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| **Competency A: Event Management Customer Service Skills** | **NEEDS: 15** |
| **Task / Skill**  |  |
| 1. Explain the importance of listening to the customer.  |   |
| 2. Understand the value that the customer associates with their personal event. |   |
| 3. Understand the demographics of customers for different types of events. |   |
| 4. Plan events that fit the budget of customers. |   |
| 5. Meet the expectations of event customers. |   |
| 6. Explain the event contract to the customer. |   |
| 7. Explain important communication skills for event planners. |  |
| 8. Demonstrate an appreciation of the event value for the customer. |  |
| 9. Understand related needs and services for event participants. |  |
| 10. Manage customer expectations and implement communication check points. |  |
| 11. Explain how to handle objections and difficult clients. |  |
| 12. Determine strategies to help indecisive clients make firm decisions. |  |
| 13. Explain the power of customer service feedback on social media. |  |
| **Competency B: Management Skills for Successful Event Planners** | **NEEDS: 14** |
| **Task / Skill**  |  |
| 1. Describe the skills needed for a successful event planning career. |  |
| 2. Explain the importance of multitasking for event planning. |  |
| 3. Explain the financial management skills required by event planners.  |   |
| 4. Understand the importance of following a budget for the event customer. |   |
| 5. Define the importance of time management skills for event planners. |   |
| 6. Describe the creativity possessed by successful event planners. |   |
| 7. Explain strategies to diffuse challenges and difficult situations. |  |
| 8. Create staffing schedules to accomplish tasks. |  |
| 9. Manage vendors and understand their duties. |  |
| 10. Create budgets to meet clients’ expectations. |  |
| 11. Explain the importance of professional networking in the event planning industry. |  |
| 12. Explain the importance for developing leadership skills by actively participating in organizations like FBLA. |  |

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| **Competency C: Legal Aspects of Event Planning** | **NEEDS: 13** |
| **Task / Skill**  |  |
| 1. Explain the elements of a contract.  |   |
| 2. Explain how the event deposit works. |   |
| 3. Understand the impact of food permits on event planning. |   |
| 4. Describe the role of the fire marshal for an event. |   |
| 5. Explain the need for security for all types of events. |  |
| 6. Explain the legal implications of special effects (example: fireworks at an event) |  |
| 7. Explain how a pandemic impacts events of all sizes. |  |
| 8. Explain the importance of risk management for events. |  |
| 9. Describe the importance of customer safety at events |  |
| 10. List risk management requirements for events that may cause issues. |  |
| 11.Explain the rational for event insurance. |  |
| **Competency D: Event Staffing** | **NEEDS: 13** |
| Task / Skill  |  |
| 1. Explain the importance of adequate staffing for an event. |   |
| 2. Describe the dress code for events. |  |
| 3. Define a staff timeline and needs list. |  |
| 4. Define Job descriptions for all staff members. |  |
| 5. List required permits for events involving food service (Food handlers, TABC, etc.) |  |
| 6. Describe check-in and check-out procedures for event planning. |  |
| 7. List pay ranges for event employees. |  |
| 8. Manage labor costs and hours to meet the budget.  |  |
| 9. Minimize amount paid for employee overtime. |  |
| 10. Define a code of ethics for event staff. |  |
| 11. Describe training and development for event staff |  |
| **Competency E: Designing and Executing the Event** | **NEEDS: 12** |
| **Task / Skill**  |  |
| 1. Describe event design. |   |
| 2. Define effective event flow. |   |
| 3. Describe personnel needs for designing and implementing the event. |   |
| 4. Define ultimate customer service during the planning and execution of the event. |   |
| 5. Explain décor design and execution. |  |
| 6. Manage the stress associated with the day of the event. |  |
| 7. Create ROS (Run of Show) and manage the tasks. |  |
| 8. Create the BEO to handle Food, beverage, and set ups. |  |
| 9. Manage moving parts on stage or live feed via script and prompts |  |
| 10. Close out events with full reports of attendee counts, over/under budgets, and liabilities.  |  |

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| **Competency F: Convention Management** | **NEEDS: 12** |
| **Task / Skill**  |  |
| 1. Explain the financial value of a convention for a city. |   |
| 2. Describe all businesses financially impacted by convention events. |   |
| 3. Explain why and how cities compete for major conventions. |   |
| 4. Describe the relationship between number of hotel rooms and cities hosting convention events. |  |
| 5. Explain security concerns for large convention events. |  |
| 6. Explain how the chamber of commerce gets involved with convention events. |  |
| 7. Define room block minimums and attritions  |  |
| 8. Understand food and beverage min and how it effects the over budget and cost. |  |
| 9. Handle attendee registration. |  |
| 10. Explain convention handbooks, goodie bags, etc. |  |
| 11. Handle sponsorships and onsite marketing |  |
| 12. Explain management of audio visual and sound requirements associated with event management. |  |
| **Competency G: Crowd Control at the Event** | **NEEDS: 11** |
| **Task / Skill**  |  |
| 1. Explain event traffic flow. |   |
| 2. Describe how to streamline an event. |   |
| 3. Explain the importance of attendee flow at an event. |   |
| 4. Describe the role of the fire marshal at an event. |  |
| 5. Create an event layout and flow diagram |  |
| 6. Follow fire marshal guidelines for events not to block exits. |  |
| 7. Explain special security for the events attended by political leaders (President, Congress, Major). |  |
| 8. Manage crowd control and develop the process for unwanted guests. |  |
| 9. Explain maximum event capacity and the need for accessible exits at events |  |
| **Competency H: Pricing for Events** | **NEEDS: 11** |
| **Task / Skill**  |  |
| 1. Explain the importance of working with the customer’s budget. |   |
| 2. Describe the demographics for different event customers. |   |
| 3. Explain billing procedures for event management. |   |
| 4. Describe the need for payment plans for events. |  |
| 5. Describe the cost of events (weddings, celebrations, etc.) |  |
| 6. Explain cost ranges for product and services (Cake for 100ppl $200-$3,000), etc. |  |
| 7. Define guest counts and cost per person. |  |
| 8. Explain non-guest costs like entertainment, venue, etc. |  |
| 9. Match event prices to the budget for the event. |  |

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| **Competency I: Event Planning Careers** | **NEEDS: 10** |
| **Task / Skill**  |  |
| 1. Define the role of an event planner. |   |
| 2. Describe the huge wedding planner industry. |   |
| 3. Explain the role of event space for venue managers. |   |
| 4. Explain the wide range of event careers ranging from detailed planning to high-level multitasking during event execution. |   |
| 5. Find salary ranges of event planners. |  |
| 6. Find companies that are hiring planners and their required qualifications  |  |
| 7. Explain certifications or degrees related to becoming an event planner |  |
| 8. List different event planning sectors. |  |
| **Competency J: Supply Chain Management of an Event** | **NEEDS: 9** |
| **Task / Skill**  |  |
| 1. Define vendors for event planning. |   |
| 2. Explain the importance of relationships with the vendors. |   |
| 3. Describe financial negotiation with vendors. |   |
| 4. Describe vendor contracts and what should be on there |  |
| 5. Explain vendor set up, performance, and tear down timeline |  |
| 6. Explain the reason for vetting vendors to determine their qualifications and reliability. |  |
| 7. Explain vendor insurance and liability. |  |

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