

Competency area  (based on NOS and current accreditation framework for HE institutions)	Requirements for HE institutions offering U/G degrees in Events Management  (for Student Membership)	Type of evidence required	Requirements for vocational individuals that have not completed a degree in Events Management  (for Associate Membership)*	Type of evidence required
B. Manage the marketing, promotion and sales for an event				
B1. Develop understanding of your markets and customers	Demonstrate that students have knowledge on market research for events, event audience profiling, event segmentation: business event visitors; local / regional / national event tourism; international event visitors	Module handbook and learning outcomes	Demonstrate that you have knowledge and experience in market research, event audience profiling and segmentation	Provide examples of how you have developed these skills  Application for membership section B
B2. Develop a strategy and create roadmap for marketing campaigns or activities	Demonstrate that students know how to develop a strategy and roadmap for marketing campaigns or activities	Module handbooks, learning outcomes and examples of marketing campaigns and strategies carried out by	Demonstrate that you have developed a roadmap and strategy for a marketing campaign for an event	Provide an example of a marketing campaign and timeline / roadmap that you have produced for an event

		students for live events projects		Application for membership section B and appendix B
B3. Develop digital and social media campaigns	Demonstrate that students have developed digital and social media marketing campaigns	Module handbooks, learning outcomes and examples of digital and social media marketing campaigns carried out by students for live events projects	Demonstrate that you have developed digital and social media marketing campaigns for an event	Provide examples of a digital and social media campaign that you have designed and delivered for an event  Application for membership section B and appendix B
B4. Manage the product or service portfolio ????	???	???	???	???
B5. Manage and monitor finance and fundraising	???	???	???	???
B6. Plan sales campaign (to include planning and monitoring the work of sales teams?? B7)	Demonstrate that students have planned a sales campaign for an event	Module handbooks, module descriptors and assessment briefs  Evidence of ticket sales for event project	Demonstrate that you have planned a sales campaign for an event (to include planning and monitoring the work of the sales team)	Provide evidence of the selling campaign for an event (including ongoing income from ticketing, ticket tiering, early birds, offers etc. and the monitoring of work of the sales team)

				Application for membership section B and Appendix B
B7. Sell products/services to customers	Demonstrate that students have conducted sales and services to customers	Evidence of ticket sales / catering / merchandise / raffle tickets and other items etc. for live event projects	Demonstrate that you have conducted sales and services to customers	Evidence of ticket sales / catering / merchandise / raffle tickets, catering and exhibition space and other items etc. for one event  Application for membership appendix B
B9. Negotiate sales of products/services	Demonstrate that students have developed negotiation skills	Module handbooks, module descriptors, assessment briefs	Demonstrate that you have negotiated sales of products / services	????