

ASEAN Common Competency Standards for Tourism Professionals

Division 3 - Meeting Incentive Conference Exhibition (MICE)

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
MICE						Core Competencies
					1	Work effectively with colleagues and customers
					2	Work in a socially diverse environment
					3	Establish and maintain a safe and secure workplace
					4	Implement occupational health and safety procedures
					5	Communicate effectively on the telephone
					6	Maintain hospitality industry knowledge
					7	Develop and update local knowledge
					8	Demonstrate Professionalism
					9	Converse in English at a basic operational level
	3.1	CONFERENCE				Generic Competencies
					1	Communicate electronically
					2	Identify hazards, assess, and control safety risks
					3	Manage and resolve conflict situation
					4	Perform basic first aid procedure
					5	Customer service
					6	Source and present information
					7	Access information on event operations
			MCO.01	PROJECT MANAGER		Functional Competencies
					1	Manage projects
					2	Plan and develop event proposal and bid
					3	Obtain and manage sponsorship
					4	Determine event feasibility
					5	Manage event business risk
					6	Develop and implement event management plans
					7	Coordinate a marketing strategy and activities
					8	Secure funding for projects

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					9	Interpret financial information
					10	Prepare and monitor operational budgets
					11	Monitor work operation
					12	Manage on-site event operations
					13	Develop conference programs
					14	Manage arts and culture performance
					15	Book supplier services
					16	Use common business tools and technology
					17	Manage workforce planning
					18	Recruit and select staff
					19	Coach others in job skills
					20	Lead and manage people
					21	Monitor staff performance standards
					22	Read and write English at an advanced level
			MCO.02	Conference Coordinator	Functional Competencies	
					1	Develop and manage public relation strategies
					2	Develop and maintain community and stakeholders relationships
					3	Prepare and monitor operational budgets
					4	Plan and implement sales activities or campaigns
					5	Monitor work operations
					6	Manage on-site event operations
					7	Develop conference programs
					8	Book supplier services
					9	Use common business tools and technology
					10	Process and monitor event registrations
					11	Coordinate on-site event registrations
					12	Provide event staging support
					13	Manage event staging components

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					14	Develop event transportation plan
					15	Monitor staff performance standards
					16	Provide personal leadership
					17	Roster staff
					18	Use oral English to convey a complex exchange of ideas
					19	Deliver a short oral presentation in English
			MCO.03	Function Coordinator	Functional Competencies	
					1	Plans in-house events of functions
					2	Organize functions
					3	Organize event permit
					4	Manage on-site event operations
					5	Provide event staging support
					6	Develop multi-venue event plans
					7	Select and recommend event venue
					8	Manage venue services
					9	Organize and facilitate rehearsal
					10	Manage arts and culture performance
					11	Coordinate with event vendors
					12	Plan, manage and conduct meetings
					13	Use common business tools and technology
					14	Monitor work operations
					15	Provide personal leadership
					16	Coach others in job skills
					17	Roster staff
					18	Use oral English to convey a complex exchange of ideas
					19	Deliver a short oral presentation in English
			MCO.04	Marketing Coordinator	Functional Competencies	

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					1	Develop and implement marketing strategies
					2	Plan and implement sales activities or campaigns
					3	Coordinate a marketing strategy and activities
					4	Obtain and manage sponsorship
					5	Develop and maintain community and stakeholders relationships
					6	Develop strategies to host media
					7	Use common business tools and technology
					8	Coordinate production of brochures and marketing materials
					9	Create a promotional display or stand
					10	Prepare business documents
					11	Gather and present product information
					12	Operate an online information system
					13	Create and use databases
					14	Review and maintain website and application
					15	Provide personal leadership
					16	Coach others in job skills
					17	Roster staff
					18	Prepare a business letter in advanced English
					19	Exchange of information in English conversation
			MCO.05	Conference Supervisor	Functional Competencies	
					1	Provide event management services
					2	Plan, manage and conduct meetings
					3	Book supplier services
					4	Gather and present product information
					5	Use common business tools and technology
					6	Show Social and Cultural Sensitivity
					7	Monitor work operations
					8	Coach others in job skills

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					9	Roster staff
					10	Manage Volunteers
					11	Monitor staff performance standards
					12	Read general information texts or media
					13	Exchange of information in English conversation
					14	Deliver a short oral presentation in English
			MCO.06	Conference Secretarial Supervisor	Functional Competencies	
					1	Mentoring and supervision
					2	Create and use databases
					3	Operate an online information system
					4	Review and maintain website and application
					5	Organize event permit
					6	Plan, manage and conduct meetings
					7	Book supplier services
					8	Process event registration
					9	Coordinate on-site event registrations
					10	Gather and present product information
					11	Use common business tools and technology
					12	Maintain financial standards and records
					13	Prepare routine financial statements
					14	Prepare business documents
					15	Prepare a business letter in advanced English
					16	Exchange of information in English conversation
			MCO.07	Liaison Officer	Functional Competencies	
					1	Address protocol requirements
					2	Show social and cultural sensitivity

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					3	Provide arrival and departures assistance
					4	Gather and present product information
					5	Exchange of information in English conversation
					6	Write a short message in English
			MCO.08	Conference Registration Staff	Functional Competencies	
					1	Process and monitor event registrations
					2	Coordinate guest registration at event
					3	Coordinate on-site event registrations
					4	Exchange of information in English conversation
					5	Respond effectively to instructions given in English
					6	Write a short message in English
			MCO.09	Conference Transportation Staff	Functional Competencies	
					1	Develop event transportation plan
					2	Gather and present product information
					3	Provide arrival and departures assistance
					4	Roster staff
					5	Read general information texts or media
					6	Exchange of information in English conversation
			MCO.10	Conference Logistic Staff	Functional Competencies	
					1	Prepare business documents
					2	Negotiate with event vendors
					3	Book supplier services
					4	Monitor loading and unloading activities

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					5	Gather and present product information
					6	Exchange of information in English conversation
			MCO.11	General Support	Functional Competencies	
				Runner, Usher, Booker	1	Address protocol requirements
					2	Gather and present product information
					3	Respond effectively to instructions given in English

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
						<p>MICE</p> <p style="text-align: right;">Core Competencies</p> <ol style="list-style-type: none"> 1 Work effectively with colleagues and customers 2 Work in a socially diverse environment 3 Establish and maintain a safe and secure workplace 4 Implement occupational health and safety procedures 5 Communicate effectively on the telephone 6 Maintain hospitality industry knowledge 7 Develop and update local knowledge 8 Demonstrate Professionalism 9 Converse in English at a basic operational level
	3.2					<p style="text-align: center;">EXHIBITION</p> <p style="text-align: right;">Generic Competencies</p> <ol style="list-style-type: none"> 1 Communicate electronically 2 Identify hazards; assess, and control safety risks 3 Manage and resolve conflict situation 4 Perform basic-first aid procedure 5 Customer service 6 Source and present information 7 Access information on event operations
			MEX.01	Project Manager		<p style="text-align: right;">Functional Competencies</p> <ol style="list-style-type: none"> 1 Manage projects 2 Develop exhibition concept 3 Research event trends and practice 4 Determine event feasibility 5 Coordinate a marketing strategy and activities 6 Secure funding for projects 7 Prepare and monitor operational budgets 8 Manage venue services 9 Manage event business risk 10 Select and recommend event venue 11 Monitor work operation

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			MEX.10	General Support Staff Runner, Usher, Booker	Functional Competencies	
					1	Address Protocol Requirements
					2	Gather and present product information
					3	Respond effectively to instructions given in English

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Division 4 - EVENT

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
	EVENT					<p>Core Competencies</p> <ol style="list-style-type: none"> 1 Work effectively with colleagues and customers 2 Work in a socially diverse environment 3 Establish and maintain a safe and secure workplace 4 Implement occupational health and safety procedures 5 Communicate effectively on the telephone 6 Maintain hospitality industry knowledge 7 Develop and update local knowledge 8 Demonstrate professionalism 9 Converse in English at a basic operational level
	4.1	EVENT				<p>Generic Competencies</p> <ol style="list-style-type: none"> 1 Communicate electronically 2 Access information on event operations 3 Manage and resolve conflict situation 4 Perform basic first aid procedure 5 Customer service 6 Source and present information 7 Identify hazards, assess, and control safety risks
			EVE.01	Project Manager		<p>Functional Competencies</p> <ol style="list-style-type: none"> 1 Manage projects 2 Develop event concept 3 Determine event feasibility 4 Develop and implement event management plans 5 Obtain and manage sponsorship 6 Secure funding for project 7 Manage financial performance within a budget 8 Prepare and monitor operational budgets 9 Manage event business risk 10 Monitor work operation

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Division 4 - EVENT

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					11	Negotiate with event vendors
					12	Develop Public Relations and Publicity Strategies
					13	Develop strategies to host media
					14	Coordinate a marketing strategy and activities
					15	Select and recommend event venue
					16	Facilitate and capitalize on change and innovation
					17	Compile production schedule
					18	Manage on site event operations
					19	Coordinate technical operations
					20	Establish and manage resources and technical requirements
					21	Read and write English at an advanced level
		EVE.02	Production Manager			Functional Competencies
					1	Manage projects
					2	Manage stakeholder relationships
					3	Monitor work operation
					4	Negotiate with event vendors
					5	Prepare and monitor operational budgets
					6	Exhibit professional behavior
					7	Design site
					8	Design environment
					9	Use information technology
					10	Establish and manage resources and technical requirements
					11	Undertake simple lighting/sound/audiovisual activities
					12	Coordinate bump-in
					13	Coordinate bump-out
					14	Manage technical production
					15	Develop strategies to host media
					16	Compile production schedule
					17	Install flying elements and modify rigging
					18	Read and write English at an advanced level
					19	Prepare a business letter in advanced English

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Division 4 - EVENT

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EVE.03	Show Manager	Functional Competencies	
					1	Manage The Performance
					2	Engage performers and entertainers
					3	Exhibit professional behavior
					4	Prepare for rehearsal
					5	Coordinate rehearsals
					6	Coordinate final production process
					7	Tour the show
					8	Use communication skills
					9	Use information technology
					10	Follow performer scores
					11	Operate flying/hosting systems
					12	Operate staging elements
					13	Manage stakeholder relationships
					14	Manage crowd
					15	Participate in, lead and facilitate work teams
					16	Establish and manage effective workplace relationships
					17	Monitor staff performance standards
					18	Roster staff
			EVE.04	Event Coordinator	Functional Competencies	
					1	Plan and manage events
					2	Event coordination
					3	Organize event infrastructure
					4	Manage event staging components
					5	Provide event staging support
					6	Manage on-site event operations Services
					7	Prepare and monitor operational budgets
					8	Organize Event Permit
					9	Coordinate technical operations
					10	Manage venue services
					11	Use common business tools and technology

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Division 4 - EVENT

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					12	Coordinate bump-in
					13	Coordinate bump-out
					14	Participate In, Lead And Facilitate Work Teams
					15	Manage Workplace Relations
					16	Recruit and select staff
					17	Roster staff
					18	Use oral English to convey a complex exchange of ideas
		EVE.05	Marketing Coordinator	Functional Competencies	1	Coordinate a marketing strategy and activities
					2	Plan and implement sales activities or campaigns
					3	Develop and maintain community and stakeholders relationships
					4	Develop and manage public relation strategies
					5	Gather and present product information
					6	Coordinate production of brochures and marketing materials
					7	Promote Event
					8	Review and maintain website and application
					9	Create and use databases
					10	Provide event staging support
					11	Prepare business documents
					12	Use common business tools and technology
					13	Provide personal leadership
					14	Coach others in job skills
					15	Roster staff
					16	Read general information texts or media
					17	Prepare a business letter in advanced English
					18	Exchange of Information in English Conversation

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Division 4 - EVENT

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EVE.06	Event Registration Supervisor	Functional Competencies	
					1	Process Event Registration
					2	Coordinate on-site event registrations
					3	Operate an online information system
					4	Use common business tools and technology
					5	Create and use databases
					6	Review and maintain website and application
					7	Gather and present product information
					8	Negotiate with event vendors
					9	Read general information texts or media
					10	Start conversations and develop good relations with guests
					11	Exchange of Information in English Conversation
			EVE.07	Event Administration Supervisor	Functional Competencies	
					1	Organize event permit
					2	Prepare business documents
					3	Manage financial performance within a budget
					4	Maintain financial standards and records
					5	Prepare routine financial statements
					6	Plan, manage and conduct meetings
					7	Gather and present product information
					8	Negotiate with Event Vendors
					9	Book supplier services
					10	Develop and maintain community and stakeholders relationships
					11	Read general information texts or media
					12	Prepare a business letter in advanced English

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Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EVE.08	Event Registration Staff	Functional Competencies	
					1	Process and monitor event registrations
					2	Co-ordinate guest registration at event
					3	Coordinate on-site event registrations
					4	Exchange of information in English conversation
					5	Respond effectively to instructions given in English
					6	Write a short message in English
			EVE.09	Event Transportation Staff	Functional Competencies	
					1	Develop event transportation plan
					2	Gather and present product information
					3	Provide arrival and departures assistance
					4	Roster staff
					5	Read general information texts or media
					6	Exchange of information in English conversation
			EVE.10	Liaison Officer	Functional Competencies	
					1	Address protocol requirements
					2	Gather and present product information
					3	Show social and cultural sensitivity
					4	Provide arrival and departures assistance
					5	Exchange of information in English conversation
					6	Write a short message in English
			EVE.11	General Support Staff Usher	Functional Competencies	
					1	Gather and present product information
					2	Start conversations and develop good relations with guests
					3	Respond effectively to instructions given in English