsible for communicating clients' event requirements and expectations to the venue operations department. He works closely with the venue operations department and vendors to ensure that events are carried out according to clients' requests and specifications.</p> <p>Detail-oriented and resourceful, he possesses strong communication and people management skills, along with the ability to multi-task and rally his teams to execute the events venue services within tight schedules and timelines.</p> <p>He works on an irregular schedule due to events often occurring over weekends, holidays and after-office hours. He also commutes frequently between the office, clients' offices and the event location to manage the planning and execution of the events.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Coordinate event preparation activities	Develop final venue operational proposals based on clients' requirements and specifications
		Liaise with clients to seek endorsement of venue operational and contingency plans
		Conduct quality inspections of vendor's equipment, products and services to ensure adherence to clients' requirements and specifications
		Conduct quality inspections of venue equipment, facilities and operations to ensure adherence to clients' requirements and specifications
		Develop plans for venue set-up and tear-down that are sustainable
	Support event delivery	Manage clients' sentiments resulting from deviations from event plans
		Facilitate communication between venue technical services personnel and clients or client representatives and vendors
		Liaise with venue's internal stakeholders, clients and vendors during events to ensure smooth on-site operations
		Recommend mitigation steps to address any venue operations' shortcomings
	Manage post-event activities	Review improvements based on venue performance metrics and post-event feedback from participants
		Propose areas of improvement to venue management and operations processes based on event reviews and feedbacks from all stakeholders
		Conduct project closure sessions with clients
		Propose adaptation of methods from other industry to enhance clients' experience with venue
		Facilitate prompt handling of payments and invoice processing
Reconcile event expenditure with event budget		
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		
<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	Decision Making	Advanced
	Continuous Improvement Management	Level 4	Interpersonal Skills	Advanced
	Corporate Governance	Level 4	Leadership	Intermediate
	Events Planning and Management	Level 4	Problem Solving	Advanced
	Financial Planning and Analysis	Level 4		
	Financial Management	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Meetings, Incentives, Conferences and Exhibitions (MICE) Equipment Management and Venue Management	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		
	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.