

Marketing and Communication > Event Management / Investment Seminar

Title	Identify and coordinate with external partners for corporate events / seminars
Code	106643L4
Range	Outsourcing whole or part of activities of events / seminars to external vendors. This applies to vendors related to event management and operations.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the operations of corporate events                             <ul style="list-style-type: none"> <li>Be able to:                                     <ul style="list-style-type: none"> <li>• Summarize the objectives and operational plan of the events in order to select suitable vendors</li> <li>• Demonstrate proficient understanding in contracts and vendor management in order to monitor the vendor performance</li> </ul> </li> </ul> </li> <li>2. Select suitable vendors                             <ul style="list-style-type: none"> <li>Be able to:                                     <ul style="list-style-type: none"> <li>• Review the operational plan for the event and identify tasks to be outsourced</li> <li>• Define the scope of services requirements and develop tender specifications</li> <li>• Obtain information of different vendors for sourcing suitable vendors</li> <li>• Evaluate the services of different vendors and conduct vetting</li> </ul> </li> </ul> </li> <li>3. Monitor the performance of vendors                             <ul style="list-style-type: none"> <li>Be able to:                                     <ul style="list-style-type: none"> <li>• Communicate with vendors clearly about the expectations on their services and agree on monitoring plans</li> <li>• Monitor the performance of vendors and ensure they can meet the service requirements</li> </ul> </li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Engagement of vendors and monitoring performance to ensure meeting of requirements. These should be based on detailed requirements on vendor performance and monitoring plans.</li> </ul>
Remark	