



Trends impacting this role

Competitive Landscape	COVID-19	Shift in Ops Models	
Enterprise Systems	Robotics & Automation		

In the next 1 - 3 years....

MEDIUM degree of change in tasks

The job will potentially require
MODERATE JOB REDESIGN

A fair proportion of the job tasks will be substituted by technology, with human intervention required for high value-adding tasks as against routine, repetitive tasks

Responsibilities of the role today

The Assistant Event Services Executive supports the Event Services department in **communicating and collaborating** with the **venue operations department**. He/She is responsible for **detailing key points** requiring the venue operations department's attention.

Responsibilities of the role in the future

Moving forward, this role will still be responsible for supporting daily operations in the department. As technologies increasingly **automate repetitive and manual tasks in this role**, the job holder will need to be adept in the **utilisation and handling of technologies** to improve task efficiency and to remain relevant in this role. He/She may need to be **reskilled to take on higher value-added tasks** such as **client** and **vendor management**.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Coordinate event preparation activities	Organise clients' requirements and specifications, prepare documentation for development of venue operational proposals and communicate with technical services department and vendors to source for venue-related logistics to support events	<ul style="list-style-type: none"> Organise clients' requirements and specifications. Robotics Process Automation (RPA) automates documentation of venue operations proposals, allowing the job holder to focus on higher-value tasks such as liaising with clients and vendors. Human judgement may still be required in managing the quality of output. Communicate with technical services department and vendors to source for venue-related logistics to support events.
	Prepare fact sheet and documentation for venue-related enquires and sustainable venue set-up and tear-down plans respectively	<ul style="list-style-type: none"> Prepare fact sheet and documentation for venue-related enquires and sustainable venue set-up and tear-down plans respectively.
Support event delivery	Identify venue operation shortcomings and support venue internal stakeholders to resolve operational issues during events	<ul style="list-style-type: none"> Identify venue operation shortcomings and support venue internal stakeholders to resolve operational issues during events.
Manage post-event activities	Consolidate venue performance metrics and post-event feedback from participants and compile the feedback and information on the industry best practices for venue management	<ul style="list-style-type: none"> Sales & Event Management Systems track venue performance metrics while Robotic Process Automation (RPA) automates the consolidation of post-event feedback from clients, freeing up the job holder to analyse the feedback and propose improvements to the event experience. The job holder may still be required to collect and document ad-hoc and in-person feedback. Compile the feedback and information on the industry best practices for venue management.
Support human resource, technology and/or finance operations	Assist in research on market trends in relevant technology applications to improve productivity and innovation and provide feedback on the usage of workplace technology	<ul style="list-style-type: none"> Assist in research on market trends in relevant technology applications to improve productivity and innovation and provide feedback on the usage of workplace technology.








Critical Work Function	Job tasks today	Job tasks within the next 3 years
Support human resource, technology and/or finance operations	Assist in research on market trends in relevant technology applications to improve productivity and innovation and provide feedback on the usage of workplace technology	<ul style="list-style-type: none">Assist in research on market trends in relevant technology applications to improve productivity and innovation and provide feedback on the usage of workplace technology.
	Maintain records of departmental spending and budget utilisation for periodic reviews	<ul style="list-style-type: none">Enterprise Resource Planning (ERP) systems will be used to maintain electronic records of departmental spending and budget utilisation, allowing the job holder to quickly identify budget deviations. However, the job holder will still be required to verify the accuracy of records. At times, the job holder may also be required to manually update records of spending.

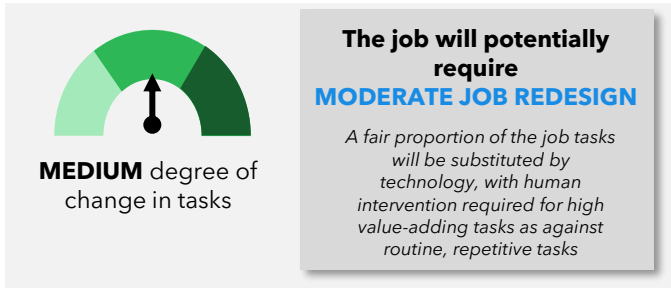
Redesign possibilities	
Horizontal stacking	<ul style="list-style-type: none">Stacked with <i>Sales Coordinator / Catering Sales Coordinator</i> and enlarged to become Sales / Catering / Events Associate.
Segmentation	<ul style="list-style-type: none">Tasks in this role may be segmented depending on individual workers' profiles and needs to cater for alternative workers and the contingent workforce.



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In addition to the Skills and Competencies identified in the [Skills Framework for Tourism](#), the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Data Analytics	Events Planning and Management^	

Additional Critical Core Skills (CCSs)		
Adaptability	Digital Fluency	Learning Agility
Self Management		

- Skills denoted by an arrow (^) are found in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but may require an expansion in Proficiency Levels or updates to descriptions, knowledge and abilities.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.