

Marketing and Communication > Event Management / Investment Seminar

Title	Evaluate the effectiveness of corporate events / investment seminars
Code	106646L4
Range	Conduct evaluation on corporate events and investment seminars to measure the effectiveness. This applies to promotion activities targeted to private banking clients.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Develop the evaluation plan <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Review plan and design for events / seminars to develop the objectives, process and performance indicators of evaluation plan • Formulate different steps of the evaluation plan and data collection processes 2. Conduct evaluation to measure operations effectiveness <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Monitor the implementation of the events / seminars and check whether they are in accordance with the stated strategy • Record measurements related to the process of implementation (e.g. time lapse, deviation from the stated plan etc.) • Conduct survey to collect data relevant to the pre-set performance indicators 3. Report the evaluation results of promotion programmes <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Consolidate data obtained from the evaluations and compile statistics to indicate achievements of the events / seminars • Ensure accuracy of the data and the calculations • Report findings of evaluation in different formats to satisfy needs of different parties
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • A report outlining outcomes achieved by corporate events/ investment seminars. The report should contain critical indicators of the performance of the activities and is customized to the requirements of different parties. The data should be accurate and timely.
Remark	