

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

Note: LOC is subject to changes due to curriculum review/ development

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Manage an exhibition	☐
2	Manage a conference	☐
3	Plan an incentive event and destination management	☐
4	Implement sustainability practices	☐
5	Manage budget for MICE event	☐
6	Prepare the Event Model Canvas	☐
7	Manage audience experience	☐
8	Develop an event operations plan	☐
9	Develop contingency plan	☐
10	Develop protocol management plan	☐
11	Develop a plan for the project	☐
12	Manage the project plan	☐
13	Determine risk affecting the project	☐
14	Conduct needs assessment on target groups	☐
15	Evaluate programme feasibility	☐
16	Develop event concepts	☐
17	Curate event content for event day	☐
18	Gather information on business viability based on consumer patterns/trends	☐
19	Execute market research	☐
20	Analyse consumer consumption data with data analytics	☐
21	Derive insights to enhance operational design and effectiveness	☐
22	Develop sales strategies for events	☐
23	Create sponsorship and partnership packages	☐
24	Develop event marketing plan	☐
25	Develop stakeholder engagement plan	☐
26	Manage volunteers	☐
27	Maintain stakeholder and volunteer relationship	☐
28	Manage venue operations	☐

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
29	Implement sustainability practices of facilities & venues	☐
30	Manage space planning for event facilities & venue	☐
	Sub-total of Competencies (Standard)	0
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
8		
	Sub-total of Competencies (Company-specific)	0

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

0

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

30

Percentage of selected competencies

0%

Completed By:

Name

Company

MODULE SYNOPSIS – WSDip in Event Management

Course Objective

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

Module Synopsis

Meetings, Incentives, Conferences & Exhibitions

On completion of the module, trainees should be able to apply the steps involved in planning, organising, and managing MICE events based on market needs and requirements from stakeholders. They would be able to plan and implement sustainable practices for their events and monitor the project budget to ensure that the event is financially successful.

Event Design

On completion of the module, trainees should be able to utilise the Event Canvas methodology as a strategy management template to develop impactful events. Trainees should be able to clearly define the purpose of their event, the stakeholders involved, build the customer experience journey map, and prototype their idea as the final step of the design process. They should also be able to identify customer touchpoints and service delivery gap/s to elevate a unique customer experience.

Event Delivery & Protocol Management

On completion of the module, trainees should be able to effectively plan, organise, and execute diverse events while adhering to protocol standards and work safety guidelines. It covers logistical planning, venue selection, contingency plan development, and the preparation of onsite operations plan, emphasising on efficient event flow. This module will prepare the trainees to develop a protocol management plan for the team to follow when hosting or interacting with government officials, dignitaries, or other organisational leaders.

Event Project Management

On completion of the module, trainees will be able to apply project management flow when planning and organising their events. This involves understanding project lifecycles, setting goals, defining scope, estimating resources, and scheduling. Trainees will also be able to use techniques like Work Breakdown Structures (WBS), Gantt charts, and resource allocation to effectively organise and plan projects.

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 SYNOPSIS – WSDip in Event Management

Consumer Behaviour Analysis

On completion of the module, trainees should be able to assess how consumers' psychological needs, wants, perceptions, and motivations influence decision-making in selecting commercial events and activities. They will be able to make informed decisions using data for decision-making and strategy implementation and prepare reports for review and evaluation.

Event Sales & Marketing

On completion of the module, trainees should be able to articulate the principles and practices involved in the marketing and selling of MICE and special events. Trainees should be able to develop sales and sponsorship strategies for events, create sponsorship and partnership packages, as well as to develop a marketing plan to effectively promote the MICE or special events.

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.

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.

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.

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.