



Competency based Curriculum

EVENT MANAGEMENT

BQF Certificate 3



མཁའ་འགྲུལ་
ཞེས་རིག



Technical Trainers Training and Resource Centre
Department of Workforce Planning and Skills Development
Ministry of Education and Skills Development

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Director General
Department of Workforce Planning and Skills Development

FOREWORD

Bhutan has seen a gradual increase in the requirement of skilled workers in recent years due to the growth of industries. However, the supply of skilled workforce that is responsive to the needs of the industry has not been able to keep pace with industry demand. Since skilled workers are a crucial ingredient for the socio-economic development of the country, it is important to have an adequate number of trained and certified workers. With growing industries, the “Event Management Technicians” is not only a significant occupation but also in high demand in the labour market. In an effort to meet the skilled human resources requirement, it is imperative to deliver training based on the Competency Based Training system in Event Management BQF Certificate-3 to ensure a quality and adequate workforce in this sector.

To this end, the Department of Workforce Planning and Skills Development (DWPSD) is pleased to present the first edition of the Competency Based Curriculum for the Event Management Certificate-3 course, developed with technical support from Humber Polytechnic, Canada and with funding from Global Affairs Canada (GAC) through the Bhutan Education and Skills Training (BEST) Project. Since it is an outcome of a more participatory process of curriculum development, it is expected to provide training delivery with reformed approaches, with its content being directly related to labour market needs, focusing on imparting skills and assessment based on industry work standards. We believe that the Competency Based Curriculum will help bridge the skill gap between industry needs and training institutes, thereby enhancing the employability of technical graduates.

The Department acknowledges the valuable contributions made by institutes and experts from relevant industries who were involved in the design and development of this curriculum. As it is a dynamic document that may require revision based on the needs of the changing labour market, the Department looks forward to receiving valuable feedback from institutes and industries to further improve and refine the curriculum. The Department hopes that this document will help advance Competency Based Learning in most of the TVET institutions.



(Phub Rinzin)
Director General

Department of Workforce Planning and Skills Development

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COMPETENCY PROFILE

Trade: Event Management Certificate 3

Competency Area	Sub- Competency Area	Competencies/Tasks			
A: Plan and Design Events	A1: Identify event requirements	A1.01 Assess event concept	A1.02 Determine venue requirements	A1.03 Prepare Event Work Order	
	A2: Perform Estimation and Costing	A2.01 Prepare estimate of required resource	A2.02 Prepare budget estimates		
	A3: Design Event Plan and Layout	A3.01 Prepare event plans and layouts	A3.02 Develop visual designs	A3.03 Review event plans	
B: Carry out Event marketing	B1: Identify Marketing Opportunities and Target Audience	B1.01 Conduct market analysis	B1.02 Identify marketing channels/tools	B1.03 Evaluate potential risks and opportunities	
	B2: Develop and Implement Promotional Strategies	B2.01 Develop promotional plan	B2.02 Design promotional materials	B2.03 Implement promotional strategies	
	B3: Evaluate and Optimize Marketing	B3.01 Monitor marketing strategies	B3.02 Analyze the feedback	B3.03 Improve/Modify marketing strategies	
C: Set up and Support Event Operations	C1: Set up venue Facilities and Amenities	C1.01 Coordinate installation of tent	C1.02 Install temporary structure	C1.03 Set up event décor and visual elements	C1.04 Set up logistic arrangements

		C1.05 Coordinate installation of event amenities			
	C2: Implement Quality Assurance Measures during Preparatory Activities	C2.01 Monitor preparation activities	C2.02 Address shortcoming	C2.03 Document progress	
	C3: Execute events	C3.01 Coordinate guest registration and seating	C3.02 Coordinate event operations	C3.03 Mitigate risk	
D: Conduct Post-Event Activities and Financial Closure	D1: Finalise Event Operations	D1.01 Confirm completion of event	D1.02 Coordinate dismantling of temporary structure	D1.03 Coordinate return of event equipment and materials	D1.04 Handover venue
	D2: Prepare Bills and Complete Financial Closure	D2.01 Compile financial bills and documents	D2.02 Verify expenses and payments	D2.03 Submit bills and financial records	
	D3: Evaluate Event Performance	D3.01 Collect feedback	D3.02 Review event outcome	D3.03 Prepare post-event reports	

COURSE INFORMATION

COURSE TITLE	Event Management
LEVEL	BQF Certificate Level 3
COURSE OBJECTIVE	Upon completion of this training program, the trainees will be able to: • Plan and Design Events • Carry out event marketing • Set up and support event operations • Conduct Post-Event Activities and Financial Closure
COURSE DESCRIPTION	This course is designed to provide trainees with the knowledge, skills and attitudes required to be a competent Event Planner. This course will prepare the trainees to exhibit professionalism, teamwork, adaptability, and safety practices as per the requirement of the workplace. To obtain certification of this course, all learning outcomes prescribed must be achieved.
COURSE DURATION	990 Hours
TRAINER AND TRAINEE RATIO	1:12 (Practical) 1:20 (Theory)
ENTRY REQUIREMENT	Completed class X
TVET TRAINER REQUIREMENTS	• Must have a minimum qualification of Diploma in relevant field (or) Certificate 3 with minimum of 5 years of working experience; • Must have undergone Training of Trainers-Technical Instruction and Andragogy; • Must have at least 5 years job/industry experience if institute hires instructor or guest lecturer from industry

COURSE OUTLINE

Sl. No	Subject /Module	Duration (Hours)	Content Competencies (Mapped)
1.	Core modules	280	CC
2.	OJT	280(2 months)	CC
Total hours for Core Competencies (CC)		560	
1.	Applied Dzongkha	42	SS
2.	ICT	48	SS
3.	Occupational Health and Safety (OHS)	14	ES
4.	Ethics and integrity	68	PD
5.	Applied Mathematics	53	SS
6.	Technical English	51	SS
7.	Entrepreneurship	84	PD
Total hours for Soft Skills (SS)		360	
1.	Assessment	70	
Entire Course Duration		990	

Note: (*) This curriculum contains core modules which cover main competencies of Event Management BQF Certificate level 3 and OJT components. There are separate curricula for subjects/modules for delivery of soft skills, professional development & values and environmental concern & safety. In order to achieve the qualification of Event Management BQF Certificate level 3, the subjects and modules listed must be accomplished as per the credit hours provided.

Content Competencies:

CC-Core Competencies

SS-Soft Skills

PD-Professional Development and Values

ES-Environmental concern and Safety

COURSE STRUCTURE FOR CORE COMPETENCIES

Training Modality	Module Title	Learning outcomes	Nominal Duration (Hour)
1. Institute Training	A. Plan and Design Events	A1. Identify event requirements A2. Perform Estimation and Costing A3. Design Event Plan and Layout	90
	B. Carry out Marketing in Event Management	B1. Identify Marketing Opportunities and Target Audience B2. Develop and Implement Promotional Strategies B3. Evaluate and Optimize Marketing	42
	C. Set up and Support Event Operations	C1. Set up venue Facilities and Amenities C2. Implement Quality Assurance Measures during Preparatory Activities C3. Execute events	103
	D. Conduct post Event Activities and Financial closure	D1: Finalise Event Operations D2: Prepare Bills and Complete Financial Closure D3: Evaluate Event Performance	45
2. On the Job Training	A. Plan and Design Events	A1. Identify event requirements A2. Perform Estimation and Costing A3. Design Event Plan and Layout	280 (2months)
	B. Carry out Marketing in Event Management	B1. Identify Marketing Opportunities and Target Audience B2. Develop and Implement Promotional Strategies B3. Evaluate and Optimize Marketing	
	C. Set up and Support Event Operations	C1. Set up venue Facilities and Amenities C2. Implement Quality Assurance Measures during Preparatory Activities C3. Execute events	
	D. Conduct post Event Activities and Financial closure	D1: Finalize Event Operations D2: Prepare Bills and Complete Financial Closure D3: Evaluate Event Performance	
Total CC Duration:			560

ASSESSMENT AND CERTIFICATION SYSTEM	
ASSESSMENT	Diagnostic assessment of each skill will be conducted to identify areas where trainees may require additional support or intervention. This assessment will also evaluate their existing knowledge, skills, and understanding prior to a specific learning experience or unit of study. Methods such as pre-tests, concept mapping, KWL charts, and observations of student work will be utilized. Formative assessment for every module and learning outcome will be conducted through assignments, project works, continuous assessment, demonstration of practical skills/observations, oral questioning and written test. Summative assessment after completion of each national certificate level will be conducted by TVET Quality Council, Bhutan Qualifications and professional certification authority, MoESD as per the National Competency Standards and Guidelines for National Assessment and Certification System, provided the course is accredited with TVET Quality Council, Bhutan Qualifications and professional certification authority, MoESD.
CERTIFICATION	On successful completion of every module, the institute will award a certificate of achievement to the trainees. The TVET Quality Council, Bhutan Qualifications and professional certification authority, MoESD will award a National Certificate to the trainees upon the successful completion of NC level assessment.
COURSE DELIVERY	1. Modular 2. Demonstration 3. Lecture 4. Industrial training/attachment 5. Project work 6. Problem-based learning 7. Project-based learning 8. Universal Design of Learning (<i>UDL</i>)
RESOURCES	Materials • Pen, paper, notebook, color pens, clipboard, A4 size papers, sample brochures, sample digital tools, event work order sample, linens and decoration materials (fabrics, ribbons, banners, event lighting), sample of checklist, report template, entry bands, tickets, identification tags, emergency exit maps and first aid kits, stapler pin, seal and feedback form Tools • Calculator, Basic carpentry and electrical tool set, barricades, table & chair, signage, table wares, linens, barricades, signage, file, folders, puncher and ring binders Software • Event/Project management software and Designing software tools (e.g. Canva, Affinity, etc.) Equipment • Computer, printer, projector/smartboard, tents, stage set, AV set, hand set, fire extinguisher and trolley PPE • Workshop dress, safety goggles, safety mask, safety boots

	Learning Materials • Competency Based Learning Materials (CBLM)/Reference materials • Reference books • Hand-outs • Audio visuals Infrastructure and training facilities • <i>Theory classroom size:</i> Minimum of 1 m² per trainee; • <i>Practical Workshop size:</i> Minimum of 2.25 m² per trainee. Variables must be considered depending upon the type of skills being taught and the number of trainees participating at a time.
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MODULE 1: PLANNING AND DESIGNING EVENTS

MODULE INFORMATION

Occupation	Event Management Technician
Competency Area	Plan and Design Events
Module Title	Planning and Designing Events
Module Code	3435-L3-M1
Module Description	This module is structured to provide learners with the knowledge, skills and right attitude required to identify event requirements, perform estimation, and costing and designing event plan and layout
Nominal Duration	90 Hours
Certificate Level	BQF Certificate Level 3
Pre-requisite	Class X passed
Learning Outcome	1. Identify event requirements 2. Perform estimation and costing 3. Design event plan and layout

Module Title	Planning and Designing Events		
Module Code	3435- L3-M1		
Learning Outcome 1	Identify event requirements		
Duration	Theory:6 hours	Practical:6 hours	Total:12 hours
Assessment Criteria	- Event concept is assessed as per the standard procedure - Venue requirement is determined as per the standard procedure		
Content	A1.00 Introductory knowledge - Introduction to event management - Roles and responsibilities of event planners A1.01 Assessing event concepts Knowledge - Objectives of events - Impacts of events - Types of events - Characteristics of events - Components of event market - Roles of stakeholders - Stakeholder management Skills - Communication skills - Numeracy skills - Problem solving skills - Interpersonal relationship - Creativity Attitude, safety, and environmental concern - Having proactive service mindset - Effective time management - Being efficient in using resources - Having work ethics and integrity - Encouraging inclusive participation - Ensuring correct use of PPE - Ensuring to follow OHS rules and regulation - Ensuring proper disposal of waste A1.02 Determining venue requirements Knowledge - Criteria for venue selection - Types of setup (Eg. wedding, birthday, etc) - Basics of layout and design - Introduction to Food and Beverages services - Concept of on and off premises catering Skills - Communication skills - Negotiation skills		

	- Analytical skills - Interpersonal relationship - Decision making skills Attitude, safety, and environmental concern - Having proactive service mindset - Effective time management - Being efficient in using resources - Having work ethics and integrity - Encouraging inclusive participation - Ensuring to follow OHS rules and regulation - Ensuring appropriate use of PPE - Ensuring proper disposal of waste
Learning Conditions	Learning Materials - Competency-Based Learning Materials (CBLM)/reference materials - Hand-outs - Audio Visuals - Manuals Learning facilities and infrastructure - Classroom with adequate facilities - Information Technology (IT) lab - Library - Practical class Materials - Pen, paper, clipboard and notebook Equipment - Computer and projector/smartboard PPE - Work dress
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: - Lecture - Interactive discussion - Demonstration - Guided practice - Group practice with project-based learning - Individual practice with problem-based learning - Universal Design of Learning (UDL)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: - Practical observation - Oral/viva-voce - Written test - Assignment

Module Code	3435- L3-M1		
Learning Outcome 2	Perform Estimation and costing		
Duration	Theory:6 hours	Practical:29 hours	Total:35 hours
Module Title	Planning and Designing Events		
Assessment Criteria	- Estimate of required resources is prepared as per the standard procedure - Budget estimate is prepared as per the standard procedure		
Content	A2.01 Preparing estimate of required resources Knowledge - Concept of Event Resources planning - Types of Resources Required for Events - Methods of Resource Estimation - Concept of Human resources planning (staffing, volunteers) Skills - Communication skills - Problem solving skills - Interpersonal relationship - Numeracy skills - ICT Skills Attitude, safety and environmental concern - Having proactive service mindset - Effective time management - Being efficient in using resources - Being vigilant and patient - Having work ethics and integrity - Encouraging inclusive participation - Ensuring appropriate use of PPE - Ensuring proper disposal of waste - Ensuring to follow OHS rules and regulation A2.02 Preparing budget estimate Knowledge - Introduction to Event Market Trends and Pricing Strategies - Basic principles of accounting - Budgeting ✓ Forecasting, expenses, revenue and cash flows - Financial & Accounting terminologies (costs, income, break-even point, investments, profit, capital, interest rates, tax, asset, liability, equity, debtor, creditor, depreciation, working capital) Skills - Numeracy skills - Negotiations skills - Communication skills - Analytical skills - ICT skills Attitude, safety and environmental concern - Having proactive service mindset		

	• Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring to follow OHS rules and regulation • Ensuring appropriate use of PPE • Ensuring proper disposal of waste
Learning Conditions	Learning Materials • CBLM/Reference materials • Hand-outs • Audio Visuals • Manuals Learning Facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library • Practical class Materials • Pen, pencil and notebook Tools • Calculator Software • Editing tools (Eg. Canva) Equipment • Computer and projector/smartboard PPE • Work dress
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (UDL)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

Module Title	Planning and Designing Events		
Module Code	3435- L3-M1		
Learning Outcome 3	Designing event plan and layout		
Duration	Theory:7.5 hours	Practical:35.5 hours	Total:43 hours
Assessment Criteria	• Event plans and layout is prepared as per the standard procedure • Visual design is developed as per the standard procedure • Event plans are reviewed as per the standard procedure • Event work order is prepared as per the job requirement following standard procedure		
Content	A3.01 Preparing event plans and layouts Knowledge • Phases of event planning • Basics of Menu planning • Introduction to layout designing software • Basic customer services • Types of table setup and layout • Key Components of an Event Floor Plan • Key elements of event logistics • Sustainability in event planning Skills • Communication skills • Problem solving skills • Interpersonal relationship • Creativity • Coordination skills • Innovation • Analytical skills • Decision making skills Attitude, safety, and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation A3.02 Developing visual design Knowledge • Introduction to visual design and theme • Basics of design principle • Mood Board (<i>Color palette and font</i>) • Basics of graphic design (<i>Eg. Photoshop, Canva, Affinity, etc</i>)		

	Skills • Communication skills • Problem solving skills • Interpersonal relationship • Creativity Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation A3.03 Reviewing event plan Knowledge • Purpose of reviewing (<i>Critical path</i>) Skills • Communication skills • Problem solving skills • Interpersonal relationship • Creativity • Decision making skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation A3.04 Preparing event work order Knowledge • Introduction to Event Work Order • Purpose of Event Work Order • Components of an Event work order Skills • Communication skills • ICT skills • Analytical skills • Interpersonal relationship
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	- Decision making skills Attitude, safety, and environmental concern - Having proactive service mindset - Effective time management - Being efficient in using resources - Having work ethics and integrity - Encouraging inclusive participation - Ensuring to follow OHS rules and regulation - Ensuring appropriate use of PPE - Ensuring proper disposal of waste
Learning Conditions	Learning Materials - CBLM/reference materials - Hand-outs - Audio Visuals - Manuals Learning Facilities and infrastructure - Classroom with adequate facilities - Information Technology (IT) lab - Library - Practical class Materials - Pen, pencil, event work order sample and notebook Software - Designing software (<i>Eg. Photoshop, Canva, Affinity, etc</i>) Equipment - Computer and projector/smartboard PPE - Work dress
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: - Lecture - Interactive discussion - Demonstration - Guided practice - Group practice with project-based learning - Individual practice with problem-based learning - Universal Design of Learning (UDL)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: - Practical observation - Oral/viva-voce - Written test - Assignment - Project work

MODULE 2: CARRYING OUT EVENT MARKETING

MODULE INFORMATION

Occupation	Event Management Technician
Competency Area	Carry out event marketing
Module Title	Carrying out event marketing
Module Code	3435- L3-M2
Module Description	This module is structured to provide the learners with knowledge, skills and right attitude to identify marketing opportunities and target audience, develop and implement promotional strategies and evaluate marketing
Nominal Duration	42 Hours
Qualification Level	BQF Certificate Level 3
Pre-requisite	Completed Module: 3435-L3-M1
Learning Outcome	1. Identify Marketing Opportunities and Target Audience 2. Develop and Implement Promotional Strategies 3. Evaluate and Optimize Marketing

Module Title	Carrying out event marketing		
Module Code	3435- L3-M2		
Learning Outcome 1	Identify Marketing Opportunities and Target Audience		
Duration	Theory:7 hours	Practical:10 hours	Total:17 hours
Assessment Criteria	• Market analysis is conducted as per the standard procedure • Potential risks and opportunities are evaluated as per the standard procedure • Marketing channels/tools are identified as per the standard procedure		
Content	B1.01 Conducting market analysis Knowledge • Characteristics of marketing strategies • Basic marketing concepts (4Ps) • Importance of market segmentation and target audience • Criteria for market analysis Skills • Analytical skills • Critical thinking • Problem solving skills • Interpersonal relationship • Data research and documenting skills • ICT skills Attitude, safety, and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Having work ethics and integrity • Encouraging inclusive participation • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation B1.02 Identifying marketing tools/channels Knowledge • Introduction to Marketing tools/channels • Importance of Marketing tools • Type of marketing tools/channels • Advantages and disadvantages of using different marketing tools Skills • Communication skills • Problem solving skills • Interpersonal relationship • Creativity • ICT skills Attitude, safety and environmental concern • Having proactive service mindset		

	• Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation B1.03 Evaluating potential risk and opportunities Knowledge • Importance of reviewing marketing tools/channels • Global marketing trends • SWOT analysis Skills • Communication skills • Problem solving skills • Decision making skills • Analytical skills • ICT skills Attitude, safety, and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/ Reference materials • Hand-outs • Audio Visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library • Practical class Materials • Pen, pencil, color pens, A4 size papers, sample brochures, sample digital tools and notebook Equipment • Computer and projector/smartboard PPE

	• Work dress
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (UDL)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

Module Title	Carrying out event marketing		
Module Code	3435- L3-M2		
Learning Outcome 2	Develop and Implement Promotional Strategies		
Duration	Theory:3 hours	Practical:12 hours	Total:15 hours
Assessment Criteria	- Promotional plan is developed as per the standard procedure - Promotional materials are designed as per the standard procedure - Marketing strategies are implemented as per the standard procedure		
Contents	B2.01 Developing promotional plan Knowledge - Introduction to promotional materials - Criteria for developing promotional materials - Types of promotional tools Skills - Communication skills - Creativity - Analytical skills - Decision making skills Attitude, safety, and environmental concern - Having proactive service mindset - Effective time management - Being efficient in using resources - Being vigilant and patient - Encouraging inclusive participation - Having work ethics and integrity - Ensuring appropriate use of PPE - Ensuring proper disposal of waste - Ensuring to follow OHS rules and regulation B2.02 Designing Promotional Materials Knowledge - Roles of Promotional tools in the success of events - Basic of Graphic design Skills - Communication skills - Creativity - Basic Design Skills - Planning skills - Interpersonal relationship - ICT skills Attitude, safety, and environmental concern - Having proactive service mindset - Effective time management - Being efficient in using resources - Being vigilant and patient - Encouraging inclusive participation - Having work ethics and integrity		

	• Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation B2.03 Implementing promotional strategies Knowledge • Purpose of promotional strategies • Types of promotional strategies • Importance of customer service Skills • Communication skills • Problem solving skills • Interpersonal relationship • Coordination skills • Analytical skills • Decision making skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference materials • Hand outs • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • IT lab • Library • Practical class Materials • Pen, pencil and notebook Software • Designing tools (<i>e.g. Canva, Affinity, etc.</i>) Equipment • Computer and projector/smart board

	PPE • Work dress
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (UDL)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out event marketing		
Module Code	3435-L3-M2		
Learning Outcome 3	Evaluate and Optimize Marketing		
Duration	Theory:4 hours	Practical:6 hours	Total:10 hours
Assessment Criteria	- Marketing strategies are monitored as per the standard procedure - Feedback is analyzed as per the standard procedure - Marketing strategies are modified as per the standard procedure		
Contents	B3.01 Monitoring marketing strategies <i>Knowledge</i> - Importance of monitoring - Methods of monitoring <i>Skills</i> - Digital data analytics skills - Observation skills - Communication skills - Problem solving skills - Interpersonal relationship - ICT skills <i>Attitude, safety, and environmental concern</i> - Having proactive service mindset - Effective time management - Being efficient in using resources - Being vigilant and patient - Encouraging inclusive participation - Having work ethics and integrity - Ensuring appropriate use of PPE - Ensuring proper disposal of waste - Ensuring to follow OHS rules and regulation B3.02 Analyzing feedback <i>Knowledge</i> - Feedbacks collection methods - Types of feedback - Purpose of feedbacks - Basic Data Analysis <i>Skills</i> - Analytical skills - Critical thinking - Problem solving skills - ICT skills - Report writing Skills - Interpersonal relationship - Data research and documenting skills <i>Attitude, safety, and environmental concern</i> - Having proactive service mindset - Effective time management		

	• Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring correct use of PPE • Ensuring to follow OHS rules and regulation B3.03 Improving/Modifying marketing strategies Knowledge • Steps to analyze the marketing strategies • Global trends in marketing strategies Skills • Communication skills • Numeracy skills • Problem solving skills • Interpersonal relationship • Creativity • Decision making skills • ICT Skills Attitude, safety, and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Having work ethics and integrity • Encouraging inclusive participation • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference materials • Handouts • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Library • IT lab • Practical class Materials • Pen, pencil, notebook, color pens and A4 Size paper Equipment • Computer and projector/smart board PPE • Work dress

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (UDL)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

MODULE 3: SETTING UP AND SUPPORTING EVENT OPERATIONS

MODULE INFORMATION

Occupation	Event Management Technician
Competency Area	Set up and Support Event Operations
Module Title	Setting up and Supporting Event Operations
Module Code	3435- L3-M3
Module Description	This module is structured to provide the learners with knowledge, skills and right attitude required to set up venue facilities and amenities, implement quality assurance measures and execute events.
Nominal Duration	103 Hours
Qualification Level	BQF Certificate Level 3
Pre-requisite	Completed Module 3435-L3-M2
Learning Outcome	1. Set up venue Facilities and Amenities 2. Implement Quality Assurance Measures during Preparatory Activities 3. Execute events

Module Title	Setting up and Supporting Event Operations		
Module Code	3435- L3-M3		
Learning Outcome 1	Set up venue Facilities and Amenities		
Duration	Theory: 10 hours	Practical:46 hours	Total: 56 hours
Assessment Criteria	• Installation of tent is coordinated as per the job requirement following standard procedure • Temporary structure is installed as per the job requirement following standard procedure • Event décor and visual elements are set up as per the job requirement following standard procedure • Logistic arrangements are set up as per the job requirement following standard procedure • Installation of event amenities are coordinated as per the job requirement following standard procedure		
Content	C1.01 Coordinating installation of tent Knowledge • Types of tents and its usage • Basic principles of tent installation and dismantling procedure Skills • Tent installation skills • Communication skills • Decision making skills • Analytical skills • Problem solving skills • Coordination skills • Observation skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation C1.02 Installing temporary structure Knowledge • Types of temporary structure and its usages Skills • Communication skills • Analytical skills • Decision making skills • Creativity		

	• Problem solving skills • Observation skills <i>Attitude, safety, and environmental concern</i> • Having proactive service mindset • Effective time management • Being a team player • Being efficient in using resources • Being vigilant and patient • Having work ethics and integrity • Encouraging inclusive participation • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation C1.03 Setting up event décor and visual elements <i>Knowledge</i> • Types of event decorations • Basic lighting and visual display concepts • Types of table layouts and setup • Types of interior design/décor • Importance of accessible setup <i>Skills</i> • Decoration skills • Communication skills • Observation skills • ICT skills • Problem solving skills • Interpersonal relationship • Creativity • Planning and organizing skills • Coordination skills <i>Attitude, safety and environmental concern</i> • Having proactive service mindset • Effective time management • Being a team player • Being efficient in using resources • Being vigilant and patient • Having work ethics and integrity • Encouraging inclusive participation • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
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	C1.04 Setting up Logistic arrangements Knowledge • Concept of logistics • Key elements of logistic management • Methods of event scheduling • Importance of preparing event timeline • Importance of making an event inclusive (<i>Equity, Diversity and Inclusion</i>) Skills • Communication skills • Observation skills • ICT skills • Problem solving skills • Interpersonal relationship • Creativity • Coordination skills • Decision making skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being a team player • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation C1.05 Coordinating installation of event amenities Knowledge • Amenities and equipment required for event • Basic knowledge of Audio Visual (AV) • Types of F&B service style and table setup • Importance of space management Skills • Communication skills • Observation skills • Problem solving skills • Interpersonal relationship • Planning skills • Coordination skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being a team player • Being efficient in using resources
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	• Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference materials • Hand-outs • Audio Visuals • Manuals Learning Facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library • Practical class Materials • Pen, pencil, notebook and decoration materials (<i>fabrics, ribbons, banners, event lighting</i>) Tools • Basic carpentry and electrical tool set, barricades, table & chair, signage, table wares and linens Equipment • Computer, projector/smart board, foldable tent, stage set and Audio-Visual set PPE • Work dress and safety gears
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (<i>UDL</i>)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

Module Title	Setting up and Supporting Event Operations		
Module Code	3435- L3-M3		
Learning Outcome 2	Implement Quality Assurance Measures during Preparatory Activities		
Duration	Theory:5 hours	Practical:9 hours	Total:14 hours
Assessment Criteria	• Preparation activities are monitored as per the standard procedure • Shortcoming is addressed as per the standard procedure • Progress is documented as per the standard procedure		
Contents	C2.01 Monitoring preparation activities Knowledge • Introduction to assessment checklist (<i>Run of show and function sheet</i>) and its importance • Importance of quality assurance • Methods of quality control • Hierarchy of communication in event management Skills • Observation skill • Attention to detail • Analytical Skills • Problem solving skills • Interpersonal relationship • Communication Skills • Coordination skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Being accountable and transparent • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation C2.02 Addressing shortcomings Knowledge • Types of shortcomings and its resolutions Skills • Communication skills • Problem solving skills • Interpersonal relationship • Planning skills • Coordination skills • Decision making skills Attitude, safety and environmental concern • Having proactive service mindset		

	• Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation C2.03 Documenting progress Knowledge • Types of reports • Components of report writing • Importance of documenting Skills • Communication skills • Decision making skills • Analytical skills • Report writing skills • ICT skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference material • Hand-outs • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Library • IT lab • Practical class Materials • Pen, pencil, notebook, sample of checklist and report template Equipment • Computer and projector/smartboard PPE • Work dress and safety gears

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (<i>UDL</i>)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Setting up and Supporting Event Operations		
Module Code	3435- L3-M3		
Learning Outcome 3	Execute events		
Duration	Theory:6 hours	Practical:27 hours	Total:33 hours
Assessment Criteria	• Guest registration and seating is coordinated as per the standard procedure • Event operations are coordinated as per the standard procedure • Risk is mitigated as per the standard procedure		
Contents	C3.01 Coordinating guest registration and seating Knowledge • Introduction to guest registration system • Customer service and guest relations • Basic crowd management techniques • Introduction to different signages • Safety and emergency protocols Skills • Communication skills • Analytical skills • Decision making skills • Interpersonal relationship • Coordination skills • Planning skills • Organizing skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being a team player • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C3.02 Coordinating event operations Knowledge • Event coordination procedures Skills • Observation skills • Communication skills • Planning skills • Interpersonal relationship • Problem solving skills • Coordination skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management		

	• Being efficient in using resources • Being vigilant and patient • Having work ethics and integrity • Proper handling of tools, materials and equipment • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C3.03 Mitigating risk Knowledge • Risk management strategies • Safety regulations • Risk management plan • Introduction to first aid and emergency contact numbers Skills • Communication skills • Problem solving skills • Interpersonal relationship • Coordination skills • Decision making skills • Analytical skills • Planning skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference material • Hand-outs • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Library • IT lab • Practical class Materials • Pen, pencil, clipboard, entry bands, tickets, identification tags, notebook, emergency exit maps and first aid kits Tools • Barricades, table & chair and signage

	Equipment • Hand set, fire extinguisher, computer and projector/smartboard PPE • Work dress and safety gears
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (<i>UDL</i>)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

MODULE 4: CONDUCTING POST-EVENT ACTIVITIES AND FINANCIAL CLOSURE

MODULE INFORMATION	
Occupation	Event Management Technician
Competency Area	Conduct Post-Event Activities and Financial Closure
Module Title	Conducting Post-Event Activities and Financial Closure
Module Code	3435- L3-M4
Module Description	This module is structured to provide the learners with knowledge, skills and right attitude required to finalise event operations, prepare bills and complete financial closure and evaluate event performance
Nominal Duration	45 Hours
Qualification Level	BQF Certificate Level 3
Pre-requisite	Completed Module 3435-L3-M3
Learning Outcome	1. Finalise Event Operations 2. Prepare Bills and Complete Financial Closure 3. Evaluate Event Performance

Module Title	Conducting Post-Event Activities and Financial Closure		
Module Code	3435- L3-M4		
Learning Outcome 1	Finalise Event Operations		
Duration	Theory:4 hours	Practical:13 hours	Total:17 hours
Assessment Criteria	• Completion of event is confirmed as per the standard procedure • Dismantling of temporary structure is coordinated as per the standard procedure • Return of event equipment and materials are coordinated as per the standard procedure • Venue is handover as per the standard procedure		
Contents	D1.01 Confirming completion of events Knowledge • Importance of post event evaluation • Types of post event evaluation • Procedure of event closing Skills • Communication skills • Problem solving skills • Interpersonal relationship • Team work • Coordination skills • Observation skills • Attention to details Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation D1.02 Coordinating dismantling of temporary structure Knowledge • Safety and security measures while dismantling temporary structure • Importance of record keeping of items Skills • Communication skills • Problem solving skills • Interpersonal relationship • Decision making skills • Coordination skills • Planning skills Attitude, safety and environmental concern • Having proactive service mindset		

	• Effective time management • Being efficient in using resources • Being team player • Being vigilant and patient • Having work ethics and integrity • Encouraging inclusive participation • Proper handling of tools, materials and equipment • Ensuring appropriate use of PPE • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation D1.03 Coordinating return of event equipment and materials <i>Knowledge</i> • Introduction to inventory management • Importance of record keeping <i>Skills</i> • Observation skills • Communication skills • Analytical skills • Decision making skills • Planning skills • Coordination skills <i>Attitude, safety and environmental concern</i> • Having proactive service mindset • Effective time management • Being efficient in using resources • Being team player • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation D1.04 Handover Venue <i>Knowledge</i> • Checklist for venue handover <i>Skills</i> • Communication skills • Observation skills • Interpersonal relationship • ICT skills • Coordination skills <i>Attitude, safety and environmental concern</i> • Having proactive service mindset • Effective time management • Being efficient in using resources • Being team player
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	• Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Proper handling of tools, materials, and equipment • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference material • Hand-outs • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Library • IT lab • Practical class Materials • Pen, pencil, notebook, clipboard and A4 size paper Tools • Files and folders Equipment • Trolley, computer, printer and projector/smartboard PPE • Work dress and safety gears
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (<i>UDL</i>)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

Module Title	Conducting Post-Event Activities and Financial Closure		
Module Code	3435- L3-M3		
Learning Outcome 2	Prepare Bills and Complete Financial Closure		
Duration	Theory:4 hours	Practical:8 hours	Total:12 hours
Assessment Criteria	- Financial bills and documents are compiled as per the standard procedure - Expenses and payment are verified as per the standard procedure - Bills and financial records are submitted as per the standard procedure		
Contents	D2.01 Compiling financial bills and documents Knowledge - Introduction to financial bills and documents - Types of invoices and receipt Skills - Communication skills - Numeracy skills - Interpersonal relationship - ICT skills - Analytical skills Attitude, safety and environmental concern - Having proactive service mindset - Effective time management - Being vigilant and patient - Having work ethics and integrity - Encouraging inclusive participation - Ensuring proper disposal of waste - Ensuring to follow OHS rules and regulation D2.02 Verifying expenses and payments Knowledge - Basic financial procedure - Importance of bill verification - Introduction to Tax system (TPN, BIT, TDS, GST, etc.) Skills - Communication skills - Problem solving skills - Coordination skills - Decision making skills - Analytical skills - Numeracy skills Attitude, safety and environmental concern - Having proactive service mindset - Being accountable and transparent - Effective time management - Being vigilant and patient - Encouraging inclusive participation - Having work ethics and integrity - Ensuring proper disposal of waste		

	• Ensuring to follow OHS rules and regulation D2.03 Submitting bills and financial records Knowledge • Financial documents (bills, invoice, receipts, voucher, quotation) • Importance of documentation and record keeping Skills • Communication skills • Observation skills • Numeracy skills • ICT skills • Financial documentation skills • Attention to detail Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring proper record keeping • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference material • Hand-outs • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Library • IT lab • Practical class Materials • Pen, pencil, notebook, A4 size paper, stapler pin and seal Tools • Calculator, file, folders, puncher, stapler and ring binders Equipment • Computer, printer and projector/smartboard PPE • Work dress

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (<i>UDL</i>)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

Module Title	Conducting Post-Event Activities and Financial Closure		
Module Code	3435- L3-M3		
Learning Outcome 3	Evaluate Event Performance		
Duration	Theory:3 hours	Practical:13 hours	Total:16 hours
Assessment Criteria	• Feedback is collected as per the standard procedure • Event outcome is reviewed as per the standard procedure • Post-event reports are prepared as per the standard procedure		
Contents	D3.01 Collecting feedback Knowledge • Definition and types of feedbacks • Method of collecting feedbacks • Purpose of feedbacks • Basic Feedback Analysis Skills • Communication skills • Observation skills • Numeracy skills • ICT skills • Analytical skills • Critical thinking • Interpersonal relationship • Reporting writing skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being efficient in using resources • Encouraging inclusive participation • Being vigilant and patient • Having work ethics and integrity • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation D3.02 Reviewing event outcome Knowledge • Importance of reviewing event outcome Skills • Observation skills • Communication skills • Analytical skills • Problem solving skills • Interpersonal relationship • Decision making skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being vigilant and patient		

	• Encouraging inclusive participation • Having work ethics and integrity • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation D3.03 Preparing post event report Knowledge • Types of report and format • Importance of event report writing Skills • Communication skills • Observation skills • Decision making skills • Analytical skills • Report writing skills • ICT skills Attitude, safety and environmental concern • Having proactive service mindset • Effective time management • Being vigilant and patient • Encouraging inclusive participation • Having work ethics and integrity • Ensuring proper disposal of waste • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • CBLM/reference material • Hand-outs • Audio-visuals • Manuals Learning Facilities and Infrastructure • Classroom with adequate facilities • Library • IT lab • Practical class Materials • Pen, notebook and feedback form Equipment • Computer and projector/smartboard PPE • Work dress

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning • Universal Design of Learning (<i>UDL</i>)
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment

ANNEXURE

Annex I: Time Distribution

Time Distribution (Regular course)					
Event Management Certificate 3					
Module Title	Learning outcomes	Tasks	Theory	Practical	Total
			(Hours)	(Hours)	(hours)
A: Plan and Design Events	A1: Identify event requirements	A1.00 Introductory knowledge	1	0	1
		A1.01 Assess event concept	2	2	4
		A1.02 Determine venue requirements	3	4	7
	Sub Total		6	6	12
	A2: Perform Estimation and Costing	A2.01 Prepare estimate of required resource	2	12	14
		A2.02 Prepare budget estimates	4	17	21
	Sub Total		6	29	35
	A3: Design Event Plan and Layout	A3.01 Prepare event plans and layouts	3	25	28
		A3.02 Develop visual designs	3	7	10
		A3.03 Review event plans	0.5	0.5	1
		A3.04 Prepare Event Work Order	1	3	4
	Sub Total		7.5	35.5	43
	Total Duration (A)		19.5	70.5	90
B: Carry out Marketing in Event Management	B1: Identify Marketing Opportunities and Target Audience	B1.01 Conduct market analysis	3	4	7
		B1.02 Evaluate potential risks and opportunities	3	4	7
		B1.03 Identify marketing channels/tools	1	2	3
	Sub Total		7	10	17
	B2: Develop and Implement Promotional Strategies	B2.01 Develop promotional plan	0.5	1	1.5
		B2.02 Design promotional materials	0.5	6	6.5
		B2.03 Implement promotional strategies	2	5	7
	Sub Total		3	12	15
	B3: Evaluate and Optimize Marketing	B3.01 Monitor marketing strategies	1	1	2
		B3.02 Analyze the feedback	2	3	5
		B3.03 Improve/Modify marketing strategies	1	2	3
	Sub Total		4	6	10
	Total Duration (B)		14	28	42

C: Set up and Support Event Operations	C1: Set up venue Facilities and Amenities	C1.01 Coordinate installation of tent	1	6	7
		C1.02 Install temporary structure	1	13	14
		C1.03 Set up event décor and visual elements	2	12	14
		C1.04 Set up logistic arrangements	2	5	7
		C1.05 Coordinate installation of event amenities	4	10	14
	Sub Total		10	46	56
	C2: Implement Quality Assurance Measures during Preparatory Activities	C2.01 Monitor preparation activities	2	2	4
		C2.02 Address shortcoming	1	3	4
		C2.03 Document progress	2	4	6
	Sub Total		5	9	14
	C3: Execute events	C3.01 Coordinate guest registration and seating	2	3	5
		C3.02 Coordinate event operations	2	12	14
		C3.03 Mitigate risk	2	12	14
	Sub Total		6	27	33
	Total Duration (C)		21	82	103
D: Conduct Post-Event Activities and Financial Closure	D1: Finalise Event Operations	D1.01 Confirm completion of event	1	2	3
		D1.02 Coordinate dismantling of temporary structure	1	6	7
		D1.03 Coordinate return of event equipment and materials	1	3	4
		D1.04 Handover venue	1	2	3
	Sub Total		4	13	17
	D2:Prepare Bills and Complete Financial Closure	D2.01 Compile financial bills and documents	1	2	3
		D2.02 Verify expenses and payments	2	5	7
		D2.03 Submit bills and financial records	1	1	2
	Sub Total		4	8	12
	D3: Evaluate Event Performance	D3.01 Collect feedback	1	5	6
		D3.02 Review event outcome	1	2	3
		D3.03 Prepare post-event reports	1	6	7
	Sub Total		3	13	16
Total Duration(D)		11	34	45	
Total Duration		65.5	214.5	280	

Annex II: Module Recognition

This is to verify that

Mr/Ms.....

has completed module on

.....

Covering following learning outcomes:

1.
2.
3.

Instructor:

Head of the Department:

.....

.....

Signature:

Signature:

Date: / / (dd/mm/yyyy)
.....(dd/mm/yyyy)

Date: / /

Head of the Institute:

Trained Assessor (Institute)/Exam OC:

.....

.....

Signature:

Signature:

Date: / .. / (dd/mm/yyyy)

Date: / /(dd/mm/yyyy)

Annex IV: Lesson Plan

Lesson Plan

Course Title:		NC Level:		
Module Code:		Duration:		
Module Title:				
Learning Outcome:				
Skill/Task/Topic:				
Terminal Performance Objective:				
<i>(Note: Write narrative statement extracted from TPO of Task Sheet)</i>				
Enabling Objectives (Related knowledge):				
<i>By the end of the lesson learners will be able to:</i>				
i)				
ii)				
iii)				
What (Content/Activity)	Who (T/L)	How (Methods/ Media)	Duration (Min.)	Questions
<i>Introduction:</i>				
<i>Main body</i>				
<i>Conclusion</i>				
Projects/Problems:				

Instructional Resources Plan				
Skills/Task/Topic:				
No. of Trainees:				
Sl. No.:	Instructional materials/resources	Specifications	Qty.	Remarks
Prepared by :		Signature	Date:	
Revised by:		Signature	Date:	
Approved by:		Signature	Date:	

Task sheet

TS-1/4: Practical Plan

Course Title:				N C Level:			
Module code:				Duration:			
Module Title							
Learning outcome							
Skills/Task Title:				Task no:			
Terminal Performance Objective: <i>Given:</i> <i>Cue:</i> <i>Who:</i> <i>What:</i> <i>Within:</i> <i>How well:</i> - - -							
Enabling Objectives (Related Skills): <i>By the end of a lesson, the learners will be able to:</i> i) ii) iii) iv)							
Activities		Who (T/L)		How (methods/ media)		Duration	
Project/Assignment:							

TS-2/4: Tool and Equipment required:							
<i>Sl no.</i>	<i>Particulars</i>	<i>Specifications</i>	<i>Qty.</i>	<i>Remarks</i>			
Training Materials required:							
<i>Sl no.</i>	<i>Particulars</i>	<i>Specifications</i>	<i>Qty.</i>	<i>Rate</i>	<i>Amount</i>	<i>Remarks</i>	
TS-3/4: Performance Guide							
Skill/Task:					Date:		
Directions: Use the following performance criteria to rate the learner. Check YES/NO to indicate whether the learner performed each step as indicated or not?							
Sl. No:	Steps					Yes	No
Note: Critical steps: All * marked steps should be carried out very carefully. For a quality performance guide, all items should be checked "YES"							

TS-4/4: Instruction and Drawing

General Instructions for Trainees

- i)
- ii)
- iii)
- iv)

Drawing (if any)

Safety Precaution

- i)
- ii)
- iii)

Prepared by:

Signature

Date:

Revised By:

Signature

Date:

Approved by:

Signature

Date:

Annex V: Course Plan
Institutes letter head and Logo

(Trade)YEAR PLAN- _____ **Semester** _____ **(Year)**

Trade: NC Level:			Schedule																																Total Hours												
Module Code	Module Title	Learning Outcome	Feb.				March				April				May				June				July				Aug.				Sept					Oct.				Nov.							
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		1	2	3	4								
OJT																																															
Assessment and Certification																																															

Prepared by:

Verified & Approved by:

Date:

Monthly/Weekly Plan

Month: Trade: Trainer:

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 01							
Week 02							
Week 03							
Week 04							
Week 05							

Developed by: Approved by:

Date



For more information please contact:

Technical Trainers Training and Resource Center (TTTRC), DWPSD

Email ID: tttrd@moesd.gov.bt/dwpsd@moesd.gov.bt