



**STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN
(NATIONAL OCCUPATIONAL SKILL STANDARD)**

EVENT MANAGEMENT

LEVEL 4



**Jabatan Pembangunan Kemahiran
Kementerian Sumber Manusia, Malaysia**

EVENT MANAGEMENT LEVEL 4

TABLE OF CONTENTS

No.	Contents	Pages
Standard Practice		
1	Introduction	i-iii
2	Occupational Structure	iv-v
3	Description Of Competency Level	vi
4	Malaysian Skill Certification	vii
5	Job Competencies	vii
6	Working Condition	vii
7	Employment Prospect	viii
8	Training, Industrial/Professional Recognition, Other Qualification And Advancement	viii
9	Sources Of Additional Information	ix
10	Acknowledgement	ix
11	NOSS Development Committee Members	x
12	Competency Profile Chart (CPC)	xi
13.	Competency Profile (CP)	1-11
Curriculum of Competency Unit (CoCU)		
1.	Event Staff Management	12-19
2.	Event Management Sales, Marketing And Promotion	20-28
3.	Event Hospitality Management	29-35
4.	Event Budget Preparation	36-42
5.	Event Facility And Risk Management	43-50
6.	Event Environmental And Ecological Management	51-59
7.	Training Hour Summary	60

STANDARD PRACTICE

NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR: EVENT MANAGEMENT LEVEL 4

1. INTRODUCTION

Event management is the application to create and develop the management of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

Malaysia is fast emerging as a choice destination for international conventions and exhibitions in this part of the world. Its growing appeal to convention and exhibition organizers is not surprising in view of the country's easy accessibility, political stability, modern infrastructures, a wide range of well-equipped facilities, accommodations and settings to cater to all types of meeting requirements. These facilities have a proven track record in hosting numerous major international events. This Southeast Asian gem is also a stunning variety of sightseeing, cuisine, entertainment, well-developed banking and finance systems. These qualities, inclusive of the range of technical equipment, back-up services and overall safety of travel in the country, are additional ingredients in the organisation of successful events in Malaysia.

Malaysia also offers a fascinating myriad of activities for the pre and post-conference tours that will make convention, seminar or exhibition a most memorable and enjoyable experience. The growth of festivals and events is an indicator that the management can no longer be *ad hoc*. Malaysia's events management industries are more holistic these days - the power to promote event that move far beyond traditional Malaysian festivities, such as Formula One, retail therapy, aerospace industry, maritime industry and extreme sports which have a large impact on communities and in some cases, the whole country.

Event management is considered as one of the strategic marketing and communication tools used by companies of all sizes, from product launches to press conferences, and promotional events to reach clients and potential clients. They might target their audience by using the news media, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event.

Clients hire event management companies to handle a specific scope of services for the given event, which at its maximum may include all creative, technical and logistical elements of the event. Event management companies and organizations service a variety of areas including corporate events (product launches, press conferences, corporate meetings and conferences), marketing programs (road shows, grand opening events), and special corporate hospitality events like concerts, award ceremonies, film premieres, launch/release parties, fashion shows, commercial events and private (personal) events such as weddings. There are some qualities required to become an Events Executive such as excellent communication skills, precise time-management, organised, thorough and detailed attitude, listens to instructions carefully, creative and innovative.

This NOSS is developed focusing on the Event Management.

The experts in this field can also pursue careers in similar hospitality industries in Malaysia or internationally. The demand for qualified and experienced Event Management Executive is high as of now and would increase in the future. Hence, the development of this NOSS is essential for the industry to have certain guidelines and standards based on the level of competencies that have been set by the industry experts in this field. Study shall include organizational skills, technical knowledge, public relation, marketing, advertising, food and beverages, logistics, decor, glamour identity, human relations, study of law and licenses, regularities risk management, budgeting, study of allied industries, i.e. television and media.

Based on the workshop findings, it was decided that the entry level for Event Management Executive profession is at Level 4. The justification is based on the nature of work that requires competency in performing a range of event management activities, performed with a substantial degree of personal responsibility and autonomy. Generally they work following instructions and job assignment schedules that have been prepared on basis as per term of reference.

This NOSS provides first hand information to the candidates regarding the event management working environment. This NOSS also provides a career path and employment development for those involved in this industry.

Consequently, the development of this NOSS at Level 4 (*Refer Figure 1.3 Occupational Framework matrix for Event Management – Sub sector of Event Management Executive in Malaysia*) is essential so that the sub sector will have complete standards and guidelines to be used by the industry.

Pre-Requisite

This course can be enrolled by individuals who have been awarded with SKM Level 3 Event Management Coordination.

2. OCCUPATIONAL STRUCTURE

Existing Occupational Structure

SUB SEKTOR: MICE (*Meeting, Incentive, Convention, Exhibition*)

LEVEL	PENGURUSAN ACARA (<i>EVENT MANAGEMENT</i>)
L5	Belum ada (<i>Not Available</i>)
L4	Belum ada (<i>Not Available</i>)
L3	HT-200-3 Penyelia MICE MICE <i>Supervisor</i> (25-10-10)
L2	HT-200-2 Koordinator MICE MICE <i>Coordinator</i> (25-10-10)
L1	HT-200-1 Kerani MICE MICE <i>Clerk</i> (25-10-10)

Figure 1.1 Occupational Framework matrix for Hospitality and Tourism – Sub sector of MICE (*Meeting, Incentive, Convention, Exhibition*) in Malaysia

Proposed Occupational Area Structure

LEVEL	PENGURUSAN ACARA (EVENT MANAGEMENT)
L8	Belum Ada (Not Available)
L7	
L6	
L5	Pengurus Acara (Event Manager)
L4	Eksekutif Pengurusan Acara (Event Management Executive)
L3	Koordinator Pengurusan Acara (Event Management Coordinator)
L2	Tiada Tahap (No Level)
L1	Tiada Tahap (No Level)

Figure 1.3 Proposed Occupational Framework matrix for Hospitality and Tourism – Sub sector of Event Management in Malaysia

Proposed Occupational Area Analysis

LEVEL	PENGURUSAN ACARA (EVENT MANAGEMENT)
L8	Belum Ada (Not Available)
L7	
L6	
L5	Pengurus Acara (Event Management)
L4	Pengurusan Acara (Event Management)
L3	Koordinasi Pengurusan Acara (Event Management Coordination)
L2	Tiada Tahap (No Level)
L1	Tiada Tahap (No Level)

Figure 1.2 Proposed Occupational Area Framework matrix for Hospitality and Tourism – Sub sector of Event Management in Malaysia

3. DESCRIPTION OF COMPETENCY LEVEL

The NOSS is developed for various occupational areas. Candidates for certification must be assessed and trained at certain levels to substantiate competencies. Below ISA guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

Malaysia Skills Certificate : Level 1	Competent in performing a range of varied work activities, most of which are routine and predictable.
Malaysia Skills Certificate : Level 2	Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.
Malaysia Skills Certificate : Level 3	Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.
Malaysia Skills Diploma : Level 4	Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.
Malaysia Skills Advanced Diploma Level 5	Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

4. MALAYSIAN SKILL CERTIFICATION

Candidates after being assessed and verified and fulfilled Malaysian Skill Certification requirements shall be awarded with Diploma Kemahiran Malaysia (DKM) for Level 4.

5. JOB COMPETENCIES

An Event Management Executive Level 4 is competent in performing:

- Event Staff Management
- Event Management Sales, Marketing And Promotion
- Event Hospitality Management
- Event Budget Preparation
- Event Facility And Risk Management
- Event Environmental And Ecological Management

6. WORKING CONDITIONS

Event management companies and organizations service a variety of areas including corporate events (product launches, press conferences, corporate meetings and conferences), marketing programs (road shows, grand opening events), and special corporate hospitality events like concerts, award ceremonies, film premieres, launch/release parties, fashion shows, commercial events and private (personal) events such as weddings. Working in events can be fast-paced, hectic and require the ability to multi-task and deal with any crisis that may arise. The co-ordinator will get involved in every aspect from planning, booking to even be present on the day to ensure that everything goes on plan. It is a very hands on role which can be rewarding if accomplished successfully.

7. EMPLOYMENT PROSPECT

The knowledge and skills gained by the Event Management Executive in handling variety of areas including corporate events, marketing programs and special corporate hospitality events and the ability to work independently would be advantageous for employment in other related service industries such as travel agencies, hotels, food and beverage sector, event companies etc.

Other related industries with respect to employment opportunities are:

- Event Management
- Event Management Consultancy
- Hotel, travel and hospitality Industries
- Advertising Agencies
- Public Relations Firms
- Corporations
- News Media
- Non-profit organization
- Integrated Marketing & Communications
- Event Budgeting and Accounting
- Meeting, Incentive, Convention and Exhibition (MICE) industry

8. TRAINING, INDUSTRIAL/PROFESSIONAL RECOGNITION, OTHER QUALIFICATIONS AND ADVANCEMENT

As for career development, most competent event executive learns their competency on the job. They usually begin as qualified event executive and gradually learn their new skills as they gain experience. Further certification may increase their chances of career advancement. Thus with additional formal training/education and certification, this experience competent event executive can advance to become a certified event manager.

9. SOURCES OF ADDITIONAL INFORMATION

- Ministry of Tourism Malaysia
(Industry Development Division)
Level 14, No. 2, Tower 1
Jalan P5/6, Presint 5
62200 Putrajaya
Tel : 03 – 8891 7000
Fax : 03 – 8891 7473
Website : www.motour.gov.my

- Malaysia Convention & Exhibition Bureau (MyCEB) at:
Suite 14.3, Level 14, Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur, Malaysia
Email: info@myceb.com.my
Tel: +603 2034 2090
Fax: +603 2034 2091
Website : www.motour.gov.my

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**11. COMMITTEE MEMBERS FOR DEVELOPMENT OF STANDARD PRACTICE (SP),
COMPETENCY PROFILE CHART (CPC), COMPETENCY PROFILE (CP) AND CURRICULUM
OF COMPETENCY UNIT (CoCU)**

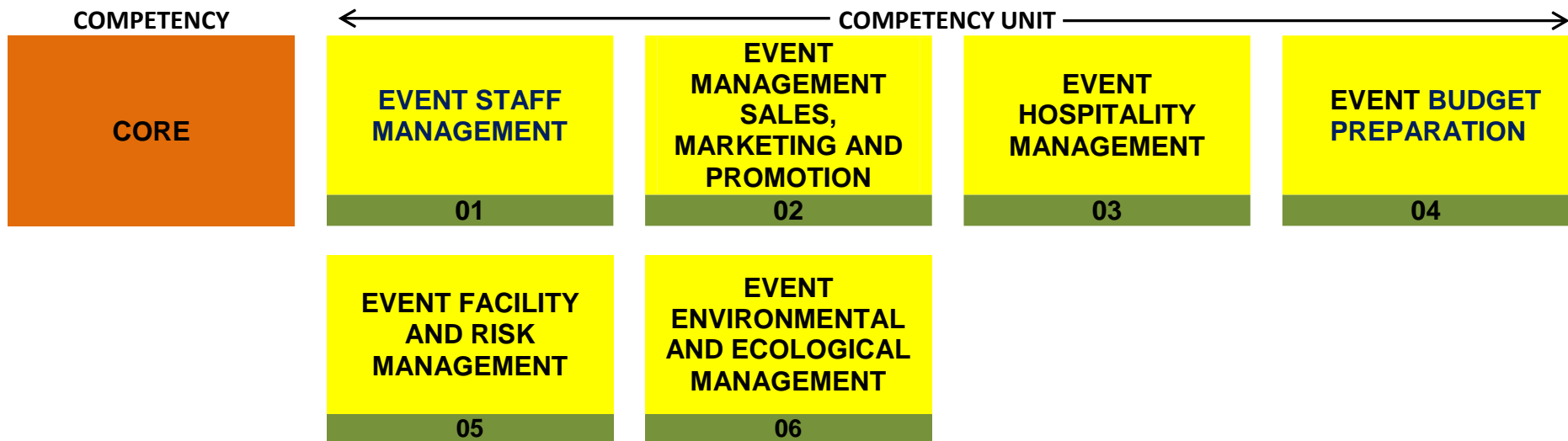
EVENT MANAGEMENT

LEVEL 4

PANEL		
1	Pn. Jalifah Binti Abd Aziz	Consultant Saga Rimbun
2.	En. P.Poobalan A/L Pakerisamy	Event Consultant POOB Studio Event Management
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5.	Pn. Nurul Azrin Bin Mhd Nasir	Producer/Director Astro Productions Sdn Bhd
6.	En. Jusophian Bin Harun	Director Joe Harun Productions
7.	En. Azman Bin Ahmad	Advertising Executive Tribe Ads Sdn Bhd
8.	Pn. Nor Kamala Sari Binti Kamarozaman	Freelancer
FACILITATOR		
9	Kamarul Izam Bin Jalani	
CO-FACILITATOR		
10	Mazlan Bin Omar	
DOCUMENTOR		
11.	Mastura Liza Binti Muhammad	

COMPETENCY PROFILE CHART (CPC)

SECTOR	HOSPITALITY AND TOURISM		
SUB SECTOR	EVENT MANAGEMENT		
JOB AREA	EVENT MANAGEMENT		
JOB LEVEL	FOUR (4)	JOB AREA CODE	



COMPETENCY PROFILE (CP)

Sub Sector	EVENT MANAGEMENT			
Job Area	EVENT MANAGEMENT			
Level	FOUR (4)			
CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
1. Event Staff Management		<p>The CU title describes the competency in event human resources management.</p> <p>He or she is responsible to facilitate work integration across a wide range of event projects by using flexible and responsive approach to dealing with human resources management issues.</p> <p>The person who is competent in this CU shall be able to determine event organisation chart, prepare event work scheduling / planning, carry out event group leader briefing, execute event manpower deployment, monitor event work progress and appraise event manpower work performance.</p> <p>The outcome of this competency is to implement events human resources management principles in a practical scenario in accordance with event specification and</p>	<ol style="list-style-type: none"> 1. Determine event organisation chart 2. Prepare event work scheduling / planning 3. Carry out event group leader briefing 	<ol style="list-style-type: none"> 1.1 Role of the event committee determined as per job order requirement 1.2 The primary purpose and goals of the event determined in accordance with client needs 1.3 Staff coaching & training record studied 1.4 Experienced and qualified staff identified as per job order requirement 2.1 Schedule for event developed as per client specifications 2.2 Contingency plan / backup plan prepared as per potential challenges forecasted 3.1 Event order details explained as per job order requirement 3.2 Responsibility for each section clearly determined as per job order requirement 3.3 Support staff motivated in accordance with human

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		requirement.	<p>4. Manage event manpower deployment</p> <p>5. Monitor event work progress</p> <p>6. Appraise event manpower work performance</p>	<p>resource development guidelines</p> <p>4.1 Flexible and responsive approach developed</p> <p>4.2 Provide advice at strategic level</p> <p>4.3 Integration across a wide range of projects facilitated as per event job order</p> <p>5.1 Challenges / obstacles identified</p> <p>5.2 Crisis risk management skills applied</p> <p>5.3 Work progress monitored in accordance with event order requirement</p> <p>6.1 Manpower work completion appraised</p> <p>6.2 Manpower deployment organized effectively</p> <p>6.3 Activities report / data compiled</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
<p>2. Event Management Sales, Marketing And Promotion</p>		<p>The CU title describes the competency in event management sales, marketing and promotion.</p> <p>He or she is responsible to perform event sales, marketing and promotion activities.</p> <p>The person who is competent in this CU shall be able to determine client requirement, present event package proposal to client, prepare marketing and promotion event theme / concept, manage sponsorship, execute marketing and promotional activities and evaluate sales, marketing and promotional performance.</p> <p>The outcome of this competency is to apply methodical approach contributes to the value as an information gatherer for the benefit of company intelligence as well as concentrate resources on the opportunities to increase sales and achieve a sustainable competitive advantage in accordance with company business plan.</p>	<ol style="list-style-type: none"> 1. Determine client requirement 2. Present event package proposal to client 3. Prepare sales, marketing and promotion event theme / concept 4. Manage sponsorship 5. Execute sales, marketing and promotional activities 	<ol style="list-style-type: none"> 1.1 Client profiling checked as per standard operating procedure 1.2 Market trend variable identified 1.3 Client requirement and budget determined 2.1 Event proposal within client budget prepared 2.2 Sales of event package executed 2.3 Final proposal approved by client obtained 2.4 Official letter of award from client recorded 3.1 Demographic and psychographic profile studied 3.2 Promotional medium determined in accordance with approved event specifications 3.3 Media partner finalised for approval 4.1 Branding trade promotion offered 4.2 Element of creative design and technology used 4.3 Guest list / patron obtained to attract market attention as per market strategy 5.1 Branding exercise executed in accordance with marketing strategy

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>6. Evaluate sales, marketing and promotional performance</p>	<p>5.2 Plan for successful events conceptualized in accordance with marketing strategy</p> <p>5.3 Rapport with sponsorship well managed as per networking development strategy</p> <p>5.4 Marketing and promotional activities in sequence according to actual plan</p> <p>6.1 Feedback from audience assessed</p> <p>6.2 Market response rate tabulated</p> <p>6.3 Event management sales, marketing and promotion performance recorded</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
3 Event Hospitality Management		<p>The CU title describes the competency in event hospitality management.</p> <p>He or she is the person who is responsible to ensure hospitality requirement such as food and beverages, accommodation and welfare fulfill staff and client needs.</p> <p>The person who is competent in this CU shall be able to examine event order/programme details, determine event hospitality requirement, manage event hospitality requirement and confirm details of event hospitality requirement.</p> <p>The outcome of this competency is the ability to apply strategic management principles to hospitality operations in maximizing the accomplishment of organizational goals and objectives in accordance with stakeholder requirement.</p>	<ol style="list-style-type: none"> 1. Examine event order / programme details 2. Determine event hospitality requirement 3. Manage event hospitality requirement 4. Confirm details of event hospitality requirement 	<ol style="list-style-type: none"> 1.1 Numbers of delegations finalised 1.2 Element of special needs and protocol listed out 1.3 Types of accommodation required identified 1.4 Types of facilities required identified 2.1 Packages/rates identified 2.2 Accommodation capacity determined 2.3 Level of accommodation entitlement determined 2.4 Optional service provider standby 3.1 Hospitality packages/rates approved by superior 3.2 Correspondence and administration document prepared 3.3 Protocol/special needs services managed in accordance with event order 4.1 Hospitality cost calculated 4.2 Terms and condition with service provider confirmed 4.3 Report on hospitality management presented to superior

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
4 Event Budget Preparation		<p>The CU title describes the competency in event accounting and finance.</p> <p>He or she is the person who will calculate and prepare initial budget for any proposed event.</p> <p>The person who is competent in this CU shall be able to analyse event specifications and requirement, allocate event budget, calculate manpower/overhead costing, prepare event budget for approval, present draft budget to management (profit & loss) and obtain approval from superior.</p> <p>The outcome of this competency is to provide useful information to superior with information that aids in the prediction of the amounts, timing and uncertainty of budget and cash flows in accordance with company cost control procedures.</p>	<ol style="list-style-type: none"> 1. Analyse event specifications and requirement 2. Allocate event budget 3. Calculate event manpower / overhead costing 4. Prepare event budget for approval 	<ol style="list-style-type: none"> 1.1 Different types of event identified 1.2 Event order requirement listed out 1.3 Event theme and concept identified 2.1 Cost of event technical specifications and equipment used identified 2.2 Budget for direct cost and indirect cost allocated 2.3 Element of operational and capital expenditure cost differentiated 3.1 Direct manpower cost determined in accordance with budgeting procedure 3.2 Indirect manpower cost listed out in accordance with budgeting procedure 3.3 Miscellaneous cost classified in accordance with budgeting procedure 4.1 Event costing element detailed out in accordance with budgeting procedure 4.2 Actual sponsorship value identified 4.3 Percentage of internal and external capital calculated in accordance with budgeting

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			5. Present event budget to management (profit & loss)	procedure 5.1 Presentation skills applied 5.2 Event costing element presented 5.3 Return on investment feasibility study presented in accordance with accounting procedure 5.4 Event budget submitted to superior for approval 5.5 Justified event budget prepared

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
5 Event Facility And Risk Management		<p>The CU title describes the competency in event facility and risk management.</p> <p>He or she is the person who will manage event facilities, equipment and to conduct risk assessment.</p> <p>The person who is competent in this CU shall be able to study type of event and venue facilities specifications, identify potential hazard, perform event facilities risk assessment, manage event facilities set up and risk control measures and evaluate event facility and risk management execution.</p> <p>The outcome of this competency is to provide excellent event facilities setup with minimum risk in accordance with event specification and safety requirements.</p>	<ol style="list-style-type: none"> 1. Study type of event and venue facilities specifications 2. Identify potential hazard 3. Perform event facilities risk assessment 	<ol style="list-style-type: none"> 1.1 Even order requirement studied 1.2 Equipment technical specifications referred 1.3 Types of facilities at site identified 2.1 Potential hazard category differentiated 2.2 Hazard element related to human, technological, natural and environmental identified 2.3 Risk aspect and impact identified in accordance with risk assessment procedure 3.1 All potential scenario considered in accordance with safety requirement 3.2 Electrical and lighting equipment is tagged and in test date, overhead power lines or other cables identified in accordance with safety requirement 3.3 Parking facilities and access for vehicles arranged in accordance with safety requirement 3.4 Basic facilities provided 3.5 Waste management during setting up, during event and after the event controlled in accordance with safety requirement

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>4. Manage event facilities set up and risk control measures</p> <p>5. Evaluate event facility and risk management execution</p>	<p>3.6 Site perimeter security decided in accordance with safety requirement</p> <p>4.1 Approval from authorities and legislative requirement applied and recorded</p> <p>4.2 Insurance for facilities, equipment and stakeholder prepared</p> <p>4.3 Risk control measures briefed to subordinate in accordance with safety requirement</p> <p>4.4 Equipment functionality test executed in accordance with safety requirement</p> <p>4.5 Event scheduling and programming confirmed</p> <p>5.1 Facilities setup and risk management during pre production, production and post production evaluated in accordance with safety requirement</p> <p>5.2 Information gathered during post mortem compiled</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
<p>6 Event Environmental And Ecological Management</p>		<p>The CU title describes the competency in event environmental and ecological management.</p> <p>He or she is responsible to ensure sustainability event management incorporating socially and environmentally.</p> <p>The person who is competent in this CU shall be able to analyse event venue specifications, determine event environmental and ecological aspect, assess event environmental and ecological potential issues, prepare sustainable event planning, execute environmental and ecological event management, evaluate environmental and ecological event management performance.</p> <p>The outcome of this competency is implementation of sustainability event management to reduce environmental impact in accordance with sustainability event management practices.</p>	<ol style="list-style-type: none"> 1. Analyse event venue specifications 2. Determine event environmental and ecological aspect 3. Assess event environmental and ecological potential issues 4. Prepare sustainable event planning 	<ol style="list-style-type: none"> 1.1 Event venue and surrounding area inspected 1.2 Existing infrastructure checked in accordance with company procedure 2.1 Tangible and intangible aspect of event environmental and ecological management identified in accordance with company procedure 2.2 Aspect and impact related to sustainable event management identified in accordance with company procedure 3.1 Element of surrounding pollution listed out in accordance with company procedure 3.2 Sustainable event element checked in accordance with company procedure 3.3 Event environmental and ecological potential risk assessed in accordance with company procedure 4.1 Advice from local authorities obtained 4.2 Guideline for sustainable event management referred in accordance with company procedure

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>5. Execute environmental and ecological event management</p> <p>6. Evaluate environmental and ecological event management performance</p>	<p>4.3 Waste management and pollution control plan developed in accordance with company procedure</p> <p>5.1 Preserve natural and built environment</p> <p>5.2 Committee for environmental control formed</p> <p>5.3 Reduce, reuse and recycle concept implemented in accordance with company procedure</p> <p>5.4 Green procurement exercise adhered in accordance with company procedure</p> <p>6.1 Waste material well managed</p> <p>6.2 Effective waste management system implemented</p> <p>6.3 Evidence of energy and resource conservation recorded</p> <p>6.4 Contribution to landfill waste reduced</p> <p>6.5 Environmental and ecological event management data complied</p>

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		EVENT MANAGEMENT						
Job Area		EVENT MANAGEMENT						
Competency Unit Title		EVENT STAFF MANAGEMENT						
Learning Outcome		<p>The person who is competent in this CU shall be able to implement events human resources management principles in a practical scenario in accordance with event specification and requirement. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Determine event organisation chart • Prepare event work scheduling/planning • Carry out event group leader briefing • Manage event manpower deployment • Monitor event work progress • Appraise event manpower work performance 						
Competency Unit ID			Level	4	Training Duration	142 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills		Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Determine event organisation chart	<ul style="list-style-type: none"> i. Event job description ii. Employee data base iii. Event manpower requirement iv. Selection of event staff/crew v. Event strategy and action plan formulation 				4	Lecture	<ul style="list-style-type: none"> i. Event job description for each section identified ii. Event manpower / level of expertise required determined iii. Staff coaching and training record 	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Verify event job description for each section ii. Verify event manpower / level of expertise required iii. Study staff coaching & training record iv. Select event key person v. Set up event committee member vi. Formulate event management staffing strategy and action plan	<u>Attitude:</u> i. Meticulous in gathering information ii. Details in translating staff coaching & training record	16	Demonstration & Observation	assessed iv. Event committee member formed v. Event management staffing strategy formulated
2. Prepare event work scheduling / planning	i. Event run down ii. Running order management <ul style="list-style-type: none"> • Schedule plan • Checklist • Report format iii. Work in progress report format <ul style="list-style-type: none"> • Time line 			5	Lecture	i. Run down order organised ii. Progress report format finalised iii. Event work scheduling / planning prepared

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Date line • Person in charge • Reporting hierarchy iv. Event work schedule contingency plan preparation					iv. Event work schedule contingency plan checked
		i. Analyse event run down ii. Organise running order iii. Develop work in progress report format iv. Prepare contingency plan	<u>Attitude:</u> i. Meticulous in gathering information <u>Safety:</u> i. Awareness of safety requirement	20	Demonstration & Observation	
3. Carry out event group leader briefing	i. Event order briefing technique ii. Method/skills of communication <ul style="list-style-type: none"> • Coaching • Observation • Feed back iii. Motivation technique			5	Lecture	i. Event order specifications briefed ii. Responsibilities and job scope explained iii. Duration set
		i. Brief event order specifications ii. Explain responsibilities and job scope iii. Emphasise		20	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		commitment to the duration given	<u>Attitude:</u> i. Confidentiality in handling event information ii. Positive thinking			
4. Manage event manpower deployment	i. Manpower deployment procedure <ul style="list-style-type: none"> • Leadership skills • Event projects integration • Resources management ii. Inter-personal communication skill			5	Lecture	i. Wide range of event projects integration incorporated ii. Resources and balancing tasks managed iii. Flexible and responsive approach applied
		i. Manage/partnering/ co-operating with stakeholders ii. Incorporate wide range of event projects integration iii. Manage resources and balancing tasks iv. Apply flexible and responsive approach <ul style="list-style-type: none"> • Tolerate • Sensitive • Compromise v. Apply inter-personal		20	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		communication skill	<u>Attitude:</u> i. Responsible and accountable ii. Knowledgeable and resourceful in technical and non-technical information			
5. Monitor event work progress	i. Monitoring implementation system ii. Crisis / risk management iii. Strategy and action plan <ul style="list-style-type: none"> • Do's and don't • Lesson • Suggestion and improvement • Latest development 			5	Lecture	i. Subordinate work performance observed ii. Percentage of work completion measured iii. Crisis / risk management strategy applied
		i. Monitor work performance ii. Measure percentage of completion iii. Identify challenges arise iv. Apply crisis / risk management v. Re-evaluate work procedure	<u>Attitude:</u> i. Calmness in handling work pressure	22	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
6. Appraise event manpower work performance	i. Work performance analysis technique ii. Performance standard evaluation method <ul style="list-style-type: none"> • Qualitative • Quantitative iii. Planning, implementation project integration and staff assessment <ul style="list-style-type: none"> • Self-analysis • Situational analysis 			4	Lecture	i. Quality of work performance analysed ii. Job performance rated iii. Planning, implementation and organisational effectiveness assessed
		i. Examine quality of work performance ii. Assess job performance iii. Assess planning, implementation and organisational effectiveness iv. Prepare event staff management report	<u>Attitude:</u> i. Calmness in handling work pressure	16	Demonstration & Observation	

Employability Skills

Core Abilities	Social Skills
4.8 Develop and negotiate staffing plans. 4.9 Prepare project/work plans. 4.10 Utilize science and technology to achieve goals. 5.3 Allocate and record usage of financial and physical resources. 5.4 Delegate responsibilities and/ or authority. 5.5 Coordinate contract and tender activities. 06.08 Identify and analyze effect of technology on the environment.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork (in group) 7. Learning skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
i. Event job description ii. Employee data base iii. Event organisation chart iv. Staff coaching & training record v. Manpower deployment procedure vi. Event run down	1:1 1:25 1:1 1:25 1:25 1:1

References

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- i. Kilkenny S (2011), *The Complete Guide to Successful Event Planning*, Atlantic Publishing Group Inc. ISBN 13 : 978-0-910627-92-4
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CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		EVENT MANAGEMENT						
Job Area		EVENT MANAGEMENT						
Competency Unit Title		EVENT MANAGEMENT SALES, MARKETING AND PROMOTION						
Learning Outcome		<p>The person who is competent in this CU shall be able to apply methodical approach contributes to the value as an information gatherer for the benefit of company intelligence as well as concentrate resources on the opportunities to increase sales and achieve a sustainable competitive advantage in accordance with company business plan. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Determine client requirement • Present event package proposal to client • Prepare sales, marketing and promotion event theme / concept • Manage sponsorship • Execute sales, marketing and promotional activities • Evaluate sales, marketing and promotional performance 						
Competency Unit ID			Level	4	Training Duration	240 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills		Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Determine client requirement	i. Client profiling examination <ul style="list-style-type: none"> • Event specification • Budget • Frequency ii. Site visit and inspection <ul style="list-style-type: none"> • Suitability • Capacity • Logistic • Facilities • Infrastructure 				4	Lecture	i. Client profiling and data examined ii. Site visit assessment performed iii. Client information and information analysed	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Environmental factor iii. Client information analysis <ul style="list-style-type: none"> • Objective • Creative concept • Theme (look and feel) • Market trend • Set up committee 					
		i. Examine client profiling ii. Perform site visit iii. Analyse client information	<u>Attitude:</u> i. Knowledgeable and resourceful in identifying technical requirement	16	Demonstration & Observation	
2. Present event package proposal to client	i. Sales strategy ii. Event proposal development iii. Method of presentation			4	Lecture	i. Strategic sales strategy applied ii. Viable event proposals prepared iii. Details event proposal presented

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Apply strategic sales strategy ii. Prepare viable event proposals iii. Explain details event proposal to the client iv. Apply presentation skills v. Acquire client approval	<u>Attitude:</u> i. Details in developing presentable event proposals	16	Demonstration & Observation	
3. Prepare sales, marketing and promotion event theme / concept	i. Target audience profiling analysis <ul style="list-style-type: none"> • Demographic • Psychographic ii. Economic studies and market research iii. Sales, marketing and promotional tools iv. Sales, marketing and promotion channels v. Type of marketing materials vi. Event marketing research and development (R&D)			12	Lecture	i. Demographic and psychographic profile assessed ii. Economic environment and influential factor analysed iii. Event promotional medium determined iv. Event media partner determined v. Marketing materials

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Study demographic and psychographic profile (ie. Urban, gender, culture etc) ii. Analyse economic environment and influential factor iii. Determine promotional medium (A board, internet, blog, magazine, billboard) iv. Determine media partner (publication, digital advertising, electronic) v. Arrange marketing materials vi. Set up sales, marketing and promotion team vii. Enhance advertising and promotion activities	<u>Attitude:</u> i. Resourceful in gathering information	48	Demonstration & Observation	vi. prepared Sales, marketing and promotion team formed
4. Manage sponsorship	i. Sponsorship team development <ul style="list-style-type: none"> • Team structure • Function ii. Sponsorship fund management iii. Marketing and promotion			8	Lecture	i. Sponsorship committee member formed ii. Marketing and promotion administration activities executed

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	administration <ul style="list-style-type: none"> • Correspondence • Licensing • Legislative requirement iv. Sponsorship and patron relationship					iii. Guest list, patron identified
		i. Set up sponsorship committee member (ad hoc) ii. Manage sponsorship fund iii. Carry out marketing and promotion administration activities iv. Identify guest list , patron	<u>Attitude:</u> i. Integrity in managing stakeholder interest	32	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Execute sales, marketing and promotional activities	<ul style="list-style-type: none"> i. Public relation ii. Social skills iii. Networking iv. Branding trade, creative design and technology 			8	Lecture	<ul style="list-style-type: none"> i. Public relation exercise conducted ii. Plan for successful event conceptualised iii. Marketing and promotional medium utilised iv. Branding trade, creative design and technology associated
		<ul style="list-style-type: none"> i. Exercise public relation activity ii. Conceptualise plan for successful event iii. Utilise marketing and promotional medium iv. Associate branding trade, creative design and technology v. Administer sponsors interest 	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> i. Politeness and friendly in sales, marketing and promotional activities 	32	Demonstration & Observation	<ul style="list-style-type: none"> v. Sponsors interest administered

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
6. Evaluate sales, marketing and promotional performance	i. Event revenue analysis method <ul style="list-style-type: none"> • Profit & loss • Media coverage • Mileage • Media Ratings • Popularities • Business development • Sponsorship ii. Audience feedback assessment iii. Post mortem procedure iv. Standard event management sales, marketing and promotion report			12	Lecture	i. Event revenue and performance analysed ii. Feedback from audience assessed iii. Event post mortem conducted
		i. Analyse event revenue and performance ii. Assess feedback from audience iii. Conduct event post mortem iv. Prepare event management sales, marketing and promotion report	<u>Attitude:</u> i. Holistic in evaluating sales, marketing and promotional performance	48	Demonstration & Observation	

Employability Skills

Core Abilities	Social Skills
4.8 Develop and negotiate staffing plans. 4.9 Prepare project/work plans. 4.10 Utilize science and technology to achieve goals. 5.3 Allocate and record usage of financial and physical resources. 5.4 Delegate responsibilities and/ or authority. 5.5 Coordinate contract and tender activities. 06.08 Identify and analyze effect of technology on the environment.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork (in group) 7. Learning skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
i. Client profiling ii. Client requirements (information) iii. Sales, marketing and promotional tools iv. Event sales kit v. Feedback form	1:1 1:1 1:25 1:1 1:1

References

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- i. Kilkenny S (2011), *The Complete Guide to Successful Event Planning*, Atlantic Publishing Group Inc. ISBN 13 :978-0-910627-92-4
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- v. Tarlow P (2007), *Event Risk Management & Safety*, John Wiley & Sons Inc. ISBN 0-471-40168-4
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- ix. HSE (2007), *The Event Safety Guide* (2nd. Edition). Health and Safety Executive. ISBN 978-1-60590-7-6-2

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		EVENT MANAGEMENT						
Job Area		EVENT MANAGEMENT						
Competency Unit Title		EVENT HOSPITALITY MANAGEMENT						
Learning Outcome		<p>The person who is competent in this CU shall be able to apply strategic management principles to hospitality operations in maximizing the accomplishment of organizational goals and objectives in accordance with stakeholder requirement. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Examine event order/programme details • Determine event hospitality requirement • Manage event hospitality requirement • Confirm details of event hospitality requirement 						
Competency Unit ID			Level	4	Training Duration	216 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental		Training Hours	Delivery Mode	Assessment Criteria	
1. Examine event order/ programme details	i. Event order/ programme details ii. Job requisition <ul style="list-style-type: none"> • Information/details • Mandatory requirement • Duration 				6	Lecture	i. Event order/ programme information checked ii. Protocol / special needs identified	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Interpret event order/ programme information ii. Determine numbers of delegation iii. Identify protocol / special needs <ul style="list-style-type: none"> • VVIP • VIP • Physically challenged iv. Identify facilities requirement <ul style="list-style-type: none"> • Accommodation • Logistic • Security v. Identify Food and Beverage requirement <ul style="list-style-type: none"> • Meeting/function room • Board room • Holding room for VVIP / VIP • Coffee house • Banquet room 	<u>Attitude:</u> i. Meticulous in interpreting event order/ programme information	24	Demonstration & Observation	iii. Facilities requirement identified iv. Food and Beverage specifications identified

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Determine event hospitality requirement	i. Hospitality requirement <ul style="list-style-type: none"> • Facilities inspection • Manpower • Logistic ii. Hospitality service provider / vendor <ul style="list-style-type: none"> • Rooms • Breakfast • Lunch • Dinner • Tea break • Supper break 			6	Lecture	i. Hospitality packages/rates checked ii. Accommodation capacity, services, attendance and entitlement determined
		i. Check packages/rates ii. Determine accommodation capacity and attendance iii. Determine level of accommodation entitlement and services iv. Determine optional service provider/vendor	<u>Attitude:</u> i. Sensitive to special needs when determining hospitality requirement	24	Demonstration & Observation	
3. Manage event hospitality requirement	i. Event run down <ul style="list-style-type: none"> • Job task / specifications • Duration • Person in charge • Action to be taken ii. Hospitality operation and administration			16	Lecture	i. Approved hospitality packages/rates obtained ii. Correspondence and administration document

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Letter of Appointment (LOA) /Contract • Deposit • Terms & condition iii. Protocol, special needs management <ul style="list-style-type: none"> • Room reservation and arrangement • Transportation • Food and Beverage requirement 					prepared iii. Protocol, special needs and services handled
		i. Analyse event run down requirement ii. Obtain approved hospitality packages/rates iii. Prepare correspondence and administration document iv. Manage protocol, special needs and services required	<u>Attitude:</u> i. Holistic in hospitality management	72	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Confirm details of event hospitality requirement	<ul style="list-style-type: none"> i. Hospitality reservation confirmation procedure ii. Service provider terms and conditions 			12	Lecture	<ul style="list-style-type: none"> i. Hospitality cost incurred calculated ii. Hospitality booking procedure followed iii. Event hospitality management report prepared
		<ul style="list-style-type: none"> i. Calculate hospitality cost incurred ii. Fulfil hospitality booking procedure iii. Prepare event hospitality management report 	<u>Attitude:</u> <ul style="list-style-type: none"> i. Firm in making decisions 	56	Demonstration & Observation	

Employability Skills

Core Abilities	Social Skills
4.8 Develop and negotiate staffing plans. 4.9 Prepare project/work plans. 4.10 Utilize science and technology to achieve goals. 5.3 Allocate and record usage of financial and physical resources. 5.4 Delegate responsibilities and/ or authority. 5.5 Coordinate contract and tender activities. 06.08 Identify and analyze effect of technology on the environment.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork (in group) 7. Learning skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
i. Event run down order ii. Protocol / special needs information iii. Client's information iv. Hospitality information collate <ul style="list-style-type: none"> • Accommodation • Food and beverage • Transfer • Special Needs 	1:1 1:1 1:1 1:25

References

REFERENCES

- i. Kilkenney S (2011), The Complete Guide to Successful Event Planning, Atlantic Publishing Group Inc. ISBN-13 :978-0-910627-92-4
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- ix. Peter Jones. (2006) Introduction to Hospitality Operations. New York:Continuun, ISBN 0-936083-09-3
- x. Tom Powers and Clayton W. Barrows (2006) Introduction to Hospitality Industry, .New York. John Wiley. ISBN0471-35899-1

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		EVENT MANAGEMENT						
Job Area		EVENT MANAGEMENT						
Competency Unit Title		EVENT BUDGET PREPARATION						
Learning Outcome		<p>The person who is competent in this CU shall be able to provide useful information to superior with information that aids in the prediction of the amounts, timing and uncertainty of budget and cash flows in accordance with company cost control procedures. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Analyse event specifications and requirement • Allocate event budget • Calculate event manpower / overhead costing • Prepare event budget for approval • Present budget to management (profit & loss) 						
Competency Unit ID			Level	4	Training Duration	256 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills		Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Analyse event specifications and requirement	i. Event specification and requirement <ul style="list-style-type: none"> • Venue & capacity • Talent • Technical • Non-technical ii. Event environmental analysis iii. Event logistic requirement <ul style="list-style-type: none"> • Accessibility • Infrastructure 				4	Lecture	i. Information of event specification and requirement examined ii. Event environmental factor consequences assessed	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iv. Event creative concept					iii. Event logistic specifications checked iv. Event theme and concept studied
		i. Examine event specification and requirement ii. Assess event environmental factor consequences iii. Check event logistic requirement iv. Identify event theme and concept v. List event key line / main items	<u>Attitude:</u> i. Meticulous in analysing event specification and requirement	16	Demonstration & Observation	
2. Allocate event budget	i. Budgeting and costing recommendation <ul style="list-style-type: none"> • Materials • Room reservation • Food and Beverage • Transportation • Security 			4	Lecture	i. Event technical specifications and equipment costing estimated ii. Operational and capital

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Facilities • Talent • Miscellaneous ii. Operational and capital expenditure					expenditure cost element differentiated iii. Budget for direct cost and indirect cost allocated
		i. Determine event technical specifications and equipment costing ii. Determine operational and capital expenditure cost element iii. Distribute budget for direct cost and indirect cost	<u>Attitude:</u> i. Balance in allocating budget	16	Demonstration & Observation	
3. Calculate event manpower / overhead costing	i. Event manpower / overhead costing allocation <ul style="list-style-type: none"> • Overtime • Allowances (mileage/meals) • Freelance / casual labour • Uniform • Entertainment • Miscellaneous • Staff welfare ii. Welfare guidelines iii. Employment Act			16	Lecture	i. Manpower / overhead cost element determined ii. Manpower / overhead costing estimated iii. Direct and indirect manpower cost determined

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Estimate event manpower / overhead costing ii. Determine direct and indirect manpower cost	<u>Attitude:</u> i. Precise in calculating manpower cost	72	Demonstration & Observation	
4. Prepare event budget for approval	i. Event official quotation <ul style="list-style-type: none"> • Fixed cost <ul style="list-style-type: none"> ○ Rental ○ Wages • Non fixed cost <ul style="list-style-type: none"> ○ Third party cost ○ Indirect material ii. Event sponsorship value			16	Lecture	i. Feasibility study conducted ii. Breakdown of event costing element identified iii. Committed value of sponsorship identified
		i. Carry out event budget feasibility study ii. Identify event breakdown costing element iii. Identify internal cost iv. Identify committed value of sponsorship v. Administer tax and financial control vi. Determine percentage of internal and external capital		72	Demonstration & Observation	iv. Tax and financial control managed v. Percentage of internal and external capital listed

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<u>Attitude:</u> i. Analytical in conducting feasibility study			
5. Present event budget to management (profit & loss)	i. Event budget proposal presentation technique <ul style="list-style-type: none"> • Operational expenditure • Capital expenditure • Return on investment • Risk factor / contingency plan ii. Management review and procedure			8	Lecture	i. Event budget proposal explained ii. Proposed event budget reviewed by management iii. Event budget endorsed
		i. Explain event budget proposal ii. Review event budget iii. Obtain approval from superior iv. Apply presentation skills	<u>Attitude:</u> i. Professional in presenting event budget proposal ii. Adhere to presentation etiquette	32	Demonstration & Observation	

Employability Skills

Core Abilities	Social Skills
4.8 Develop and negotiate staffing plans. 4.9 Prepare project/work plans. 4.10 Utilize science and technology to achieve goals. 5.3 Allocate and record usage of financial and physical resources. 5.4 Delegate responsibilities and/ or authority. 5.5 Coordinate contract and tender activities. 06.08 Identify and analyze effect of technology on the environment.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork (in group) 7. Learning skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
i. Event run down order ii. Code of Ethics manual – (<i>welfare guidelines</i>) iii. Employment Act iv. Employee database	1:1 1:1 1:1 1:25

References

REFERENCES

- i. Kilkenny S (2011), *The Complete Guide to Successful Event Planning*, Atlantic Publishing Group Inc. ISBN 13 : 978-0-910627-92-4
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CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		EVENT MANAGEMENT						
Job Area		EVENT MANAGEMENT						
Competency Unit Title		EVENT FACILITY AND RISK MANAGEMENT						
Learning Outcome		<p>The person who is competent in this CU shall be able to provide excellent event facilities set up with minimum risk in accordance with event specification and safety requirement. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Study type of event and venue facilities specifications • Identify potential hazard • Perform event facilities risk assessment • Manage event facilities set up and risk control measures • Evaluate event facility and risk management execution 						
Competency Unit ID			Level	4	Training Duration	176 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria		
1. Study type of event and venue facilities specifications	i. Event run down <ul style="list-style-type: none"> <input type="checkbox"/> Job task / specifications <input type="checkbox"/> Duration <input type="checkbox"/> Person-in-charge <input type="checkbox"/> Action to be taken ii. Event order and specifications <ul style="list-style-type: none"> <input type="checkbox"/> Special needs and protocol <input type="checkbox"/> Safety and security (National Security and Paramedic) 			4	Lecture	i. Event and venue facilities specification referred ii. Event technical specification examined iii. Event facilities specifications checked		

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iii. Venue facilities specifications <ul style="list-style-type: none"> • Venue/location • Technical specifications and equipment used • General equipment • Audio visual • Storage equipment • Portable restroom • Communication tools 					
		i. Analyse event run down requirement ii. Examine event specification iii. Examine venue facility specification	<u>Attitude:</u> i. Meticulous in analysing information	14	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Identify potential hazard	i. Hazard influence factor <ul style="list-style-type: none"> • Human factor • Technological factor • Nature / environmental factor ii. Aspect and impact risk assessment procedure			4	Lecture	i. Potential hazard related to human factor identified ii. Potential hazard related to technological factor identified iii. Potential hazard related to nature / environmental factor identified
		i. Carry out aspect and impact risk assessment ii. Determine potential hazard related to human factor - type and size of crowd expected, level of crowd participation iii. Determine potential hazard related to technological factor - mechanical, utilities such as gas and electricity iv. Determine potential hazard related to nature/environmental factor - the physical location and site area conditions, weather, ground impact	<u>Attitude:</u> i. Meticulous in conducting risk assessment	14	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Perform event facilities risk assessment	i. Event facilities risk assessment procedure ii. Event safety and security requirement <ul style="list-style-type: none"> • Health and safety issues • Crisis management • Major incident/ safety plan • Security arrangements • Crowd management planning • Traffic control iii. Technical / maintenance specifications <ul style="list-style-type: none"> • Provision of facilities • Public utilities • Waste management • Special need groups 			10	Lecture	i. Event facilities risk assessment procedure interpreted ii. Safety and security requirement determined iii. Assess technical / maintenance requirement listed
		i. Check event facilities risk assessment procedure ii. Analyse safety and security requirement iii. Analyse technical / maintenance requirement iv. Prepare contingency plan	<u>Attitude:</u> i. Sensitive to safety issues	40	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Manage event facilities setup and risk control measures	i. Authorities and legislative requirement ii. Facilities, equipment and stakeholder insurance iii. Risk control measures <ul style="list-style-type: none"> • Legislative requirement • Emergency response and preparedness iv. Equipment functionality test v. Event scheduling and programming			10	Lecture	i. Legislative requirement and authorities approval recorded ii. Facilities, equipment and stakeholder insurance provided iii. Risk control measures explained iv. Equipment functionality test (dry run) result justified
		i. Acquire authorities and legislative approval requirement (license, permit, talent release form (performing rights)) ii. Prepare insurance for facilities, equipment and stakeholder iii. Explain and coordinate risk control measures to subordinate iv. Monitor equipment functionality test (dry run) v. Confirm event scheduling/ programming		40	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
			<u>Attitude:</u> i. Precise in equipment functionality test procedure			
5. Evaluate event facility and risk management execution	i. Facilities set up and risk management <ul style="list-style-type: none"> • Pre-production • Production • Post production ii. Risk management review			8	Lecture	i. Facilities set up and risk management record assessed ii. Event facility and risk management report validated
		i. Assess facilities set up and risk management <ul style="list-style-type: none"> ○ Pre-production ○ Production ○ Post production ii. Prepare event facility and risk management report iii. Conduct risk management post mortem	<u>Attitude:</u> i. Analytical in analysing risk assessment data	32	Demonstration & Observation	

Employability Skills

Core Abilities	Social Skills
4.8 Develop and negotiate staffing plans. 4.9 Prepare project / work plans. 4.10 Utilize science and technology to achieve goals. 5.3 Allocate and record usage of financial and physical resources. 5.4 Delegate responsibilities and/ or authority. 5.5 Coordinate contract and tender activities. 06.08 Identify and analyze effect of technology on the environment.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork (in group) 7. Learning skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
i. Emergency Response and Preparedness procedure ii. Event run down iii. Event order and specifications iv. Venue facilities specifications v. Event facilities risk assessment procedure vi. Equipment functionality test procedure vii. Equipment manual	1:5 1:1 1:1 1:1 1:5 1:5 1:5

References

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CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		EVENT MANAGEMENT						
Job Area		EVENT MANAGEMENT						
Competency Unit Title		EVENT ENVIRONMENTAL AND ECOLOGICAL MANAGEMENT						
Learning Outcome		<p>The person who is competent in this CU shall be able to ensure sustainability event management incorporating socially, environmentally and implementation of sustainability event management to reduce environmental impact in accordance with sustainability event management practices. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> Analyse event venue specifications Determine event environmental and ecological aspect Assess event environmental and ecological potential issues Prepare sustainable event planning Execute environmental and ecological event management Evaluate environmental and ecological event management performance 						
Competency Unit ID			Level	4	Training Duration	170 Hours	Credit Hours	
Work Activities	Related Knowledge	Applied Skills		Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Analyse event venue specifications	i. Infrastructure geographical aspect ii. Event venue and surrounding area inspected iii. Geographical aspect assessment <ul style="list-style-type: none"> Layout /landscape Surrounding Infrastructure Logistic factor 				4	Lecture	i. Event venue specifications interpreted ii. Venue site visit conducted iii. Suitability of geographical aspect assessed	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Check event venue specifications ii. Carry out venue site visit iii. Assess suitability of geographical aspect	<u>Attitude:</u> i. Meticulous in analysing information	16	Demonstration & Observation	
2 Determine event environmental and ecological aspect	i. Stakeholder requirement <ul style="list-style-type: none"> • Occupational Safety & Health Act (OSHA) • Environmental Quality Act (EQA) • Hazard Analysis And Critical Control Points (HACCP) • Perbadanan Pengurusan Sisa Pepejal & Pembersihan Awam (PPSPPA) ii. Environmental and ecological tangible aspect <ul style="list-style-type: none"> • Plants and derivatives • Living creatures • Land 			4	Lecture	i. Stakeholder procedure and requirement checked ii. Environmental and ecological tangible and intangible aspect examined

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Water • Buildings • Facilities • Tools iii. Environmental and ecological intangible aspect <ul style="list-style-type: none"> • Information • Technologies • Traditions/culture • Ideas • Policies • Public programs 					
		i. Interpret stakeholder requirement ii. Examine environmental and ecological tangible aspect iii. Examine environmental and ecological intangible aspect	<u>Attitude:</u> i. Meticulous in interpreting authorities and legislative requirement	16	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3 Assess event environmental and ecological potential issues	i. Sustainable event element ii. Environmental and ecological risk assessment <ul style="list-style-type: none"> • Qualitative • Quantitative 			6	Lecture	i. Sustainable event element listed ii. Environmental and ecological risk potential assessed
		i. Check sustainable event element ii. Carry out environmental and ecological potential risk assessment <ul style="list-style-type: none"> • Land pollution • Water pollution • Noise pollution • Atmosphere • Living nature • Demographic • Energy use • Access road 	<u>Attitude:</u> i. Analytical in assessing environmental and ecological potential risk	24	Demonstration & Observation	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4 Prepare sustainable event planning	<ul style="list-style-type: none"> i. Authority and legislative requirement ii. Sustainable event management guidelines iii. Waste management and pollution control 			8	Lecture	<ul style="list-style-type: none"> i. Authority and legislative requirement referred ii. Sustainable event management guidelines checked
		<ul style="list-style-type: none"> i. Cooperate effectively with local authorities ii. Prepare general production requirement iii. Apply sustainable procurement guidelines iv. Develop waste management plans v. Prepare green transport planning vi. Apply pollution control requirement 	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> i. Constructive in preparing sustainable event planning 	32	Demonstration & Observation	<ul style="list-style-type: none"> iii. Viability of sustainable event planning justified
5 Execute environmental and ecological event management	<ul style="list-style-type: none"> i. Event environmental and ecological management ii. Natural and built environment preservation iii. Fundamental of reduce, reuse and recycle 			8	Lecture	<ul style="list-style-type: none"> i. Waste disposal management delivered by service provider (third party)

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> i. Ensure waste disposal in line with environmental and ecological management requirement ii. Preserve natural and built environment iii. Manage impacts of pollution to the surrounding environment iv. Appoint team throughout pre-event, event and post-event periods v. Implement reduce, reuse and recycle concept vi. Activate restorative measures 	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> i. Holistic in briefing subordinate 	32	Demonstration & Observation	<ul style="list-style-type: none"> ii. Natural and built environment preserved iii. Reduce, reuse and recycle concept applied successfully iv. Restorative measures activated

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
6 Evaluate environmental and ecological event management performance	<ul style="list-style-type: none"> i. Event environmental and ecological management ii. Energy and resource conservation iii. Event environmental and ecological assessment procedure 			4	Lecture	<ul style="list-style-type: none"> i. Pollution status checked ii. Waste management implementation assessed iii. Energy and resources used minimised
		<ul style="list-style-type: none"> i. Assess surrounding pollution status ii. Assess waste management effectiveness iii. Assess pollution level iv. Record environmental and ecological event management status 	<p><u>Attitude:</u></p> <ul style="list-style-type: none"> i. Sensitive to environmental and ecological factor 	16	Demonstration & Observation	

Employability Skills

Core Abilities	Social Skills
4.8 Develop and negotiate staffing plans. 4.9 Prepare project/work plans. 4.10 Utilize science and technology to achieve goals. 5.3 Allocate and record usage of financial and physical resources. 5.4 Delegate responsibilities and/ or authority. 5.5 Coordinate contract and tender activities. 06.08 Identify and analyze effect of technology on the environment.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork (in group) 7. Learning skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
i. Event venue specifications ii. Event run down iii. Occupational Safety Health Act (OSHA) iv. Department Of Environment (EQA) v. Hazard Analysis And Critical Control Points (HACCP) Procedure vi. Green Procurement Guidelines vii. Perbadanan Pengurusan Sisa Pepejal & Pembersihan Awam (PPSPPA) –Act 672	1:1 1:1 1:5 1:5 1:5 1:5

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Table 8: Training hour summary

SECTOR	: HOSPITALITY AND TOURISM	
SUB SECTOR	: EVENT MANAGEMENT	
JOB AREA	: EVENT MANAGEMENT	
JOB LEVEL	: FOUR (4)	
CU ID	Competency Unit	Training Hour
	EVENT STAFF MANAGEMENT	142
	EVENT MANAGEMENT SALES, MARKETING AND PROMOTION	240
	EVENT HOSPITALITY MANAGEMENT	216
	EVENT BUDGET PREPARATION	256
	EVENT FACILITY AND RISK MANAGEMENT	176
	EVENT ENVIRONMENTAL AND ECOLOGICAL MANAGEMENT	170
	Total Training Program Hours	1200