

**List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Event Management**

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Conduct needs assessment on target groups	
2	Evaluate programme feasibility	
3	Develop event concepts	
4	Curate event content for event day	
5	Prepare research groundwork on consumer consumption patterns	
6	Conduct market research on consumer consumption patterns	
7	Analyse consumer consumption data with data analytics and/or data visualisation tools	
8	Develop event marketing plan	
9	Develop digital marketing plan	
10	Evaluate performance of event & digital marketing plan	
11	Design customer experience quality service programme	
12	Manage service quality of event	
13	Manage relationship with customer	
14	Develop experiential programme for MICE or special events	
15	Manage budget for MICE or special events	
16	Prepare proposal for MICE or special events	
17	Manage technical readiness of facilities & venue	
18	Manage venue operations	
19	Implement sustainability practices of facilities & venues	
20	Manage space planning for event facilities & venue	
21	Manage project administration	
22	Manage project delivery	
23	Perform post event evaluation	
24	Develop stakeholder engagement plan	
25	Manage volunteers	
26	Maintain stakeholder and volunteer relationship	
	Sub-total of Competencies (Standard)	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

Completed By:

Name

Company

Designation

Date

For ITE's Completion			
Reviewed by CED / College <i>(For Company-specific Competencies)</i>		Verified by IBT Officer	
Name:			Name & Date:
Designation:		Date:	

Version: June'23

Course Objective

This course equips trainees with the skills, knowledge and professional attributes to conceptualise, plan, and execute both MICE (Meetings, Incentives, Conventions & Exhibitions) and special events with a strong focus on creating memorable customer experience, enabled by event technologies.

Module Synopsis

Module 1: Event Concept & Programme Curation

On completion of the module, trainees should be able to conceptualise events, identify stakeholder's objectives, needs and/or wants, and apply creative thinking to design event programme and/or curate the content.

Module 2: Quality Customer Experience Management

On completion of the module, trainees should be able to design quality customer experience, giving due consideration to unique cultural beliefs, values and behaviours of respective organisation. They should also be able to examine various customer touchpoints from online to offline platforms, identify service delivery gap/s, and design quality service programmes to improve both users and customers experience. Trainees should be able to identify the three major perspectives on CRM: strategic, operational and analytical and be able to leverage on the various models of CRM to create and deliver value to targeted customers.

Module 3: Consumer Behaviour Analytics

On completion of the module, trainees should be able to determine how consumers' psychological needs, wants, perceptions and motivations impact decision-making in choice of commercial event/s and/or activity/ies. Using technology, they should be able to build customised event surveys and leverage on appropriate data analytics tool/s, generate relevant dashboard to provide consumer insights for decision-making and strategy implementation, and report for review and evaluation.

Module 4: Facilities & Venue Management

On completion of the module, trainees should be able to identify different equipment, event venues and facilities for different functions and events, plan event equipment and facilities to optimise resources and yield the best return, understand green building technology and sustainable practices to ensure long-term business continuity. They should also be able to identify rising trends in facilities and venue management to enhance user experience.

Module 5: MICE & Event Experiences Creation

On completion of the module, trainees should be able to apply knowledge of MICE industry to plan and develop hybrid MICE programmes based upon market research and requirements from stakeholders. They would be able to create event proposals with experiential content and coordinate operations to deliver experiences. Trainees would create online to offline touchpoints to improve customer experience and engagement while maximising the budget. Trainees should also apply risk mitigation measures to ensure safe attendee experiences and business sustainability.

Module 6: Event Project Management

On completion of the module, trainees will be able to coordinate project administration, apply project management skills to plan and implement events ranging from MICE, arts, heritage, culture, corporate to community events. They should be able to prepare budgets, plan and manage operations and conduct sales and marketing. In addition,

trainees should be able to conduct risk management, plan and implement safe event measures based on the SG SafeEvent Standard and perform evaluation necessary to deliver projects within the desired project scope.

Module 7: Stakeholder & Volunteer Management

On completion of the module, trainees should be able to lead and manage teams and groups for events, understand and manage the needs and interests of various stakeholders as well as to engage and partner skilled volunteers and youth in developing interest group and volunteer management frameworks in support of event management business.

Module 8: Event & Digital Marketing

On completion of the module, trainees should be able to leverage on digital platforms and channels to plan and execute event marketing campaign to meet the specific needs of an event. In particular, trainees should be able to leverage on web and/ or app-based event management technology applications and its data analytics capabilities for real-time audience engagement through online platform and various social media channels and market event programme/s or activity/ies to a targeted group of potential customers.

Integration & Performance I

On successful completion of the module, trainees should be able to integrate requisite skills, knowledge and professional attributes across different areas of competency centred around authentic work situations, and demonstrate proficiency in work performance.

Integration & Performance II

On successful completion of the module, trainees should be able to integrate requisite skills, knowledge and professional attributes across different areas of competency centred around authentic work situations, and demonstrate proficiency in work performance.

Module 9: Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

Module 10: On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.



TRAINING PATTERN (DAY RELEASE)

		10 weeks	4 weeks	10 weeks	2 weeks	10 weeks	4 weeks	10 weeks	2 weeks
Year 1	ITE	Tuesdays	Break	Tuesdays	Break	Tuesdays	Break	Tuesdays	Break
	Company	4 days	5 days	4 days	5 days	4 days	5 days	4 days	5 days
Year 2	ITE	Wednesdays	Break	Wednesdays	Break	Wednesdays	Break	Wednesdays	Break
	Company	4 days	5 days	4 days	5 days	4 days	5 days	4 days	5 days
Year 2.5	ITE	Thursdays	Break	Thursdays	Break				
	Company	4 days	5 days	4 days	5 days				

Total Weeks Trainee released for Off-JT: 27 Weeks
 During these weeks, Trainees will continue to be paid their salary.
 Trainee needs to hit a Minimum attendance of 80%* to ensure they are not debarred from exams.

*In the event that company needs to re-call them back for ad-hoc work projects during the Off-JT period, advance notice to ITE/College is required with. Company needs to officially write in for the request. Each request is subject to approval, as College will need to ensure that assessments / exams are not affected.

