# ASEAN COMMON COMPETENCY STANDARDS FOR TOURISM PROFESSIONALS (ACCSTP)

# MICE AND EVENT

MINISTRY OF TOURISM OF REPUBLIC INDONESIA AS LEAD COUNTRY



#### **FOREWORD**



Welcome to The ASEAN MICE and Event Competency Standards Handbook as part of ASEAN MRA for Tourism Professionals (ASEAN MRA-TP).

MRA is an arrangement among ASEAN countries designed to facilitate the free movement and employment of qualified and certified personnel between ASEAN Member States. The objectives of the Arrangement are to facilitate mobility of Tourism Professionals, to exchange information on best practices in competency based education and training for Tourism Professionals, and to provide opportunities for cooperation and capacity building across ASEAN Member States.

The Documents of ASEAN MRA-TP agreement has been signed off by ASEAN members country on 9th November 2012. It identifies six eligible "Labor Divisions" which include thirty-two occupational groups under the headings of Hotel Services and Travel Services. Since 2013 all ASEAN member states agreed upon Indonesia as lead country for the development of the ASEAN MICE and Event Competency Standard. As it was appeared in The Report of the 19th ASEAN Tourism Professional Monitoring Committee (ATPMC) Meeting, The ATPMC agreed that the draft ASEAN MICE and Event Competency Standards had been finalised, and agreed to request all Member States to seek endorsement from their respective heads of NTOs. The Meeting also noted that upon the endorsement by all ASEAN Tourism Ministers, Myanmar as the Chair of ATMPC would issue an official letter to the Secretary-General of ASEAN to amend the ASEAN MRA-TP agreement to include the MICE and Event Competency Standards.

The Handbook has been produced as a reference to the key policies of all respective heads of NTO's in ASEAN countries in processing the endorsement of ASEAN MICE and Event Competency Standards.

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#### **TERMINOLOGY**

#### **Divisions of Labour**

The term labour division might be slightly misleading in that some of the tasks are operational in nature and labour intensive, but many of the position classifications are clearly supervisory or managerial.

#### **Core, Generic and Functional Competencies**

The competency standards for tourism professionals listed in the ACCSTP Framework are the minimum acceptable common competency standards required by industry and employers to enable the standard of a qualified person's skills to be recognised and assessed equitably in ASEAN countries. This is an essential mechanism required for the effective operation of an MRA. In the ACCSTP Framework, the Competencies are graded into three related groups of skills: Core, Generic and Functional Competencies.

#### **Core Competencies**

Competencies that industry has agreed are essential to be achieved if a person is to be accepted as competent in a particular primary division of labour. They are directly linked to key occupational tasks and include units such as 'Work effectively with colleagues and customers, and Implement occupational health and safety procedures.'

#### **Generic Competencies**

Competencies that industry has agreed are essential to be achieved if a person is to be accepted as competent at particular secondary division of labour. The name 'life skills' is sometimes used to describe these competencies and they include units such as: 'Use common business tools and technology,' and 'Manage and resolve conflict situations.'

#### **Functional Competencies**

Functional Competencies are specific to roles or jobs within the labour division, and include the specific skills and knowledge (know-how) to perform effectively, such as 'Receive and process reservations, Provide housekeeping services to guests, and Operate a bar facility.' These competencies could be generic to a Labour Division as a whole, or be specific to roles, levels or jobs within the Labour Division.

#### INTRODUCTION

The ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) is designed to enable the mobility of employment for skilled tourism labour within each Member State and to recognise the skills and qualifications of working tourism professionals from different ASEAN countries. This mean that qualified tourism professionals can apply for jobs in other ASEAN member countries, and tourism companies can search fo qualified personnel from the Community to meet their staffing needs.

In 2013 all ASEAN member states agree to appointed Indonesia as lead country in developing ASEAN Competency Standards for MICE & Event Professionals. After several meetings and workshop, finally in The Forty-Eighth Meeting of the ASEAN National Tourism Organizations (48th ASEAN NTOs) was held on 3-4 July 2018 in Kuala Belait, Brunei Darussalam, The ATPMC agreed that the draft ASEAN MICE and Event Competency Standards had been finalized, and agreed to request all Member States to seek endorsement from their respective heads of NTOs. The Standards covers 32 job titles, of which 21 job titles are under MICE Division and 11 job titles are under Event Division.

Indonesia wish to thank the following for their support in the development and production of this the ASEAN MICE and Event Competency Standards:

- ASEAN SECRETARIAT
- •The Tourism Working Group & ASEAN Tourism Professional Monitoring Committee (ATPMC)

According to the report of The nineteenth ASEAN Tourism Professional Monitoring Committee Meeting (19th ATPMC) was held on 2 April 2018 in Luang Prabang, Lao PDR, there will be further development of MICE and Event Competency Standards which may include development of curriculum, qualification framework, details competency standards and toolboxes within the MRA-TP Work Plan 2018-2022.



# CONFERENCE DIVISION

MINISTRY OF TOURISM OF THE REPUBLIC OF INDONESIA AS LEAD COUNTRY

#### **SUMMARY**

DIVISION	NUMBER	JOB TITLES	LEVEL
	1	Project Manager	5
	2	Conference Coordinator	4
	3	Function Coordinator	4
	4	Marketing Coordinator	4
	5	Conference Supervisor	3
Conference	6	Conference Secretarial Supervisor	3
	7	Liason Officer	2
	8	Conference Registration Staff	2
	9	Conference Transportation Staff	2
	10	Conference Logistic Staff	2
	11	General Support (Runner, Usher, Booker)	1

Primary Labour Division	ltem	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
MICE					Core Co	ompetencies
						Work effectively with
					1	colleagues and
						customers
					2	Work in a socially
						diverse environment
						Establish and maintain a
					3	safe and secure
						workplace
						Implement occupational
					4	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 Eng lish at
					_	a basic operational level
	3,1	[CONFERENCE]			Generic	Competencies
	٥, ١	[OOM ENEROL]			20110110	Communicate
					1	electronically
						Identify hazards,
					2	assess, and control
						safety risks
						Manage and resolve
					3	conflict situation

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					4	Perform basic first aid procedure
					5	Customer service
					6	Source and present information
					7	Access information on event operations
			CO.01	PROJECT MANAGER	Functio	nal Competencies
				(Level 5)	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
					9	Interpret financial information
					10	Prepare and monitor operational budgets
					11	Monitor work operation

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
			CO.02	Conference Coordinator	Functio	nal Competencies
				(Level 4)	1	Develop and manage public relation strategies
					2	Develop and maintain community and stakeholders relationships
					3	Prepare and monitor operational budgets

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					_	Plan and implement
					4	sales activities or
					5	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
					14	Develop event transportation plan
					15	Monitor staff performance standards
					16	Provide personal leadership
					17	Roster staff
						Use oral English to
					18	convey a complex
						exchange of ideas
					19	Deliver a short oral presentation in English

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			CO.03	Function Coordinator	Functio	nal 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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					18	Use oral English to convey a complex exchange of ideas
					19	Deliver a short oral presentation in English
			CO.04	Marketing Coordinator	Functio	nal Competencies
					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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
				Conforme		
			CO.05	Conference Supervisor	Functio	nal Competencies
				(Level 3)	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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					8	Coach others in job skills
					9	Roster staff 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
			CO.06	Conference Secretarial Supervisor	Functio	nal 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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
			CO.07	Liason Officer	Functio	nal Competencies
				(Level 2)	1	Address Protocol Requirements
					2	Show Social and Cultural Sensitivity
					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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards	
			CO.08	Conference Registration Staff	Functio	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	
			CO.09	Conference Transportati on Staff	Functio	nal 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	

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			CO.10	Conference Logistic Staff	Functio	nal Competencies
					1	Prepare business documents
					2	Negotiate with event vendors
					3	Book supplier services
					4	Monitor loading and unloading activities
					5	Gather and present product information
					6	Exchange of Information in English Conversation
			CO.11	General Support (Runner, Usher, Booker)	Functio	nal Competencies
				(Level 1)	1	Address Protocol Requirements
					2	Gather and present product information
		_			3	Respond effectively to instructions given in English

ASEAN COMMON COMPETENCY STANDARDS
FOR TOURISM PROFESSIONALS
(ACCSTP)
MICE & EVENT INDUSTRY

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# EXHIBITION DIVISION

MINISTRY OF TOURISM OF THE REPUBLIC OF INDONESIA AS LEAD COUNTRY

#### **SUMMARY**

DIVISION	NUMBER	JOB TITLES	LEVEL		
	1	Project Manager	5		
	2	Exhibition Coordinator	4		
	3	Exhibition Venue Coordinator	4		
	4	Marketing Coordinator	4		
Exhibition	5	Exhibition Supervisor	3		
	6	Exhibition Secretarial Supervisor	3		
	7	Exhibition Logistic Staff	2		
	8	Exhibition Transportation Staff	2		
	9	Exhibition Registration Staff	2		
	10 General Support (Runner, Usher, Boo				

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
	3,2	[EXHIBITION]				ic 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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.01	Project Manager	Functi	ional Competencies
				(Level 5)	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
					10	venue
					11	Monitor work operation
					12	Manage on site event operations
					13	Negotiate with events Vendor
					14	Book Supplier services
					15	Recruit and manage exhibitors
					16	Plan and allocate exhibition space
					17	Manage crowd
						Use common business tools and
					18	technology
					19	Recruit and select staff
					20	Provide personal leadership
					21	Read and write English at an advanced level

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.02	Exhibition Coordinator	Functi	ional Competencies
				(Level 4)	1	Event Coordination
					2	Develop exhibition concept
					3	Gather and present product information
					4	Negotiate with event vendors
					5	Recruit and manage exhibitors
					6	Manage financial performance within a budget
					7	Organize event infrastructure
					8	Provide event staging support
					9	Manage event staging components
					10	Organize and monitor installing and dismantling activities of an exhibition
					11	Manage Venue Services
					12	Monitor entry to a venue
					13	Use common business tools and technology
					14	Manage crowd
					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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.03	Exhibition Venue Coordinator	Funct	ional Competencies
					1	Select and recommend event venue
					2	Develop multi-venue event plans
					3	Manage venue services
					4	Monitor entry to a venue
					5	Negotiate with event vendors
					6	Manage financial performance within a budget
					7	Organize event permit
					8	Use common business tools and technology
					9	Manage on-site event operations
					10	Organise and facilitate rehearsal
					11	Develop and maintain community and stakeholders relationships
					12	Manage crowd
					13	Manage to Network Stakeholder
					14	Monitor work operations
					15	Coach others in job skills
					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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.04	Marketing Coordinator	Funct	ional Competencies
					1	Coordinate a marketing strategy and activities
					2	Plan and implement sales activities or campaigns
					3	Obtain and manage sponsorship
					4	Develop strategies to host media
					5	Gather and present product information
					6	Review and maintain website and application
					7	Create and use databases
					8	Recruit and manage exhibitors
					9	Develop and maintain community and stakeholders relationships
					10	Prepare business documents
					11	Use common business tools and technology
					12	Create a promotional display or stand
					13	Coordinate production of brochures and marketing materials
					14	Operate an online information system
					15	Provide personal leadership
					16	Roster staff
					17	Read general information texts or media

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					18	Prepare a business letter in advanced English
					19	Exchange of Information in English Conversation
			EX.05	Exhibition Supervisor	Functi	ional Competencies
				(Level 3)	1	Use common business tools and technology
					2	Organize and Monitor Installing and Dismantling Activities of an Exhibition
					3	Coordinate the installation and dismantling of exhibition
					4	Monitor loading and unloading activities
					5	Install and dismantle exhibition elements
					6	Recruit and manage exhibitors
					7	Coach others in job skills
					8	Roster staff
					9	Manage Volunteers
					10	Monitor staff performance standards
					11	Gather and present product information
					12	Read general information texts or media
					13	Exchange of Information in English Conversation
					14	Deliver a short oral presentation in English

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.06	Exhibition Secretarial Supervisor	Funct	ional Competencies
					1	Mentoring and Supervision
					2	Organize Event Permit
					3	Prepare business documents
					4	Produce various types of form documents on a computer
					5	Maintain financial standards and records
					6	Book supplier services
					7	Plan, manage and conduct meetings
					8	Operate an online information system
					9	Review and maintain website and application
					10	Create and use databases
					11	Coordinate on-site event registrations
					12	Gather and present product information
					13	Process Event Registration
					14	Use common business tools and technology
					15	Prepare a business letter in advanced English
					16	Exchange of Information in English Conversation

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.07	Exhibition Logistic Staff	Funct	ional Competencies
				(Level 2)	1	Prepare business documents
					2	Negotiate with Event Vendors
					3	Book Supplier Services
					4	Monitor Loading and Unloading Activities
					5	Gather and present product information
					6	Exchange of Information in English Conversation
			EX.08	Exhibition Transportation Staff	Funct	ional 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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EX.09	Exhibition Registration Staff	Functi	ional Competencies
					1	Process and monitor event registrations
					2	Coordinate Guest Registration at Event
					3	Coordinate on-site event registrations
					4	Read general information texts or media
					5	Exchange of Information in English Conversation
					6	Respond effectively to instructions given in English
			EX.10	General Support (RUNNER, USHER, BOOKER)	Functi	ional Competencies
				(Level 1)	1	Address Protocol Requirements
					2	Gather and present product information
					3	Respond effectively to instructions given in English

CODE	COMPETENCY STANDARDS MENU
CLUSTER 1	COMMON CORE AND GENERIC COMPETENCIES STANDARD
D3.LAN.CL01.01	Converse in English at a basic operational level
D3.MCC.CL01.01	Work effectively with colleagues and customers
D3.MCC.CL01.02	Work in a socially diverse environment
D3.MCC.CL01.03	Establish and maintain a safe and secure workplace
D3.MCC.CL01.04	Implement occupational health and safety procedures
D3.MCC.CL01.05	Communicate effectively on the telephone
D3.MCC.CL01.06	Maintain hospitality industry knowledge
D3.MCC.CL01.07	Develop and update local knowledge
D3.MCC.CL01.08	Demonstrate Professionalism
D3.MCC.CL01.09	Communicate electronically
D3.MCC.CL01.10	Identify hazards, assess, and control safety risks
D3.MCC.CL01.11	Manage and resolve conflict situation
D3.MCC.CL01.12	Perform basic first aid procedure
D3.MCC.CL01.13	Customer service
D3.MCC.CL01.14	Source and present information
D3.MCC.CL01.15	Access information on event operations
CLUSTER 2	SALES AND MARKETING
D3.MSM.CL02.01	Gather and present product information
D3.MSM.CL02.02	Create a promotional display or stand
D3.MSM.CL02.03	Coordinate a marketing strategy and activities
D3.MSM.CL02.04	Coordinate production of brochures and marketing materials
D3.MSM.CL02.05	Develop and implement marketing strategies
D3.MSM.CL02.06	Plan and implement sales activities or campaigns
D3.MSM.CL02.07	Plan and develop event proposal and bid
D3.MSM.CL02.08	Recruit and manage exhibitors
	Obtain and manage sponsorship

CLUSTER 3	HUMAN RESOURCES DEVELOPMENT				
D3.MHR.CL03.01	Recruit and select staff				
D3.MHR.CL03.02	Manage workforce planning				
D3.MHR.CL03.03	Monitor staff performance standards				
D3.MHR.CL03.04	Roster staff				
D3.MHR.CL03.05	Coach others in job skills				
D3.MHR.CL03.06	Manage Volunteers				
D3.MHR.CL03.07	Mentoring and Supervision				
D3.MHR.CL03.08	Lead and manage people				
D3.MHR.CL03.09	Provide personal leadership				
CLUSTER 4	REGISTRATION AND ADMINISTRATION				
D3.MRA.CL04.01	Process Event Registration				
D3.MRA.CL04.02	Coordinate on-site event registrations				
D3.MRA.CL04.03	Use common business tools and technology				
D3.MRA.CL04.04	Organize Event Permit				
D3.MRA.CL04.05	Plan, manage and conduct meetings				
D3.MRA.CL04.06	Book supplier services				
D3.MRA.CL04.07	Prepare business documents				
D3.MRA.CL04.08	Coordinate Guest Registration at Event				
D3.MRA.CL04.09	Process and Monitor Event Registrations				
D3.MRA.CL04.10	Coordinate with event vendors				
D3.MRA.CL04.11	Produce various types of form documents on a computer				
CLUSTER 5	PUBLIC RELATION AND COMMUNICATION				
D3.MPC.CL05.01	Develop and maintain community and stakeholders relationships				
D3.MPC.CL05.02	Develop and manage public relation strategies				
D3.MPC.CL05.03	Develop strategies to host media				
D3.MPC.CL05.04	Negotiate with Event Vendors				
D3.MPC.CL05.05	Show Social and Cultural Sensitivity				
D3.MPC.CL05.06	Address Protocol Requirements				
D3.MPC.CL05.07	Manage to Network Stakeholder				

CLUSTER 6	FINANCIAL ADMINISTRATION				
D3.MFA.CL06.01	Interpret financial information				
D3.MFA.CL06.02	Prepare and monitor operational budgets				
D3.MFA.CL06.03	Maintain financial standards and records				
D3.MFA.CL06.04	Prepare routine financial statements				
D3.MFA.CL06.05	Manage financial performance within a budget				
D3.MFA.CL06.06	Secure funding for projects				
D3.MFA.CL06.07	Manage revenue				
D3.MFA.CL06.08	Manage event business risk				
CLUSTER 7	TRANSPORTATION AND LOGISTIC				
D3.MTL.CL07.01	Develop event transportation plan				
D3.MTL.CL07.02	Provide arrival and departures assistance				
D3.MTL.CL07.03	Monitor loading and unloading activities				
CLUSTER 8	VENUE				
D3.MV.CL08.01	Manage venue services				
D3.MV.CL08.02	Select and recommend event venue				
D3.MV.CL08.03	Develop multi-venue event plans				
D3.MV.CL08.04	Monitor entry to a venue				
CLUSTER 9	PRODUCTION AND OPERATION				
D3.MPO.CL09.01	Manage projects				
D3.MPO.CL09.02	Monitor work operation				
D3.MPO.CL09.03	Provide event staging support				
D3.MPO.CL09.04	Manage event staging components				
D3.MPO.CL09.05	Organize and Monitor Installing and Dismantling Activities of an Exhibition				
D3.MPO.CL09.06	Install and dismantle exhibition elements				
D3.MPO.CL09.07	Coordinate the installation and dismantling of exhibition				
D3.MPO.CL09.08	Organize event infrastructure				
D3.MPO.CL09.09	Develop and implement event management plans				
D3.MPO.CL09.10	Manage arts and culture performance				
D3.MPO.CL09.11	Plan and allocate exhibition space				
D3.MPO.CL09.12	Manage on-site event operations				
D3.MPO.CL09.13	Plans in-house events of functions				

D3.MPO.CL09.14	Organize functions				
D3.MPO.CL09.15	Event Coordination				
D3.MPO.CL09.16	Manage crowd				
D3.MPO.CL09.17	Organize and facilitate rehearsal				
CLUSTER 10	INFORMATION TECHNOLOGY SYSTEM				
D3.MIS.CL10.01	Operate an online information system				
D3.MIS.CL10.02	Create and use databases				
D3.MIS.CL10.03	Review and maintain website and application				
CLUSTER 11	RESEARCH AND PROGRAM DEVELOPMENT				
D3.MRP.CL11.01	Research event trends and practice				
D3.MRP.CL11.02	Determine event feasibility				
D3.MRP.CL11.03	Develop conference programs				
D3.MRP.CL11.04	Develop exhibition concept				
CLUSTER 12	ENGLISH LANGUAGE PROFICIENCY				
Speaking and					
Listening					
D3.LAN.CL12.02	Respond effectively to instructions given in English				
D3.LAN.CL12.03	Use oral English to convey a complex exchange of ideas				
D3.LAN.CL12.04	Deliver a short oral presentation in English				
D3.LAN.CL12.05	Exchange of Information in English Conversation				
Reading					
D3.LAN.CL12.06	Read and write English at an advanced level				
D3.LAN.CL12.07	Read general information texts or media				
Writing					
D3.LAN.CL12.08	Prepare a business letter in advanced English				
D3.LAN.CL12.09	Write a short message in English				

ASEAN COMMON COMPETENCY STANDARDS FOR TOURISM PROFESSIONALS (ACCSTP) MICE & EVENT INDUSTRY

# EVENT DIVISION

MINISTRY OF TOURISM OF THE REPUBLIC OF INDONESIA AS LEAD COUNTRY

#### **SUMMARY**

DIVISION	LEVEL	JOB TITLES	NUMBER
Event	5	Project Manager	1
	5	Production Manager	2
	5	Show Manager	3
	4	Event Coordinator	4
	4	Marketing Coordinator	5
	3	Event Registration Supervisor	6
	3	Event Administration Supervisor	7
	2	Event Registration Staff	8
	2	Event Transportation Staff	9
	2	Liason Officer	10
	1	General Support (Usher)	11

#### **EVENT**

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
EVENT					Core Comp	etencies
					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]			Generic Competencies	
					1	Communicate electronically
					2	Access information on event operations
					3	Manage and resolve conflict situation
					4	Perform basic first aid procedure
					5	Customer service

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					6	Source and present information
					7	Identify hazards, assess, and control safety risks
				PROJECT		
			EV.01	MANAGER	Functional	Competencies
				(Level 5)	1	Manage projects
					2	Develop event concept
					3	Determine event feasibility
					4	Develop and implement
					4	event management plans
					5	Obtain and manage
					3	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
					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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
			EV.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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
			EV.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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					7	Tour the show
					8	Use Communication Skills
					9	Use information technology
					10	Follow performer scores
					11	Operate Flying/Hoisting 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
			EV.04	Event Coordinator	Functional	Competencies
				(Level 4)	1	Plan and Manage Events
					3	Event Coordination Organize event
					4	infrastructure  Manage event staging components
					5	Provide event staging support
					6	Manage on-site event operations Services

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
					12	Bump In The Show
					13	Bump Out The Show
					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
			EV.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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
			EV.06	Event Registration Supervisor	Functional	Competencies
				(Level 3)	1	Process Event Registration
					2	Coordinate on-site event registrations

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
					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
			EV.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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			,		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
			EV.08	Event Registration Staff	Functional	Competencies
				(Level 2)	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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EV.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
			EV.10	Liason 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

Primary Labour Division	Item	Secondary Labour Division	Job Index Number (JIN)	Job Titles	Item	Competency Standards
			EV.11	General Support (Usher)	Functional	Competencies
				(Level 1)	1	Gather and present product information
					2	Start conversations and develop good relations with guests
					3	Respond effectively to instructions given in English

COMPETENCY STANDARDS MENU
COMMON CORE AND GENERIC COMPETENCIES STANDARD
Converse in English at a basic operational level
Work effectively with colleagues and customers
Work in a socially diverse environment
Establish and maintain a safe and secure workplace
Implement occupational health and safety procedures
Communicate effectively on the telephone
Maintain hospitality industry knowledge
Develop and update local knowledge
Demonstrate Professionalism
Communicate electronically
Identify hazards, assess, and control safety risks
Manage and resolve conflict situation
Perform basic first aid procedure
Customer service
Source and present information
Access information on event operations
SALES AND MARKETING
Gather and present product information
Coordinate a marketing strategy and activities
Coordinate production of brochures and marketing materials
Plan and implement sales activities or campaigns
Obtain and manage sponsorship
Promote Event
HUMAN RESOURCES DEVELOPMENT
Recruit and select staff
Roster staff
Monitor staff performance standards
Coach others in job skills
Provide personal leadership
Participate In, Lead And Facilitate Work Teams

CLUSTER 4	REGISTRATION AND ADMINISTRATION
D4.ERA.CL04.01	Process Event Registration
D4.ERA.CL04.02	Coordinate on-site event registrations
D4.ERA.CL04.03	Use common business tools and technology
D4.ERA.CL04.04	Organize Event Permit
D4.ERA.CL04.05	Plan, manage and conduct meetings
D4.ERA.CL04.06	Book supplier services
D4.ERA.CL04.07	Prepare business documents
D4.ERA.CL04.08	Co-ordinate Guest Registration at Event
D4.ERA.CL04.09	Process and Monitor Event Registrations
CLUSTER 5	PUBLIC RELATION AND COMMUNICATION
D4.EPC.CL05.01	Develop and maintain community and stakeholders relationships
D4.EPC.CL05.02	Develop and manage public relation strategies
D4.EPC.CL05.03	Develop strategies to host media
D4.EPC.CL05.04	Negotiate with Event Vendors
D4.EPC.CL05.05	Develop Public Relations and Publicity Strategies
D4.EPC.CL05.06	Use Communication Skills
D4.EPC.CL05.07	Exhibit Professional Behavior
D4.EPC.CL05.08	Manage Stakeholder Relationships
D4.EPC.CL05.09	Establish and manage effective workplace relationships
D4.EPC.CL05.10	Show Social and Cultural Sensitivity
D4.EPC.CL05.11	Address Protocol Requirements
D4.EPC.CL05.12	Manage Workplace Relations
CLUSTER 6	FINANCIAL ADMINISTRATION
D4.EFA.CL06.01	Prepare and monitor operational budgets
D4.EFA.CL06.02	Maintain financial standards and records
D4.EFA.CL06.03	Prepare routine financial statements
D4.EFA.CL06.04	Manage financial performance within a budget
D4.EFA.CL06.05	Secure funding for projects
D4.EFA.CL06.06	Manage event business risk

CLUSTER 7	TRANSPORTATION AND LOGISTIC
D4.ETL.CL07.01	Develop event transportation plan
D4.ETL.CL07.02	Provide arrival and departures assistance
D4.ETL.CL07.03	Coordinate Bump-in
D4.ETL.CL07.04	Coordinate Bump-out
D4.ETL.CL07.05	Bump In The Show
D4.ETL.CL07.06	Bump Out The Show
CLUSTER 8	VENUE
D4.EV.CL08.01	Manage venue services
D4.EV.CL08.02	Select and recommend event venue
CLUSTER 9	PRODUCTION AND OPERATION
D4.EPO.CL09.01	Manage projects
D4.EPO.CL09.02	Monitor work operation
D4.EPO.CL09.03	Provide event staging support
D4.EPO.CL09.04	Manage event staging components
D4.EPO.CL09.05	Organize event infrastructure
D4.EPO.CL09.06	Event Coordination
D4.EPO.CL09.07	Manage on site event operations
D4.EPO.CL09.08	Undertake Simple Lighting/Sound/Audiovisual Activities
D4.EPO.CL09.09	Design Site
D4.EPO.CL09.10	Design Environment
D4.EPO.CL09.11	Use information technology
D4.EPO.CL09.12	Establish and manage resources and technical requirements
D4.EPO.CL09.13	Manage Technical Production
D4.EPO.CL09.14	Compile production schedule
D4.EPO.CL09.15	Install Flying Elements and Modify Rigging
D4.EPO.CL09.16	Coordinate Technical Operations
D4.EPO.CL09.17	Manage crowd
D4.EPO.CL09.19	Develop and implement event management plans
CLUSTER 10	INFORMATION TECHNOLOGY SYSTEM
D4.EIS.CL10.01	Operate an online information system
D4.EIS.CL10.02	Create and use databases

D4.EIS.CL10.03	Review and maintain website and application
D4.EIS.CL10.04	Use information technology
CLUSTER 11	RESEARCH AND PROGRAM DEVELOPMENT
D4.ERP.CL11.01	Determine event feasibility
D4.ERP.CL11.02	Develop event concept
D4.ERP.CL11.03	Facilitate and Capitalize On Change and Innovation
D4.ERP.CL11.04	Plan and Manage Events
CLUSTER 12	SHOW ELEMENTS
D4.ESE.CL12.01	Manage The Performance
D4.ESE.CL12.02	Engage Performers and Entertainers
D4.ESE.CL12.03	Exhibit Professional Behavior
D4.ESE.CL12.04	Prepare for rehearsal
D4.ESE.CL12.05	Coordinate rehearsals
D4.ESE.CL12.06	Coordinate final production process
D4.ESE.CL12.07	Participate in, lead and facilitate work teams
D4.ESE.CL12.08	Tour the show
D4.ESE.CL12.09	Follow performer scores
D4.ESE.CL12.10	Operate Flying/Hoisting Systems
D4.ESE.CL12.11	Operate staging elements
CLUSTER 13	ENGLISH LANGUAGE PROFICIENCY
Speaking and	
Listening	Decree de Carlos de la destruction de disconsideration de la Carlos
D4.LAN.CL13.02	Respond effectively to instructions given in English
D4.LAN.CL13.03	Start conversations and develop good relations with guests
D4.LAN.CL13.04	Use oral English to convey a complex exchange of ideas
D4.LAN.CL13.05	Exchange of Information in English Conversation
Reading	Dood and write English at an advanced level
D4.LAN.CL13.06	Read and write English at an advanced level
D4.LAN.CL13.07	Read general information texts or media
Writing	Meito a about magaza in English
D4.LAN.CL13.08	Write a short message in English
D4.LAN.CL13.09	Prepare a business letter in advanced English

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