SGUNITED SKILLS PROGRAMME

Modern Services

Up-Skill in MICE & Events Management

Course code: GBS

Course Overview

This course aims to equip you with diverse skills, from digital marketing and events curation, to hosting and managing events. Those who complete the Specialist Diploma programme will gain skillsets to develop compelling and differentiated event experiences, thus enhancing your employability in a wide range of companies within MICE, events and beyond.

Career Opportunities

Upon completion of the course, graduates can look forward to career opportunities in roles such as:

- Events Co-ordinators
- Events Organiser
- Events Planner

Minimum Entry Requirement

- Singapore Citizens and Singapore Permanent Residents, aged 21 & above
- At least a Polytechnic Diploma or ITE Technical Diploma / Technical Engineer Diploma / Work-Learn Technical Diploma

Applicants who do not meet the entry requirements may be considered for admission to the course based on evidence of at least 5 years of relevant working experience or supporting evidence of competency readiness. Suitable applicants who are shortlisted may have to go through an interview and/or entrance test. The Polytechnic reserves the right to shortlist and admit applicants.

Important information for you

With the new support scheme, you can now earn up to $1,200 per month by attending courses and equipping yourself with industry-relevant skills and knowledge.

View courses
Find all courses at:
www.tp.edu.sg/sgus

Application Period
09 November 2020 - 04 January 2021
APPLY HERE

Training Allowance
$1200 per month
- Min. 75% attendance requirement

Nett Course fee
6-month course - $500
12-month course - $1000
Use your SkillsFuture Credits!

Click here for FAQ.

UP-SKILL IN MICE & EVENTS MANAGEMENT | 08 MARCH 2021 INTAKE

Course fee: **$500.00**
Course Duration: **6 months | Full day training**
Course commencement date: **08 March 2021**
Application period: **09 November 2020 – 04 January 2021**

APPLY NOW

COURSE CODE: GBS

Full Course fee before subsidy: $15,639.00
Please take note of the following requirements in order to be eligible for the subsidy:
1. Trainees must fulfil minimum attendance requirements and pass assessments to qualify for course fee subsidies. Trainees who are unable to meet these requirements may be asked to return the course fee subsidies that they have received.
2. The programme allows trainees to exit without penalty if they are successfully placed into a job or have secured a job on their own accord while undergoing training. However, trainees who exit the programme without a valid reason may be asked to return the course fee subsidy that they have received.

Specialist Diploma in MICE & Events Management	Course Outline
Robotic Process Automation for Beginners	Course Outline
Fundamentals of the Personal Data Protection Act	Course Outline
Basic Business Analytics @ Work	Course Outline
Data Visualisation	Course Outline
Data Storytelling	Course Outline
Innovation in Advertising	Course Outline
Social Media Strategy	Course Outline
Graphic Design Basics – Create Impactful Marketing Collateral in 1 Day	Course Outline
Industry Project / Industry Attachment	Course Outline

Specialist Diploma in MICE & Events Management
This course is designed to meet the continuing development needs of people who are currently working in the MICE industry, in events management, or for those who have career aspirations in the MICE & events and tourism sectors.

What you will learn
Certificate in Events Management
- MICE Management
- Events Curation & Sponsorship
- Events Operations & Logistics Management

Certificate in Tourism Operations
- Revenue Management for Tourism Business
- Digital Marketing in Tourism
- Project Management

BACK

Robotic Process Automation for Beginners
This course aims to give participants a glimpse into the limitless possibilities of robotic process automation. Participants will also learn how to use RPA to automate repetitive, computerized administrative tasks.

What you will learn
- Introduction to RPA: What is it?
- Learn to develop a basic RPA script
- Best practices for automation

BACK

Fundamentals of the Personal Data Protection Act
The course will train participants to identify key legislative and regulatory requirements under the PDPA and will look at the role of the Data Protection Officer and how to manage data breaches.

What you will learn
- Identify key legislative and regulatory requirements under the PDPA including the 9 key obligations under the PDPA, the provisions relating to "Do Not Call
- Manage data breaches through case study.

Participant Pre- requisites
Participants are assumed to be able to:
- Understand relevant organisational strategies, objectives, culture, policies, processes and products / services;
- Have information gathering skills to gather and collate necessary data;
- Have analytical skills to assess policies and procedures;
- Have business writing skills to prepare management report;
- Have interpersonal and communication skills to interact with relevant stakeholders;
- Have facilitation skills to ask the right questions to elicit necessary information; and
- Be aware of compliance requirements of organisation.

BACK

Basic Business Analytics @ Work

This workshop is a quick jumpstart to do basic business analytics. Participants will get to understand of the importance of Analytics, to get hands-on experience to handle data, as well as to create interactive dashboards. This workshop will also show case the potential and possibilities of doing more with advance business analytics.

What you will learn
- Introduction to Analytics
- Business Analytics Life Cycle
  Text Mining

BACK

Data Visualisation

This course focuses on the skills to analyse, visualise and present analysed data. It will cover the knowledge and best practices of data visualisation with commercial visualisation software.

What you will learn
- What is data visualisation?
- The different types of data visualisation
- Overview of the applications of data visualization
- Applying data management
- Understanding data attributes, data quality dimensions
- Analysing the nature of raw data
- Preparing for data cleansing
- Handling data cleansing, data visualisation techniques
- Understanding the various visualisation techniques
- Applying appropriate techniques to display data
- Building a basic dashboard using appropriate reporting components
- Validating the selection of graphical representations

BACK

Data Storytelling

In this workshop, participants will learn to communicate data findings, tailored to a target audience, by connecting the dots using compelling narratives and visuals such as storyboarding and visual aesthetics.

What you will learn
- Be equipped with concepts and techniques to transform data into stories
- Learn various attributes that can alter the impact on your audience
- Gain a new perspective to communicate your data differently

BACK

Innovation in Advertising

Today's advertising agencies not only promote products, they also include innovation with product creation in their creative process. Learn how to stay ahead by identifying trends and innovate in the ever-changing advertising industry.

What you will learn
- Distinguish consumer trends in advertising
- Analyze user research data
- Interpret consumer trends
- Generate trend-driven ideas
- Recommend ideas in a proposal

BACK

Social Media Strategy

Learn different aspects of social media from content strategies to viral videos. Understand best practices for each social media and learn how to build relationship between brands and consumers.

What you will learn
- Differentiate types of social media platforms for marketing
- Develop a strategic social media plan
- Create content for social media engagement
- Apply best practices for publishing social media content
- Evaluate social media campaigns

BACK

Graphic Design Basics – Create Impactful Marketing Collateral in 1 Day

This course will help non-designers learn usage of good typography and layout principles in composition to create visually exciting marketing and promotion materials. In a future world where multi-disciplinary competencies will be valued, learn how to create visual content, and also know how to make the content visually attractive and conceptual.

What you will learn
- Typography
- Layout
- Mood board
- Design Principles
- Creation of EDM

BACK

Industry Project/Industry Attachment

This programme involves project-based learning, where you are required to be either attached to companies or work on real-life projects for companies or centres, related to your course of study. You are expected to undertake various activities discussed with and assigned by the supervisors or participating host organisations. The programme enables you to apply knowledge and skills acquired in the course of your study to address practical problems in the real workplace.

BACK

The information in this brochure is accurate at the time of updating (28 Sep 2020).

Temasek
POLYTECHNIC