

## Marketing and Communication &gt; Event Management / Investment Seminar

Title	Design corporate events
Code	106642L5
Range	Developing corporate events for private banking clients / prospects. This applies to different kinds of social functions (e.g. golf competition, gallery exhibition, cocktail, etc.) for networking with existing clients or prospects.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Demonstrate professional knowledge in marketing                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate the positioning and branding strategies of the private banking businesses in order to design suitable events</li> <li>• Demonstrate professional knowledge in marketing in order to design events which can enhance brand awareness</li> </ul> </li> <li>2. Evaluate the preference of target participants                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate the needs and preferences of different segments of private banking clients</li> <li>• Coordinate with relationship managers to identify suitable activities for different client groups</li> </ul> </li> <li>3. Design the details of the events                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Determine the target participants and develop objectives to be achieved for the events</li> <li>• Design corporate events by specifying the format, scope and target participants, etc.</li> <li>• Develop the programs and agenda of the events</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Design of corporate events and specifying the objectives to be achieved and target participants. Moreover, the design should be based on analysis on the preferences of target participants.</li> </ul>
Remark	