

**Specification of Competency Standards**  
**for the Property Management Industry**  
**Unit of Competency**

Functional Area - Property Management Services for Owners, Tenants & the Community

Title	Master the skills in organizing and promoting shopping centre, cultural, recreational and community activities
Code	110497L4
Range	Works of shopping centre, and cultural, recreational and community activities, applicable to coordinating the preparation, implementation and promotion of shopping centre, cultural and recreational activities and community activities
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Thorough understand the knowledge of preparation, market and customer needs</p> <ul style="list-style-type: none"> <li>• Thoroughly understand various types and functions of shopping centre activities, cultural and recreational activities and community activities</li> <li>• Thoroughly understand the skills and knowledge in preparation and execution of various tasks</li> <li>• Thoroughly understand the needs and expectations of owners/customers and the market for various activities</li> </ul> <p>2. Thoroughly understand the market, needs and expectations of customers</p> <ul style="list-style-type: none"> <li>• Be able to understand thoroughly the needs and expectations of owners, customers and markets for various activities, and make specific and relevant suggestions for the design of activity themes or contents</li> <li>• Be able to prepare various promotional activities to increase the satisfaction of owners and customers according to their needs</li> </ul> <p>3. Prepare and carry out various events</p> <ul style="list-style-type: none"> <li>• Be able to contact contractors or relevant departments to arrange the holding of shopping centre, cultural and recreational, community and festival activities, and participate in and assist in planning the decoration of the venue</li> <li>• Be able to prepare and arrange cost-effective activities and services, and enhance communication with owners and customers through the organisation of recreational activities</li> <li>• Be able to draft customer service projects such as value-added services, personalized services, and catering services, and monitor the implementation of various services</li> <li>• Be able to assist in the organisation and promotion of various theme activities by preparing the content, time, manpower allocation, venue arrangement, publicity, contingency plan and other preparation works for shopping centre, cultural, recreational activities and community activities</li> <li>• Be able to carry out the management of various activities effectively, supervise the subordinates and contractors to carry out the plan, and respond to any unexpected accidents properly</li> </ul> <p>4. Compile and analyse statistical data</p> <ul style="list-style-type: none"> <li>• Be able to compile and analyse the statistical data of customer participation in activities for reference and advice</li> <li>• Be able to submit data summary, draft outline or proposal for shopping centre, cultural, recreational activities and community activities, clubhouse services, etc.</li> </ul>

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Assessment Criteria	The integral outcome requirements of this UoC are: <ul style="list-style-type: none"><li>• Be able to understand thoroughly the types and functions of various shopping centre activities, cultural and recreational activities, understand thoroughly the knowledge and skills of preparation and execution of various tasks, and the needs and expectations of owners/customers and the market on various activities;</li><li>• Be able to understand the needs and expectations of owners, customers and the market for various activities, then prepare various promotional activities to increase the satisfaction of owners/ customers, and strengthen communication with owners and customers through activities;</li><li>• Be able to coordinate the arrangement of activities, set up the process of preparation, contact personnel of different sections to carry out the plan properly, and ensure a smooth progress of activities; and</li><li>• Be able to compile and analyse the data of activities, design activity outlines or draft activity plans to fulfill the objectives of customer service.</li></ul>
Remark	