Trends impacting this role

Competitive Landscape	COVID-19	Shift in Ops Models	
Data Analytics	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	Responsibilities of the role in the future
The Event Services Executive supports the **socialisation of clients' event venue needs** with the venue capability, capacity and features to **ascertain the feasibility** of the venues **in supporting events**. He/She understands clients' requirements and work with the venue operations department to **configure venue facilities** accordingly.	**Moving forward,** this role will continue to support the daily operations of the event services in relation to clients' requirements. Technologies will **automate repetitive tasks**, such as the **generation of documentations for project closure** and **reporting of budget utilisation**. However, human intervention is still required to **oversee** and **review the quality of output**. The job holder is freed up to undertake **higher-value tasks** such as **liaising with guests and vendors**. **Communication** and **stakeholder management skills** remain critical in fostering collaboration between multiple stakeholders.

Critical Work Function	Job tasks today		Job tasks within the next 3 years
Coordinate event preparation activities	Work together and provide support to clients to understand their requirements and event specifications, develop draft venue operational proposals and source for venue-related logistics to support events		• Work together and provide support to clients to understand their requirements and event specifications, develop draft venue operational proposals and source for venue-related logistics to support events.
	Facilitate the discussion between stakeholders on event-related requirements, venue needs and the development of sustainable venue set-up and tear-down plans		• Facilitate the discussion between stakeholders on event-related requirements, venue needs and the development of sustainable venue set-up and tear-down plans.
Support event delivery	Coordinate communication and meetings between venue technical services personnel and client or client's representatives and/or vendors		• Coordinate communication and meetings between venue technical services personnel and client or client's representatives and/or vendors. The job holder will be required to carry out such communication and meetings in a hybrid manner and across various traditional and social media platforms.
	Ensure events are carried out to clients' satisfaction and expectations and initiate mitigation steps to address venue operations' shortcomings and escalate deviation from event plans		• Ensure events are carried out to clients' satisfaction and expectations and initiate mitigation steps to address venue operations' shortcomings and escalate deviation from event plans.

Critical Work Function	Job tasks today		Job tasks within the next 3 years
Manage post-event activities	Prepare documentations in support of project closure sessions and analyse venue performance metrics and post-event feedback from delegates and participants to determine areas of improvement for future events		• **Robotics Process Automation (RPA) automates the documentation required for project closure**. • **Data analytics and visualisation** support the **analysis of venue performance metrics and post-event feedback** to determine areas of improvement for future events. While technologies may assist the job holder in performing the task, human judgement is required for oversight and ensuring the quality of output.
	Prepare documentations in support of project closure sessions and coordinate with office administration on clients' invoicing and payment and compile events' expense information		• **Robotics Process Automation (RPA) automates project closure documents**. • **Sales & Event Management Systems** automatically **collates and compiles events expense information** for invoicing and payment action items to office administration, minimising the need for manual coordination. Some human intervention is required to oversee and review the quality of output. This allows the job holder to prioritise other post-event activities, such as the review of event performance and client feedback.
Support human resource, technology and/or finance operations	Report budget utilisation and spending against department key performance indicators		• **Enterprise Resource Planning (ERP) systems** will provide **visibility on budget utilisation and spending against department key performance indicators**, freeing up time for the job holder to prioritise other aspects of event delivery.
	Conduct research on market trends in relevant technology applications to improve productivity and innovation, and provide feedback on usage of workplace technology		• Conduct research on market trends in relevant technology applications to improve productivity, innovation and provide feedback on usage of workplace technology.

A list of new or additional skills can be found on the following page.

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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.