

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Meetings, Incentives, Conferences and Exhibitions (MICE) Operations					
<b>TSC</b>	Events Planning and Management					
<b>TSC Description</b>	Develop, manage and execute event plans according to agreed timelines and budgetary requirements					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>TOU-SNM-2015-1.1</b>	<b>Level 3</b> <b>TOU-SNM-3015-1.1</b>	<b>Level 4</b> <b>TOU-SNM-4015-1.1</b>	<b>Level 5</b> <b>TOU-SNM-5015-1.1-1</b>	<b>Level 6</b>
		Collate information, prepare reports to evaluate events, and coordinate event planning activities	Implement and monitor event planning activities according to agreed timelines and budgetary requirements	Manage implementation of integrated plans for multiple events to ensure cohesive planning	Formulate event management strategies to meet business requirements while elevating business profitability. Drive successful implementation of multiple event plans	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Types of events and functions staged in commercial venues</li> <li>Features and functions of staging products and/or services at events</li> <li>Types of technical equipment required</li> <li>Styles for setting up event venues</li> <li>Processes involved in coordinating event planning activities</li> <li>Events regulations requirements and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Types of events and functions staged in commercial venues</li> <li>Event running order</li> <li>Features and functions of staging products and/or services at events</li> <li>Types of technical equipment required</li> <li>Styles for setting up event venues</li> <li>Events regulations requirements and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Features and functions of staging products and/or services at events</li> <li>Types of technical equipment required</li> <li>Styles of setting up event venues</li> <li>Key environmental and social impacts of event delivery</li> <li>Roles of different venue personnel in the event management processes</li> <li>Features of venue and capacities to accommodate different types of events</li> <li>Events regulations requirements and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Event management strategies, especially for mega events, roadshows and meetings</li> <li>Business contingency management frameworks</li> <li>Emerging trends in event logistics management</li> <li>Techniques to recognise or appreciate stakeholder contribution</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Collate information and prepare reports to evaluate events for operational service efficiency, quality and achievement of objectives</li> </ul>	<ul style="list-style-type: none"> <li>Execute event plans according to agreed timelines and budgetary requirements</li> <li>Monitor event activities according to agreed</li> </ul>	<ul style="list-style-type: none"> <li>Develop event plans for relationship building, celebration, fund-raising, media and other public relations objectives</li> <li>Manage events according to agreed</li> </ul>	<ul style="list-style-type: none"> <li>Lead and forecast emerging trends in event management</li> <li>Formulate strategies to ensure market competitiveness which includes acquiring new</li> </ul>	

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		<ul style="list-style-type: none"> <li>Coordinate event planning activities according to agreed timelines and budgetary requirements</li> </ul>	<p>timelines as well as budgetary requirements</p> <ul style="list-style-type: none"> <li>Supervise the coordination of event logistics and setup such as event schedules and venues</li> </ul>	<p>timelines as well as budgetary requirements</p> <ul style="list-style-type: none"> <li>Outline the details and mechanics of events</li> <li>Manage the coordination of event logistics and setup such as event schedules and venue layout and dressing</li> <li>Establish performance metrics to evaluate the effectiveness of events planning and management</li> <li>Keep up-to-date market trends, consumer events schedules and venue preferences</li> <li>Assess and respond to the need for adjustments to event plans</li> </ul>	<p>event logistics management systems, recruiting and training employees to ensure that they possess future skills required</p> <ul style="list-style-type: none"> <li>Evaluate trends in event management strategies to elevate business profitability</li> <li>Formulate risk management strategies with respect to event management</li> <li>Evaluate key performance metrics to analyse outcome of event management</li> <li>Drive logistics network optimisation to ensure timely supply of facilities, equipment and materials for events</li> </ul>	
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