

ASSESSMENT ON EVENT MANAGEMENT SERVICE COMPETENCIES OF SELECTED EVENT MANAGERS IN TAGUIG CITY

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The aim of the study is to assess the level of events management service competencies of selected event managers in Taguig City, to see if they conform with the standards of Technical Education and Skills Development Authority (TESDA) which utilizes the Mutual Recognition Arrangement (MRA) Competency Based Curriculum National Certificate Level III for Events Management. The study used a quantitative research method that generates numerical data. This research used descriptive research design to describe characteristics of a population or phenomenon being studied. The study used purposive sampling technique which is a type of non-probability sampling that is most effective when one needs to study a certain cultural domain with knowledgeable experts with. Based on the study, the event managers of the selected event companies that was assessed based on the competencies of events management and services in terms of Plan and Develop Event Proposal and Bid, Develop an Event Concept, Develop an Event Program, Select Event Venue and Site, Develop and Update Event Industry Knowledge, Provide On-site Event Management Services, Develop and Update Knowledge on Protocol and Manage Contractors for Indoor Events was competent. The research focused only on the events managers and their clients in selected event companies in Taguig City.

Keywords: *events management, competency-based, event concept, event industry, event manager*

1. Introduction

Event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. (Ramsborg, et.al, 2008)

The recent developments in the event management industry of the Philippines showed that Event Management is one of the careers in the future of this country. Several events are being divided into smaller and niche events. In the food industry, there are several big events that were narrowed and segmented to cater to a very particular audience. One factor that is driving this trend towards niche is the explosion of knowledge and birth of different subgroups and sub associations. This trend is not only true for the food industry, but also true for other industries as well. From Metro Manila, other events branched out to other locations.

Prominently, there are growths experienced in terms of number of events in Metro Davao and Metro Cebu. Other less known provinces, but with economic capabilities are also a hub for events that were once only found in Metro Manila. (Ex – Link Events, 2019)

The study aimed to assess the level of events management service competencies of selected event managers in Taguig City. The competencies for event planning include planning and developing an event proposal bid, concept, and program; selecting the event venue and site; and developing and updating event industry knowledge. The competencies for onsite management include providing onsite management services, managing contractors for indoor events, and developing and updating knowledge on protocols. It also includes competencies on leading workplace communication and small teams, controlling and ordering stock, and establishing business relationships. (TESDA Events Management Services Training Regulations)

Competency is the combination of observable and measurable knowledge, skills, abilities and personal attributes that

contribute to enhanced employee performance and ultimately result in organizational success. To understand competencies, it is important to define the various components of competencies.

Knowledge is the cognizance of facts, truths and principles gained from formal training and/or experience. Application and sharing of one's knowledge base are critical to individual and organizational success. A skill is a developed proficiency or dexterity in mental operations or physical processes that is often acquired through specialized training; the execution of these skills results in successful performance. Ability is the power or aptitude to perform physical or mental activities that are often affiliated with a particular profession or trade such as computer programming, plumbing, calculus, and so forth. Although organizations may be adept at measuring results, skills and knowledge regarding one's performance, they are often remiss in recognizing employees' abilities or aptitudes, especially those outside of the traditional job design. (Business and Finance Human Resources, University of Nebraska-Lincoln)

Individual attributes are properties, qualities or characteristics of individuals that reflect one's unique personal makeup. Individual attributes are viewed as genetically developed or acquired from one's accumulated life experiences. Although personal characteristics are the most subjective of the components, a growing, significant body of research links specific personality traits to successful individual and organizational performance. (Business and Finance Human Resources, University of

Nebraska-Lincoln) The Events Management National Certificate Level III qualification is designed to enhance the knowledge, skills, behavior and motivations in accordance with industry standards. It covers the basic, common and core competencies required for the National Certificate Level III in coordinating events. The competencies for event planning include planning and developing an event proposal, bid, concept, and program, selecting event venue and site, and developing and updating event industry knowledge.

2. Methodology

This study used a quantitative research method that generates numerical data. It emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. The aim of the questionnaire is to assess the clients and event managers and to test the level of event management service competencies of selected event managers in Taguig City.

The researchers utilized Purposive sampling technique. Purposive sampling, also known as judgmental, selective, or subjective sampling, it is a form of non-probability sampling in which the researchers rely on their own judgment when choosing members of the population to participate in their study.

There was a total of 18 respondents of the study which comprised three event managers and three clients from three selected event management companies in Taguig City.

3. Results and Analysis

TABLE 1
Plan and Develop Event Proposal and Bid

Category	Weighted Mean	Verbal Interpretation
The contents of the event brief are accurately interpreted and the company's capacity to meet stated requirements is assessed.	3.44	Highly Competent
Action required for the development of the proposal or bid is identified and planned.	3.11	Competent
Liaison with customer is undertaken to clarify requirements when appropriate.	3.28	Highly Competent
Details for inclusion in the proposal/bid are developed after consultation with suppliers and other relevant agencies	3.28	Highly Competent
Options to meet and where possible, exceed the expectations of the customer are developed including integration of current and emerging technology.	3.22	Competent
Possible competitors are evaluated and strategies to address competitive issues are developed.	3.00	Competent
Bid materials are prepared within the designated time lines in accordance with the requirements of the brief.	2.72	Competent
Materials are presented in a format that maximizes the use of presentation and promotional techniques.	3.00	Competent
The proposal/bid is delivered within the prescribed time line.	3.17	Competent

Proposal/bid presentation is conducted with maximum visual/retention impact.	3.00	Competent
Overall mean	3.12	Competent

Table 1 illustrates the competency, Plan and Develop Event Proposal and Bid. Based on the findings from category one to ten the verbal interpretation constitutes competent than highly competent and the overall mean is 3.12. Therefore, the verbal interpretation is competent.

TABLE 2
Develop an Event Concept

Category	Weighted Mean	Verbal interpretation
The key objectives of the event are identified, clarified and agreed with the stakeholder	3.00	Competent
Key information is analyzed and stakeholders are consulted to determine the broad scope of the event including indicators for:		
1. size and numbers of guests/delegates		
2. audience/participant needs	3.00	Competent
3. location (s)		
4. duration		
5. Financial investment and other resource issues.		
Internal and external factors are analyzed which may impact on the event.	3.22	Competent
An overall event concept, theme and format are developed which reflect key objectives and meet the needs of the potential audience.	3.00	Competent
Creative elements are incorporated into the event concept and theme.	3.11	Competent
Operational practicality and cohesiveness of the concept, theme and format are verified through consultation and analysis.	2.89	Competent
A summary of key logistical requirements is developed based on the overall concept, theme and format.	3.00	Competent
Accurate and complete information on the concept, theme and format is provided	2.72	Competent

to all relevant stakeholders to facilitate timely and effective planning and implementation. Approval from stakeholders is obtained prior to implementation.	3.05	Competent
Overall mean	2.99	Competent

Table 2 shows the competency, Development of an Event Concept. From first category up to the last, all the findings are competent. Therefore, all the participating event companies are competent in terms of how to develop of an event concept. The overall mean is 2.99.

TABLE 3
Develop Event Program

Category	Weighted Mean	Verbal interpretation
Overall context and scope of the conference are identified.	3.06	Competent
Specific conference objectives are developed and agreed with in consultation with colleagues and/or guests' dates and time are set to meet agreed objectives.	2.50	Moderately Competent
A theme is developed to complement event objectives.	2.55	Competent
Overall event format is developed within known budget, venue and staging constraints.	3.11	Competent
Relevant components are identified, designed and integrated in the program.	3.06	Competent
The use of appropriate Technological options are identified and integrated in program development.	2.94	Competent
A business program is	2.78	Competent

developed to incorporate an appropriate range of activities		
The proposed event program is presented within required timeframe.	3.50	Highly Competent
Approval of program details is obtained.	2.83	Competent
Appropriate actions are undertaken in relation to the dissemination and publication of the event program.	3.00	Competent
Overall	2.93	Competent

Table 3 illustrates the competency, Develop Event Program. The first category has a mean of 3.06 which constitutes competent in the total tally, second category has a mean of 2.50 which constitutes moderately competent in the said category, third category has a mean of 2.55 which constitutes competent, mean 3.11 is from category fourth which constitutes competent, mean 3.06 is from category five which constitutes competent, 2.94 is from the category six which constitutes competent, 2.78 is from category seven which constitutes competent also, from category eight it has a mean of 3.50 which constitutes highly competent, mean 2.83 is from the category nine which constitutes competent and lastly from the last category, there is a mean of 3.00 which constitutes competent of the total tally. The overall mean of table 5.1 is 2.93.

TABLE 4
Select Event Venue and Site

Category	Weighted Mean	Verbal interpretation
Venue or site requirements are analyzed based on the detailed requirements of the proposed event with multiple components.	3.28	Highly Competent
Accurate and complete specifications of the venue or site are developed to facilitate the research process.	2.89	Competent

The needs of the stakeholders are integrated, including those with disabilities, into venue or site specifications.	2.55	Competent
Potential venues or sites are researched on using appropriate information sources	3.00	Competent
The suitability of venues or sites is assessed based on comparison of services offered with specifications.	3.17	Competent
The need for and the nature of contingency planning required by the venues or sites are assessed.	3.11	Competent
Venue or site capacity to deliver quality outcomes in relation to customer service, cooperative management, and past experience is assessed.	2.89	Competent
Personnel from potential venues or sites is negotiated and liaised with to ensure all event requirements can be met and to address potential problem areas.	3.22	Competent
The need for tentative bookings is assessed and prompt action is taken.	3.05	Competent
When required, multiple site and venue selection is coordinated in a logical manner.	2.72	Competent
Clear and accurate briefings on venue or site options are provided to colleagues and key stakeholders to include recommendation and rationale.	3.33	Highly Competent
Venue or site arrangements are accurately confirmed in writing when the selection process is finalized.	3.22	Competent
Venue or site contracts are reviewed and signed within appropriate timeframes and within the scope of individual responsibility.	2.94	Competent
Specific venue and site planning issues are integrated into overall event management systems promptly.	3.05	Competent

Overall 3.03 Competent

Table 4 shows the competency, Select Event Venue and Site. The first category has a mean of 3.28 which constitutes highly competent, second is 2.89 which constitutes competent, the third category has a mean of 2.55 which constitutes competent, 3.00 is from fourth which constitutes competent, the next has a mean of 3.17 which constitutes competent, 3.11 is from the next which constitutes competent, the next one has a mean of 2.89 which constitutes competent, next has a mean of 3.22 which constitutes competent, other is 3.05 which constitutes competent, 2.72 is also competent and the next is highly competent with the mean of 3.33, the next category has a mean of 3.22 which constitutes competent, the next category have a mean of 2.94 which constitutes competent and the last category has a mean of 3.05 which constitutes competent of the total tally.

TABLE 5

Develop and Update Event Industry Knowledge

Category	Weighted Mean	Verbal interpretation
Sources of information on the event industry are identified correctly including information relating to:		
1. industry structure		
2. different event types and staging elements		
3. event protocols	3.28	Highly Competent
4. major industry bodies/associations		
5. impacts of events on local economies		
6. Career opportunities.		
Knowledge of the event industry is used to enhance the quality of work performance.	2.89	Competent
Information on legal and ethical issues is obtained to assist effective work performance	3.00	Competent

Day-to-day event organization activities are conducted in accordance with legal obligations and ethical industry practices.	2.72	Competent	An accurate briefing is provided to operational staff and contractors prior to the meeting or event in an appropriate format including clarification of roles and responsibilities.	3.39	Competent
Information on current and emerging technologies that impact on event organization processes are obtained.	3.06	Competent	Contact with the nominated contractor personnel is established at the appropriate time to reconfirm all requirements.	2.67	Competent
The potential effects of different technologies are assessed on the event organization process.	3.00	Competent	Necessary adjustments are made and agreed with the contractors.	3.00	Competent
Knowledge of current and emerging technology is applied in day-to-day work activities.	2.89	Competent	All aspects of the event or meeting set up are checked against the pre-arranged agreements, including:		
A range of opportunities is identified and used to update knowledge of events industry.	3.11	Competent	1. availability of all materials and		
Monitor current issues of concern to the industry.	2.94	Competent	2. equipment		
Current issues of concern to the industry are monitored.	2.89	Competent	3. room set up		
Updated knowledge is shared with guests and colleagues as appropriate, and incorporated into day-to-day work activities.	3.06	Competent	4. staging	3.00	Competent
Overall	2.99	competent	5. technical equipment display and signage		
			6. food and beverage arrangements		
			7. registration areas.		
			The venue space and the set-up of the equipment are checked to allow for easy access, especially for those with disabilities, and to avoid risk of injury to guests, delegates and colleagues.	3.22	Competent
			Any deficiencies and discrepancies are identified and prompt action is taken to rectify the situation.	2.72	Competent
			Additional on-site staff is briefed on the full details of the meeting or event operation including communication and control mechanisms.	3.05	Competent
			Sessions and activities are monitored throughout the meeting or event through observation and appropriate reporting processes.	2.72	Competent
			Problems are identified as they arise and prompt action is taken to resolve the situation.	3.33	Highly Competent

Table 5 illustrates the competency, Develop and Update Event Industry Knowledge. In this table, there is only one highly competent which has a mean of 3.28 of the total mean in the first category and the rest is competent therefore, in Table 8, the event companies are all competent in terms of develop and update event industry knowledge.

TABLE 6

Provide On-Site Event Management Services

Category	Weighted Mean	Verbal interpretation
Plans for on-site management are developed in accordance with agreed procedures for the meeting or event.	3.28	Highly Competent
Final arrangements for all aspects of the meeting or event are checked and any discrepancies are attended to.	3.05	Competent
Materials are created and collated to facilitate effective on-site management.	2.72	Competent

Additional requirements are identified and promptly organized.	3.28	Highly Competent
The guest is liaised with throughout the meeting or event to ensure it is progressing to his/her satisfaction.	3.00	Competent
All contractors are liaised with to ensure effective delivery of services.	3.22	Competent
The breakdown of the meeting or event is overseen to ensure it is completed in accordance with agreements.	2.89	Competent
The packing and removal of all materials and equipment are coordinated in accordance with pre-Arranged details.	2.61	Competent
The venue is checked to ensure items and belongings are not left behind.	3.11	Competent
Accounts are checked and signed in accordance with contractor agreements.	3.39	Highly Competent
Any outstanding items requiring post-event action are noted.	2.50	Moderately Competent
Overall	3.00	Competent

Table 6 shows the competency, Provide On-site Event Management Services. There are four highly competent and sixteen competent sub-competencies. The overall mean is 3.00 which means all the event companies are doing their job well.

TABLE 7
Develop and Update Knowledge on Protocol

Category	Weighted Mean	Verbal interpretation
Accurate information on protocol is acquired.	2.72	Competent
Relevant protocol information is accessed in response to workplace needs.	3.22	Competent
The areas of work activity that require appropriate use of protocol are identified in a timely manner.	3.17	Competent

The correct use of protocol is integrated into work activities.	3.06	Competent
Colleagues and other stakeholders are liaised with to determine appropriate protocol requirements.	2.94	Competent
Appropriate information on protocol is provided to colleagues and stakeholders.	2.50	Moderately Competent
Opportunities are identified and used to update protocol knowledge.	2.72	Competent
Updated knowledge is shared with guests and colleagues and incorporated into day-to-day working activities.	2.78	Competent
Overall	2.89	Competent

Table 7 illustrates Develop and Update Knowledge on Protocol. On the verbal interpretation there's only one moderately competent which has a mean of 2.50 and the rest is competent which has a mean of the following, 2.72, 3.22, 3.17, 3.06, 2.94, 2.72 and 2.78 of the total tallies. Therefore, there's one category on which the event companies have to improve.

TABLE 8
Manage Contractors for Indoor Events

Category	Weighted Mean	Verbal interpretation
Event staging requirements are analyzed based on a detailed review of all aspects of the proposed event with multiple components.	3.39	Highly Competent

An accurate summary of staging requirements is developed for each event component in consultation with key stakeholders.	3.33	Highly Competent
Safety and risk management issues are incorporated into all planning documentation and processes.	3.28	Highly Competent
Appropriate contractors are identified and sourced to provide services for the event.	2.61	Competent
Accurate briefings or specifications on precise staging requirements are provided to contractors.	2.55	Competent
Complete and timely quotations are obtained for the provision of services.	3.17	Competent
Quotations are analyzed and contractors are selected in consultation with key stakeholders.	3.06	Competent
Agreements are confirmed with contractors in writing to include details and costs of all services.	3.06	Competent
Progress, including safety issues, is monitored at regular intervals through ongoing liaison with contractors and other stakeholders.	2.89	Competent

The need for adjustments is identified and appropriate changes are organized with confirmation in writing	3.11	Competent
Adjustment is negotiated to maintain the integrity and quality of the event.	3.06	Competent
Work completed is evaluated against event requirements and time schedules and appropriate action is taken to address delays.	3.44	Highly Competent
Overall	3.08	Competent

Table 8 illustrates the Manage Contractors for Indoor Event. The first, second third and the last category have an interpretation of highly competent which has a mean of 3.39, 3.33, 3.28 and 3.44, the remaining category has an interpretation of competent. The overall mean is 3.08. Therefore, Table 11 shows that the three events companies are competent in managing contractors for indoor events.

4. Conclusion:

Based on this study, the event managers of the selected event companies that were assessed based on the competencies of events management and services in terms of Plan and Develop Event Proposal and Bid, Develop an Event Concept, Develop an Event Program, Select Event Venue and Site, Develop and Update Event Industry Knowledge, Provide on-site event management services, Develop and Update Knowledge on Protocol and Manage Contractors for Indoor Events were competent. The researchers concluded that the level of event management core competencies of selected event managers in Taguig City are met based on the set standards of the Technical Education and Skills Development Authority (TESDA) using Mutual Recognition Arrangement (MRA) Competency Based Curriculum - National Certificate Level III for Events Management. The researchers recommended to have further capability and skill development through intervention programs,

capability building and trainings to exceed the needs of the dynamic industry of hospitality and tourism.

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