

Marketing and Communication > Event Management / Investment Seminar

Title	Promote corporate events / investment seminars to target participants
Code	106644L4
Range	Promoting events / seminars to private banking clients / prospects to encourage participation. This applies to the use of different promotional methods and different kinds of events / seminars for private banking clients / prospects.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the details of corporate events/ seminars <p>Be able to:</p> <ul style="list-style-type: none"> • Summarize objectives and details of the events in order to select suitable promotion channels • Demonstrate proficient knowledge in marketing in order to design promotion activities 2. Plan for the promotion activities <p>Be able to:</p> <ul style="list-style-type: none"> • Select suitable promotion methods / channels by examining the nature of activities, target participant size, characteristics of target participants, etc • Outline the operational plan of the promotion by specifying the time schedule, channels, resources required, etc. • Design and produce materials to promote the events 3. Execute promotion activities <p>Be able to:</p> <ul style="list-style-type: none"> • Execute promotion activities in accordance with the operational plan • Monitor the response (e.g. enrollment rate) and review the promotion plan • Handle enquires from clients regarding the events / seminars
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Delivery of promotion activities which is able to enhance awareness of the activities and increase the number of participants.
Remark	