Trends impacting this role

Competitive Landscape	COVID-19	Shift in Ops Models	Workforce Challenges
AR/VR	Data Analytics	Enterprise Systems	

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 Manager is responsible for clients' satisfaction with the events held at the venue. He/She is primarily responsible for **communicating clients' event requirements** and expectations to the venue operations department. He/She **works closely with the venue operations department** and vendors to ensure that events are carried out according to clients' requests and specifications.	**Moving forward,** this role will continue to be responsible for ensuring the smooth delivery of client events. Technologies support and allow for a **more efficient planning process**, allowing the job holder to **prioritise higher-value added tasks** such as **guest interactions** and engagement. In addition, the job holder will need to be **familiar** with the **use of digital tools** and **analyse customer feedback** to **identify areas of improvement** for future events.

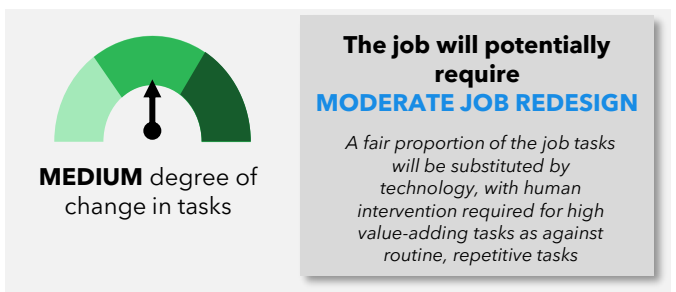| Critical Work Function	Job tasks today	Job tasks within the next 3 years
Coordinate event preparation activities	Develop final venue operational proposals based on clients' requirements and specifications, conduct quality inspections of vendor's equipment, products and services and facilities and operations and develop sustainable plans for venue set-up and tear-down	• Develop final venue operational proposals based on clients' requirements and specifications. • **Virtual Reality (VR) technologies** will enable **virtual walkthroughs and venue inspections for guests**, eliminating the need for physical on-site inspections and walkthroughs. While this allows for a more efficient event planning process at the initial stage, physical site inspections will be required upon event confirmation to ensure adherence to clients' requirements and specifications. • Conduct quality inspections of vendor's equipment, products and services and facilities and operations. • Develop sustainable plans for venue set-up and tear-down.
	Liaise with clients to seek endorsement of venue operational and contingency plans, recommend mitigation and manage clients' sentiments resulting from deviations from event plans	• Liaise with clients to seek endorsement of venue operational and contingency plans, recommend mitigation and manage clients' sentiments resulting from deviations from event plans.
Support event delivery	Facilitate communication between venue technical services personnel, vendors and clients to ensure smooth on-site operations	• Facilitate communication between venue technical services personnel, vendors and clients to ensure smooth on-site operations.
Manage post-event activities	Review improvements based on venue performance metrics and post-event feedback from participants, and propose areas of improvement to venue management and operations processes	• **Data analytics and visualisation tools** will support the **generation and analysis of insights based on post-event feedback from participants and stakeholders**, allowing the job holder to better identify areas for improvements.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage post-event activities	Conduct project closure sessions with clients and facilitate prompt handling of payments and invoice processing and reconcile event expenditure with event budget	• Conduct project closure sessions with clients. • **Enterprise Resource Planning (ERP) systems** will **automate payments and invoice processing**, freeing up the job holder to prioritise other post-event activities, such as the review of event performance and client feedback. • **Sales & Event Management Systems** automatically **consolidate and reconcile event expenditure to the event budget** and **alert the job holder on any deviations**. The job holder is freed up to resolve issues relating to event expenses and propose adjustments to spending.
Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval and manage financial budgets	• **Enterprise Resource Planning Solutions, data analytics and visualisation tools** will support the **formulation of financial budgets by providing past budgets and operational needs**, allowing the job holder to formulate targeted financial plans and budgets.
	Evaluate how latest technology trends can be leveraged to spur innovation in product and customer experience and to raise productivity	• Evaluate how latest technology trends can be leveraged to spur innovation in product and customer experience and to raise productivity.
	Provide on-the-job training to subordinates and implement department's recruitment and retention efforts	• Provide on-the-job training to subordinates and implement department's recruitment and retention efforts.

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)		
Consumer Intelligence Analysis*	Data Analytics	Events Planning and Management^
Infographics and Data Visualisation*	Placemaking for Hospitality **(NEW)**	

Additional Critical Core Skills (CCSs)		
Adaptability	Digital Fluency	Global Perspective
Learning Agility		

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills denoted as **(NEW)** are future skills not currently captured by SFws.
- Skills denoted by an arrow (^) are found in SFw for HAS but may require 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.