<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Programme and Campaign Management</th>
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**TSC**

Events Planning and Management

**TSC Description**

Develop, manage and execute event plans according to agreed timelines and budgetary requirements

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
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<th>Level 6</th>
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<td>RET-PCM-2003-1.1</td>
<td>RET-PCM-3003-1.1</td>
<td>RET-PCM-4003-1.1</td>
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<td>Collect information, prepare reports to evaluate events, and coordinate event planning activities</td>
<td>Implement and monitor event planning activities according to agreed timelines and budgetary requirements</td>
<td>Manage implementation of integrated plans for multiple events to ensure cohesive planning</td>
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**Knowledge**

- Types of events and functions staged in commercial venues
- Features and functions of staging products and/or services at events
- Types of technical equipment required
- Styles for setting up event venues
- Events regulations requirements and compliance
- Events running order
- Processes involved in coordinating event planning activities
- Types of events and functions staged in commercial venues
- Features and functions of staging products and/or services at events
- Types of technical equipment required
- Events regulations requirements and compliance
- Key environmental and social impacts of event delivery
- Roles of different venue personnel in the event management process
- Features of venues and capacities to accommodate different types of events
- Events regulations requirements and compliance

**Abilities**

- Collate information and prepare reports to evaluate events for operational service efficiency, quality and achievement of objectives
- Coordinate event planning activities according to agreed timelines and budgetary requirements
- Execute event plans according to agreed timelines and budgetary requirements
- Monitor event activities according to agreed timelines as well as budgetary requirements
- Supervise the coordination of event logistics and set-up such as event schedules and venues
- Develop event plans for relationship building, celebration, fund-raising, media and other public relations objectives
- Manage multiple events according to agreed timelines as well as budgetary requirements
- Outline the event details, mechanics, priorities, timelines and responsibilities
- Manage the coordination of event logistics and set-up such as event schedules and venues
- Establish performance metrics to evaluate the effectiveness of events planning and
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<td>• Keep up-to-date with technology, market trends or consumer events in Asia</td>
<td>• Assess and respond to the need for adjustments to event plans</td>
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