

# Events Management Competency Map

## COMPETENCY UNITS

LEVEL DEPARTMENT TYPICAL JOB TITLES

Core Units

Specialisation Units

Elective Units

### INDUSTRY KEY PURPOSE

To originate, develop and promote the creative use of art forms that celebrate cultural identities, and contributes to enhancing the quality of life by generating social, spiritual and economic wealth.

### RELATED SECTORS

Communications (Advertising, Interactive Services, Public Relations, Direct Marketing); Digital Media (Games Technology, Animation, Interactive); TV, Film and Radio; Music; Printing; Publishing; Libraries Architecture; Exhibition Design; Fashion Design; Graphic Design; Interior Design; Industrial Design

### SETTINGS

Theatres  
Concert Halls  
Auditoria  
Clubs and other Entertainment Venues  
Education Settings  
Community Settings  
Public Realm  
Festivals

### COMPETENCY CATEGORIES

Artistic Policy (AP)  
Arts Practice (APR)  
Business Management (BM)  
Business Operations (BO)  
Change and Innovation (CI)  
Communication (COM)  
Contract Management (CM)  
Copyright, Licensing and IPR (CLR)  
Design (DES)  
Events Management (EM)  
Finance (FIN)  
Governance (GOV)  
Health and Safety (HS)  
Human Resources (HR)  
Information Management (INF)  
IT (IT)  
Learning and Development (LD)  
Lighting (LIG)  
Managing Artist (MA)  
Marketing and Promotion (MPR)  
Networks (NET)  
Personal Development (PD)

LEVEL	DEPARTMENT	TYPICAL JOB TITLES	Core Units	Specialisation Units	Elective Units
6		<b>CHIEF EXECUTIVE OFFICER</b>	CI-AP-602C-0 Develop opportunities for national and international creative collaborations and co-productions CI-AP-605C-0 Identify opportunities for the strategic development of the artform CI-BO-601C-0 Develop and implement an operational plan CI-COM-607C-0 Direct communications in a creative environment CI-HR-601C-0 Manage people CI-STR-601C-0 Develop, implement and review a business / strategic plan CI-STR-602C-0 Provide leadership across the organisation	CI-FIN-504S-1 Develop and Manage Fundraising and Sponsorship Programmes CI-MPR-603S-0 Evaluate and manage international marketing opportunities CI-PR-605S-0 Plan and oversee public relations activities CI-STR-505E-0 Manage self as a board member	CI-CLR-501E-0 Manage IP at a strategic level CI-FIN-601E-0 Secure finance for a project in a cross-platform environment ES-JS-401G-1 Manage Workplace Safety and Health System CI-INF-601E-0 Plan, implement and review a knowledge management system CI-MPR-602E-0 Develop marketing strategies / plans and manage the marketing process LPM-RLT-601-C-1 Establish Relationships (LPM) CI-PM-601E-0 Manage a major project CI-PM-605C-0 Direct the scope and integration of multiple projects / programmes CI-PM-606C-0 Manage risk
6		<b>CHIEF OPERATIONS OFFICER</b>	CI-AP-602C-0 Develop opportunities for national and international creative collaborations and co-productions CI-AP-605C-0 Identify opportunities for the strategic development of the artform CI-BO-601C-0 Develop and implement an operational plan CI-COM-607C-0 Direct communications in a creative environment CI-HR-601C-0 Manage people CI-STR-601C-0 Develop, implement and review a business / strategic plan CI-STR-602C-0 Provide leadership across the organisation	CI-CM-601S-0 Develop and create compliance requirements CI-EM-602S-0 Oversee and direct planning and development of proposals and bids for staging events CI-NET-602E-0 Develop and manage business partnership in a project CI-PM-604E-0 Direct project procurement and contracts of multiple projects / programmes	CI-CLR-501E-0 Manage IP at a strategic level CI-FIN-601E-0 Secure finance for a project in a cross-platform environment ES-JS-401G-1 Manage Workplace Safety and Health System CI-INF-601E-0 Plan, implement and review a knowledge management system CI-MPR-602E-0 Develop marketing strategies / plans and manage the marketing process LPM-RLT-601-C-1 Establish Relationships (LPM) CI-PM-601E-0 Manage a major project CI-PM-605C-0 Direct the scope and integration of multiple projects / programmes CI-PM-606C-0 Manage risk
6		<b>ARTISTIC DIRECTOR</b>	CI-AP-602C-0 Develop opportunities for national and international creative collaborations and co-productions CI-AP-604C-0 Direct the creation of artistic work / content CI-AP-605C-0 Identify opportunities for the strategic development of the artform CI-COM-607C-0 Direct communications in a creative environment CI-STR-602C-0 Provide leadership across the organisation	CI-EM-601S-0 Conceptualize and direct events CI-TVRP-604S-0 Plan production (pre-production)	CI-BO-601C-0 Develop and implement an operational plan CI-CLR-501E-0 Manage IP at a strategic level CI-FIN-601E-0 Secure finance for a project in a cross-platform environment CI-FIN-504S-1 Develop and Manage Fundraising and Sponsorship Programmes ES-JS-401G-1 Manage Workplace Safety and Health System CI-HR-601C-0 Manage people CI-INF-601E-0 Plan, implement and review a knowledge management system CI-MPR-602E-0 Develop marketing strategies / plans and manage the marketing process LPM-RLT-601-C-1 Establish Relationships (LPM) CI-PM-601E-0 Manage a major project CI-PM-605C-0 Direct the scope and integration of multiple projects / programmes CI-PM-606C-0 Manage risk CI-STR-601C-0 Develop, implement and review a business / strategic plan CI-STR-505E-0 Manage self as a board member
5		<b>EVENT PRODUCER</b>	CI-BO-502E-0 Manage operational plan CI-EM-503C-0 Plan and manage events CI-FIN-502E-0 Develop and manage budgets and financial plans CI-HR-502E-0 Manage individual and team performance CI-PM-509C-0 Manage project scope CI-STR-504C-0 Develop and manage strategic plan for a digital media product	CI-PM-507S-0 Assess and manage project risks CI-PM-508E-0 Manage project procurement CI-PM-510E-0 Manage project time CI-QM-501C-0 Deliver and maintain products / services to standards agreed by the organisation and the customer	CI-COM-508E-0 Oversee communications in a creative environment CI-HS-502E-0 Develop and implement a health and safety policy that ensures a safe workplace CI-HR-504E-0 Recruit, select and induct staff LPM-RLT-601-C-1 Establish Relationships (LPM) CI-PM-502E-0 Manage project costs CI-QM-503E-0 Manage project quality
5		<b>EVENT PRODUCTION MANAGER</b>	CI-BO-502E-0 Manage operational plan CI-EM-503C-0 Plan and manage events CI-FIN-502E-0 Develop and manage budgets and financial plans CI-HR-502E-0 Manage individual and team performance CI-PM-509C-0 Manage project scope CI-STR-504C-0 Develop and manage strategic plan for a digital media product	CI-APR-503S-0 Interpret creative ideas and plans CI-BO-405S-0 Coordinate the purchase or hire of equipment/supplies CI-COM-501C-0 Manage project communications CI-CM-502C-0 Address legal and administrative requirements CI-DES-505S-0 Oversee realisation of final design to meet client's needs CI-HS-501E-0 Assess health and safety hazards and risks and develop and implement active monitoring systems for their control CI-PR-507S-0 Formulate and coordinate crisis management communication strategies CI-QM-501C-0 Deliver and maintain products / services to standards agreed by the organisation and the customer	CI-COM-508E-0 Oversee communications in a creative environment CI-HS-502E-0 Develop and implement a health and safety policy that ensures a safe workplace CI-HR-504E-0 Recruit, select and induct staff LPM-RLT-601-C-1 Establish Relationships (LPM) CI-PM-502E-0 Manage project costs CI-QM-503E-0 Manage project quality
5		<b>CREATIVE PRACTICE(ACTOR; ARTS EDUCATOR; CASTING DIRECTOR; CHOREOGRAPHER; CIRCUS PERFORMER; COMEDIAN; COMPOSER; COSTUME DESIGNER; DANCER; INSTALLATION ARTIST; LIGHTING DESIGNER; LYRICIST; MAGICIAN; MUSICAL DIRECTOR; MUSICIAN; POET; SCRIPTWRITER/PLAYWRITER; SET DESIGNER; SINGER; SOUND DESIGNER; WRITER)</b>	CI-AP-506C-0 Contribute to opportunities for the strategic development of the artform CI-APR-502C-0 Develop technical and conceptual skills required to work as a practising artist CI-FIN-502E-0 Develop and manage budgets and financial plans CI-FIN-503C-0 Formulate, develop and manage a financial system suitable for the scale of operation CI-FIN-504S-1 Develop and Manage Fundraising and Sponsorship Programmes CI-MPR-515S-0 Promote products and services to international markets LPM-PER-501-C-1 Develop Personal Effectiveness (LPM)		CI-COM-502S-0 Present effectively to engage and manage your audience CI-COM-508E-0 Oversee communications in a creative environment CI-CM-502C-0 Address legal and administrative requirements CI-EO-501E-0 Design, facilitate and review learning through arts work / content CI-HS-502E-0 Develop and implement a health and safety policy that ensures a safe workplace LPM-RLT-501-C-1 Foster Business Relationships (LPM) CI-PS-502E-0 Resolve problems which impact on the work

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COMPETENCY UNITS					
LEVEL	DEPARTMENT	TYPICAL JOB TITLES	Core Units	Specialisation Units	Elective Units
4		<b>EVENT MANAGER</b>	<ul style="list-style-type: none"> <li>CI-CI-402C-0 Promote innovation and change</li> <li>CI-COM-410C-0 Manage Communications in a creative environment</li> <li>CI-EM-405S-0 Oversee and coordinate implementation of an event</li> <li>CI-HS-403E-0 Implement and monitor a safe workplace and comply with emergency procedures</li> <li>ES-WPS-2WIT-0 Workplace ICT Applications (Supervisory) ESS</li> </ul>	<ul style="list-style-type: none"> <li>CI-BO-405S-0 Coordinate the purchase or hire of equipment/supplies</li> <li>CI-DES-443S-0 Develop and implement designs to effectively support and produce an exhibition</li> <li>CI-QM-405E-0 Monitor compliance with legal, regulatory, social, environmental and ethical responsibilities</li> <li>CI-SM-402S-0 Coordinate and facilitate the rehearsal process of a production</li> <li>CI-TT-404S-0 Manage the production process</li> </ul>	<ul style="list-style-type: none"> <li>CI-BO-407C-0 Implement the effective delivery of the business plan</li> <li>CI-CM-406E-0 Negotiate contracts</li> <li>CI-HR-407C-0 Participate in, facilitate and promote effective working of individuals and teams</li> <li>CI-LD-403E-0 Facilitate individual learning through coaching</li> <li>LPM-PER-401-C-1 Manage Self (LPM)</li> <li>CI-PS-403E-0 Address problems which impact on the work</li> <li>CI-PLA-401C-0 Identify risk and apply risk management processes to a project</li> </ul>
4		<b>DEPARTMENT HEADS (STAGE, WARDROBE, MULTIMEDIA, SOUND, LIGHTING)</b>	See Technical Theatre	See Technical Theatre	See Technical Theatre
4		<b>DEPARTMENT HEADS (MARKETING AND COMMUNICATIONS, FRONT OF HOUSE, HR, FINANCE)</b>	See Performing Arts	See Performing Arts	See Performing Arts
4		<b>ACCOUNT EXECUTIVE</b>	<ul style="list-style-type: none"> <li>CI-CI-402C-0 Promote innovation and change</li> <li>CI-COM-410C-0 Manage Communications in a creative environment</li> <li>CI-EM-405S-0 Oversee and coordinate implementation of an event</li> <li>CI-HS-403E-0 Implement and monitor a safe workplace and comply with emergency procedures</li> <li>ES-WPS-2WIT-0 Workplace ICT Applications (Supervisory) ESS</li> </ul>	<ul style="list-style-type: none"> <li>CI-BO-404E-0 Coordinate business resources</li> <li>CI-BO-406S-0 Enable, develop and support growth of a client's business</li> <li>CI-CM-405E-0 Apply contract procurement techniques</li> <li>CI-BM-401C-0 Establish and maintain work and contractual relationship</li> <li>CI-CLR-302E-1 Administer and manage the use of licensed copyright materials created</li> <li>CI-DES-419S-0 Develop a proposal and quotation for design and design services for presentation to client</li> <li>CI-FIN-405E-0 Prepare financial reports</li> <li>CI-TT-404S-0 Manage the production process</li> </ul>	<ul style="list-style-type: none"> <li>CI-BO-407C-0 Implement the effective delivery of the business plan</li> <li>CI-CM-406E-0 Negotiate contracts</li> <li>CI-HR-407C-0 Participate in, facilitate and promote effective working of individuals and teams</li> <li>CI-LD-403E-0 Facilitate individual learning through coaching</li> <li>LPM-PER-401-C-1 Manage Self (LPM)</li> <li>CI-PS-403E-0 Address problems which impact on the work</li> <li>CI-PLA-401C-0 Identify risk and apply risk management processes to a project</li> </ul>
4		<b>CREATIVE PRACTICE (ACTOR; ARTS EDUCATOR; CHOREOGRAPHER; CIRCUS PERFORMER; COMEDIAN; COMPOSER; DANCER; INSTALLATION ARTIST; LYRICIST; MAGICIAN; MUSICAL DIRECTOR; MUSICIAN; POET; SCRIPTWRITER/PLAYWRITER; SINGER; WRITER)</b>	<ul style="list-style-type: none"> <li>CI-APR-405C-0 Maintain and apply technical and conceptual skills required to work as a practising artist</li> <li>CI-APR-406C-0 Maintain self or group in business</li> <li>CI-BO-407C-0 Implement the effective delivery of the business plan</li> <li>CI-BM-401C-0 Establish and maintain work and contractual relationship</li> <li>CI-HR-405C-0 Career planning and career development</li> <li>CI-HR-407C-0 Participate in, facilitate and promote effective working of individuals and teams</li> <li>CI-PLA-401C-0 Identify risk and apply risk management processes to a project</li> <li>CI-QM-405E-0 Monitor compliance with legal, regulatory, social, environmental and ethical responsibilities</li> <li>CI-MA-401C-0 Develop Creative Entrepreneurship</li> <li>IT-MNG-0390-0 Prepare a proposal (NICF)</li> <li>CI-PM-414C-0 Plan and monitor projects to deliver strategic objectives</li> <li>CI-FIN-412C-0 Manage Business Accounts / Finance</li> <li>CI-MPR-431C-0 Develop and manage business development strategies to enlarge clientele</li> <li>CI-MPR-432C-0 Promote and publicise creative work and services</li> </ul>		<ul style="list-style-type: none"> <li>CI-COM-410C-0 Manage Communications in a creative environment</li> <li>CI-EO-402S-0 Develop and implement community engagement strategies</li> <li>CI-EO-403E-0 Design and facilitate learning through arts work / content</li> <li>CI-HS-403E-0 Implement and monitor a safe workplace and comply with emergency procedures</li> <li>CI-MPR-422E-0 Promote products and services</li> <li>CLPM-RLT-401-C-1 Cultivate Positive Workplace Relations (LPM)</li> <li>LPM-PER-401-C-1 Manage Self (LPM)</li> <li>CI-PS-403E-0 Address problems which impact on the work</li> </ul>

- Personal Development (PD)
- Planning (PLA)
- PR (PR)
- Problem Solving (PS)
- Project Management (PM)
- Quality Management (QM)
- Recruitment and Selection (RS)
- Stage Management (SM)
- Strategy (STR)
- TV, Film and Radio Production (TVRP)

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