

Marketing and Communication > Event Management / Investment Seminar

Title	Oversee operations for corporate events / investment seminar
Code	106645L4
Range	Overseeing the operation of activities with private banking clients / prospects. This applies to different kinds of social functions (e.g. golf competition, gallery exhibition, cocktail, etc.) and investment seminars.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operational details of corporate events / investment seminars <p>Be able to:</p> <ul style="list-style-type: none"> • Summarize the objectives of the corporate events / investment seminar in order to develop the operational plan • Demonstrate proficient knowledge in event management in order to monitor the operation 2. Outline the operational plan <p>Be able to:</p> <ul style="list-style-type: none"> • Review agenda and program of the events and outline the corresponding operational plan • Identify resources requirement of the event, e.g. budget, manpower, facilities, catering, etc. • Identify the needs for outsourcing, specify the requirements and select appropriate vendors • Develop project management plan and monitor the progress 3. Monitor the logistic arrangement <p>Be able to:</p> <ul style="list-style-type: none"> • Source and select venue for the events, inspect the facilities / equipment (e.g. audio-visual equipment) to ensure conformance with the requirements of planned activities • Coordinate services for the events, e.g. transportation of participants, catering, signage and displays, printing or other special needs requirements for participants • Arrange security measures for the events • Monitor the whole event, develop appropriate responses in case of emergency • Monitor the budgets, review and verify bills for the event
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Overseeing the implementation of events / seminars to ensure a smooth and effective operation.
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