

# Tourism (Event Management and Operations)

**Service Quality Centre Pte Ltd** UEN: 199003051G | PEI Validity Period: 26 March 2022 to 25 March 2024

**80 Jurong East Street 21 #05-01 Devan Nair Institute for Employment and Employability Singapore 609607**

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# TOURISM (EVENT MANAGEMENT AND OPERATIONS)

Diploma in Tourism (Event Management and Operations)

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Diploma in Tourism (Event Management and Operations)	Course Duration (hrs)	Fee (S\$) Excl GST	Nett Fee (S\$) Incl GST	Nett Fee (S\$) after Training Grant*			
				SMEs	Non-SMEs/ Self-Sponsored	MCES	
<ul style="list-style-type: none"> <li>Assess Emerging Technology Trends for Workplace Application (Blended Learning) TGS-2020503370 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Apr 4 - 5   Jul 4 - 5</li> </ul>	Classroom-based learning*	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30
<ul style="list-style-type: none"> <li>Optimise New Technologies for Workplace Innovation (Blended Learning) TGS-2020503369 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Apr 21 - 22   Jul 14 - 15</li> </ul>	Classroom-based learning*	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30
<ul style="list-style-type: none"> <li>Develop Organisational Plans for Economic Shifts TGS-2020503815 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 May 4 - 5   Jul 21 - 22</li> </ul>	Classroom-based learning*	16	\$ 490.00	\$ 524.30	\$ 181.30	\$ 279.30	\$ 181.30
<ul style="list-style-type: none"> <li>Develop Expertise in Events Planning and Management TGS-2020503816 Funding Validity Period: 29 Jun 2020 - 04 Aug 2024 May 10 - 11   Aug 1 - 2</li> </ul>	Classroom-based learning*	16	\$ 490.00	\$ 524.30	\$ 181.30	\$ 279.30	\$ 181.30
<ul style="list-style-type: none"> <li>Strategic Management of Delegates and Participants TGS-2020504158 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 May 24 - 25   Aug 11 - 12</li> </ul>	Classroom-based learning*	16	\$ 490.00	\$ 524.30	\$ 181.30	\$ 279.30	\$ 181.30
<ul style="list-style-type: none"> <li>Develop and Deliver Excellent MICE Content and Experiences TGS-2020504164 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 May 30 - 31   Aug 18 - 19</li> </ul>	Classroom-based learning*	16	\$ 490.00	\$ 524.30	\$ 181.30	\$ 279.30	\$ 181.30
<ul style="list-style-type: none"> <li>Design Transformative Learning and Development Journeys TGS-2020504325 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Jun 9 - 10   Aug 25 - 26</li> </ul>	Classroom-based learning*	16	\$ 490.00	\$ 524.30	\$ 181.30	\$ 279.30	\$ 181.30
<ul style="list-style-type: none"> <li>Lead with Service Vision (Service Leadership) TGS-2019504207-1 Funding Validity Period: 27 Jan 2020 - 22 Aug 2023 Mar 24 - 25   Apr 11 - 12   Apr 28 - 29   May 19 - 20   Jul 28 - 29</li> </ul>	Classroom-based learning*	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30
<ul style="list-style-type: none"> <li>Lead with Service Vision (Service Leadership) (Synchronous e-learning) TGS-2021005681-1 Funding Validity Period: 15 Jun 2021 - 14 Jun 2023 Mar 24 - 25   Apr 28 - 29   Jul 28 - 29</li> </ul>	Virtual Classroom	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30

\* Classroom-based training will be conducted through virtual classroom until further notice. Terms and conditions apply.

^ Nett fee is inclusive of GST and subject to terms and conditions.

● SkillsFuture Credit can be used on top of existing government course subsidies to pay for a wide range of approved skills-related courses. All Singaporeans aged 25 and above will receive an opening credit of S\$500. They will also receive a one-off SkillsFuture Credit top-up of \$500 that will expire by 31 Dec 2025.

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Classroom-based learning

TGS-2020503370

## Assess Emerging Technology Trends for Workplace Application – Blended (16 hrs)

This course empowers participants, especially middle managers in the tourism industry, to be ready for an influx of digital natives into the market. As such, a greater understanding of the world of technology is crucial. Part of this understanding involves scanning for emerging technology trends. The knowledge gained will enable organisations to leverage on the use of best relevant technologies to better meet the needs of travel consumers.

### Key Benefits

- Scan for emerging technologies that are in alignment with the strategic direction of the organisation
- Evaluate the organisation's operational readiness as well as the feasibility of adopting emerging technologies
- Determine suitability of recommended emerging technologies for the organisation
- Select emerging technologies that meet organisational needs
- Facilitate an implementation plan to adopt the emerging technology

### Course Contents

- Building a case for technological adoption
- Proposal of technological solutions
- Adoption of emerging technologies

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), project work, group discussions, case studies, critical reflections, online learning via Udemy, and chatbot.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020503369

## Optimise New Technologies for Workplace Innovation – Blended (16 hrs)

The key focus of this training will be to propel participants, especially middle managers in the tourism industry, in the tourism industry to drive the implementation of technological plans so that organisations can be ready for the influx of digital consumers into the market. In order to do so, middle managers would have to be able to analyse the practicality, feasibility and risks of adopting emerging technologies. Through this course, middle managers will be empowered to select, design, assess, and develop optimisation plans and pave the way for the successful adoption of emerging technologies.

### Key Benefits

- Select the most suitable tool for the organisation's operating environment
- Design and plan for adoption of new technologies
- Assess the implications of the adoption of new technologies and be ready with control measures to mitigate risks
- Develop optimisation plans to improve the application of technologies in business operations

### Course Contents

- Design technological adoption plan
- Validate technological adoption plan
- Implementation plan
- Performance evaluation

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), group discussions, case studies, critical reflections, project work, online learning via UdeMy

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020503815

## Develop Organisational Plans for Economic Shifts (16 hrs)

This course encourages participants to leverage on emerging trends to create a tangible organisational plan, guiding participants towards capturing a realistic view of their external environment and leading them to think about their internal capacities so that they can develop key strategies to help their organisation grow and be successful.

### Key Benefits

- Review the implications of interdependence of sub-sectors in the tourism industry
- Determine the socio-economic impact on the tourism industry
- Understand tourism-related regulations and requirements
- Develop organisational plans to leverage on emerging trends and government initiatives

### Course Contents

- Environmental factors and the tourism industry, including but not limited to:
  - Subsector impacts
  - Socio-economic factors
  - Government initiatives and regulations
- Organisational planning

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures, project work, group discussions, presentations, case studies, and critical reflections.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020503816

## Develop Expertise in Events Planning and Management (16 hrs)

This course will touch on the basic foundation of events – planning and management, as well as events evaluation. Participants can expect to learn how to develop functional event plans that are the products of well-informed decisions and undertake the demanding task of coordinating with stakeholders during event planning and delivery, while simultaneously focusing on meeting the demands of the stakeholders, delivering unique experiences for each event.

### Key Benefits

- Gain an understanding of different event plans
- Increase understanding of the various needs of various stakeholders
- Enhance ability to manage budgetary requirements of different events
- Determine the socio-economic impact of event delivery
- Use performance metrics to evaluate the effectiveness of events planning and management

### Course Contents

- Events planning
- Events management
  - Timelines and budgets
  - Event logistics
  - Venue requirements
- Events evaluation

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures, project work, group discussions, presentations, case studies, and critical reflections.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020504158

## Strategic Management of Delegates and Participants (16 hrs)

This course will lead participants into thinking deeper about the management of events and travel arrangements. They will be prompted to think about how they can bring across all relevant information clearly and accurately identify risks that are present in the plans they have drafted; and hence improve upon them, leading to a meaningful and pleasant experience for the delegates and participants they served.

### Key Benefits

- Manage events and registrations
- Propose travel arrangements for delegates and participants
- Communicate effectively with delegates and participants
- Negotiate with potential suppliers and vendors

### Course Contents

- Managing events
- Managing travel arrangements
- Communication techniques
- Registration procedures
- Managing vendors and suppliers
- Organisational planning

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), group discussions, case studies, critical reflections and project work.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020504164

## Develop and Deliver Excellent MICE Content and Experiences (16 hrs)

This course will steer participants towards a deeper understanding of the management of MICE events. MICE is a highly-specific sector; it is crucial to have an in-depth understanding of the standard requirements necessary to make any MICE event a successful one. Participants will be able to deliver refreshing experiences for MICE events while maximising the budget, ensuring satisfaction on all fronts.

### Key Benefits

- Understand the background of MICE events, including their purposes, scope and objectives
- Gain new insights on the requirements of any MICE event
- Utilise new knowledge about the requirements of MICE events to create event proposals
- Further develop event proposals to delve into the specifics such as content and programme formats

### Course Contents

- Purpose, scope and objectives of MICE events
- Requirements of MICE events
- Conceptualising a MICE event
- Development of content, programmes and format of a MICE event

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures, project work, group discussions, presentations, case studies, and critical reflections.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020504325

## Design Transformative Learning and Development Journeys (16 hrs)

This course will allow participants to facilitate the effective professional development of staff for the overall benefit of the organisation through in-depth learning about organisational strategies, plausible improvements to be made in terms of staff development and determining how they can engage in constructive communication channels. Overall, participants will be able to maximise each of their staffs' potential and capabilities to contribute to the organisation.

### Key Benefits

- Analyse the learning and development needs of staff
- Identify learning priorities of staff
- Facilitate staff's ability to reach their training goals
- Determine if learning goals set out have been achieved

### Course Contents

- Learning and development analysis
- Learning and development strategies
- Implementing aforementioned learning and development strategies
- Evaluating outcomes of learning and development strategies

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures, project work, group discussions, presentations, case studies, and critical reflections.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

### Classroom-based learning

TGS-2019504207-1

## Lead with Service Vision (Service Leadership) (16 hrs)

This course covers knowledge and application skills in leading a team to deliver service excellence that is in line with the organisation's customer-focused strategy. It includes promoting a customer-centric environment and analysing the team's performance to identify areas of improvement.

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

### Key Benefits

- Recognise the roles and responsibilities of a leader in operationalising the organisation's vision, mission and values
- Promote a customer-centric environment to influence team to achieve service excellence
- Analyse performance of team to identify follow-up actions for improvement

### Course Contents

- Understand the service leader's roles and responsibilities in the service value chain and how it impacts the whole organisation
- Identify with the characteristics of a service leader in terms of the skills, attributes and behaviours required
- Create a customer-centric work environment to influence team to exhibit service excellence behaviours
- Apply appropriate platforms and techniques to promote a customer-centric work environment
- Implement suitable methods to operationalise the organisation's service vision, mission, and values (VMV) through cascading service behaviours, aligning team performance standards, integrating behavioural and performance expectations into the performance review of team members, and devising relevant policies and processes
- Exhibit characteristics of a influencing service leader
- Provide support and reinforcement to influence team and individuals to achieve service excellence
- Monitor and obtaining feedback from appropriate sources on the team performance
- Analyse the team performance to identify service gaps and best practices
- Evaluate and carry out follow-up actions for continuous improvement in support of VMV

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures, group discussions, role plays, quizzes, and videos.

### Who Should Attend

- This course is suitable for customer experience managers, store / branch managers, heads of departments, and outlet managers.

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Synchronous e-learning

TGS-2021005681-1

## Lead with Service Vision (Service Leadership) (Synchronous e-learning) (16 hrs)

This course covers knowledge and application skills in leading a team to deliver service excellence that is in line with the organisation's customer-focused strategy. It includes promoting a customer-centric environment and analysing the team's performance to identify areas of improvement.

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

### Key Benefits

- Recognise the roles and responsibilities of a leader in operationalising the organisation's vision, mission and values
- Promote a customer-centric environment to influence team to achieve service excellence
- Analyse performance of team to identify follow-up actions for improvement

### Course Contents

- Understand the service leader's roles and responsibilities in the service value chain and how it impacts the whole organisation
- Identify with the characteristics of a service leader in terms of the skills, attributes and behaviours required
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- Monitor and obtaining feedback from appropriate sources on the team performance
- Analyse the team performance to identify service gaps and best practices
- Evaluate and carry out follow-up actions for continuous improvement in support of VMV

### Learning Methodology

- The course will be conducted through online LIVE streaming via Zoom. Participants will undergo experiential learning through mini-lectures, group discussions, role plays, quizzes, and videos.

### Who Should Attend

- This course is suitable for customer experience managers, store / branch managers, heads of departments, and outlet managers.

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm