FACTSHEET ON THE CAREER CONVERSION PROGRAMME
FOR HYBRID EVENT EXECUTIVES

The Career Conversion Programme for Hybrid Event Executives aims to equip professionals in the Hotel and MICE sectors with emerging skills resulting from the hybridisation of events. The programme is the result of a public-private partnership, where Workforce Singapore (WSG), and Ngee Ann Polytechnic (NP) developed the programme with support from the Singapore Association for Convention Exhibition Organisers and Suppliers (SACEOS), Singapore Tourism Board (STB) and Enterprise Singapore (ESG).

Course participants will undergo a comprehensive 6-month programme comprising classroom training and structured on-job-training, which will culminate to an applied project that allows participants to build their knowledge in data analytics and hybrid event concepts before augmenting their skills in technical production. At the end of the programme, participants will take on pivoted roles that will enable their companies to curate innovative, engaging hybrid events.

This programme is open to new and existing employees from the Hotel and MICE sectors. WSG will be providing course fee and salary support to employers.

S/N	Item	Details
1	Course Fee *Nett fees are payable to Ngee Ann Polytechnic*	**[Until 31 Dec 2021]** $10,600.00 (<u>exclusive</u> of GST, before course fee grant) • $3,180.00 (after course fee grant) • $1,060.00 (after course fee grant for Singapore citizens aged 40 and above) **[From 1 Jan 2022]** $10,600.00 (<u>exclusive</u> of GST, before course fee grant) • $3,600.00 (after course fee grant)
2	Salary Support	6 months, based on the following: • Up to 70%, capped at $4,000 • Up to 90%, capped at $6,000 for Singapore citizens aged 40 years and above

Eligibility Criteria
All participating companies in the Hotel and MICE sectors must fulfil the following criteria:
- Registered or incorporated in Singapore
- Have a robust business plan on hybrid events that is approved by WSG and NP
- Have job descriptions aligned to hybrid event management/operations for the trainees
- [For existing employees] Have a transformation plan to transit them into the new roles
- Committed to work with WSG and NP on the necessary administrative matters related to the programme
- Committed to redeployment and training arrangements

All participants onboard the programme must fulfil the following criteria:
- Singapore Citizens or Permanent Residents who are minimally 21 years old
- Must not be a shareholder of the company, or its related companies
- Must not be related to the owner(s) of the company

- [For existing employees] Must be hired by the company for at least one year
- [For new employees] Must have limited or no experience in hybrid event management/operations
- Able to plan and execute hybrid events for the company upon completion of the programme
- Must not be undergoing any programmes funded by other government agencies concurrently
- Possess basic digital literacy

For information on the course and registration process, please contact Isaac Ong (isaac_ong@np.edu.sg).

For information on funding support from WSG, please contact Jocelyn Lee (jocelyn_lee@wsg.gov.sg) or Fiona Lee (fiona_lee@wsg.gov.sg).

**FAQ ON THE CAREER CONVERSION PROGRAMME
FOR HYBRID EVENT EXECUTIVES**

1. **What is the programme about?**

   The Career Conversion Programme for Hybrid Event Executives aims to equip professionals in the Hotel and MICE sectors with emerging skills resulting from the hybridisation of events. The programme is the result of a public-private partnership, where Workforce Singapore (WSG) and Ngee Ann Polytechnic (NP) developed the programme with support from Singapore Association for Convention Exhibition Organisers and Suppliers (SACEOS), Singapore Tourism Board (STB) and Enterprise Singapore (ESG).

   Course participants will undergo a comprehensive 6-month programme comprising classroom training and structured on-job-training, which will culminate to an applied project that allows participants to build their knowledge in data analytics and hybrid event concepts before augmenting their skills in technical production. At the end of the programme, participants will take on pivoted roles that will enable their companies to curate innovative, engaging hybrid events.

2. **How long is the course duration?**

   The programme spans across 6 months comprising:
   - First 5 months: Classroom training for 5 modules conducted either virtually or at Ngee Ann Polytechnic (2 days per week) with structured On-Job-Training (OJT) conducted at the workplace for the remaining workdays during the week (3 days per week); and
   - Next 1 month: Applied project with consultancy offered by Ngee Ann Polytechnic's trainers and OJT

3. **Who is the programme for?**

   This programme is open to employees from the Hotel and MICE sectors. Participating companies should have plans to or already pivoted into hybrid events. The intent is to equip new hires or existing employees to acquire the technical know-how in conceptualising and producing engaging hybrid events.

   Companies are required to provide 1) a robust business plan on hybrid events 2) a job description aligned to hybrid event management/operations for the trainees and (3) a transformation plan for the existing employee(s) undergoing the programme as part of the application.

For Employers
4. **What are the eligibility criteria to sign up for the course?**

   All participating companies in the Hotel and MICE sectors must fulfil the following criteria:
   - Registered or incorporated in Singapore
   - Have a robust business plan on hybrid events that is approved by WSG and NP
   - Have job descriptions aligned to hybrid event management/operations for the trainees
   - [For existing employees] Have a transformation plan to transit them into the new roles

- Committed to work with WSG and NP on the necessary administrative matters related to the programme
- Committed to redeployment and training arrangements

All participants onboard the programme must fulfil the following criteria:
- Singapore Citizens or Permanent Residents who are minimally 21 years old
- Must not be a shareholder of the company, or its related companies
- Must not be related to the owner(s) of the company
- [For existing employees] Must be hired by the company for at least one year
- [For new employees only] Must have limited or no experience in hybrid event management/operations
- Able to plan and execute hybrid events for the company upon completion of the programme
- Must not be undergoing any programmes funded by other government agencies concurrently
- Possess basic digital literacy

5. **What are some of the job roles eligible for the course?**

   Examples of the relevant job roles include, but are not limited to:
   - Event Executive / Manager
   - Marketing Executive / Manager
   - Camera Operator
   - Video Editor
   - Designer / Lead Designer

6. **How many employee(s) can I send for the course?**

   Companies can nominate employees who will be placed into relevant roles for this course, and WSG will evaluate and approve the number of trainees based on the companies' business needs. Existing employees who have previously undergone other WSG's tourism-related Career Conversion Programmes in the past one year are generally discouraged so as to give other employees a chance to benefit from redeployment opportunities.

7. **Why must existing employees be hired for at least 1 year to be eligible for the course?**

   This programme aims to help existing employees be trained and placed into new hybrid event jobs. However, employees hired for less than 1 year are considered to be recent hires and they should be hired directly into the new job roles, thus there should not be a need for redeployment. They may, however, be eligible for other relevant government support such as Jobs Growth Incentive.

8. **How will the course fee grant be disbursed?**

   WSG has appointed NP as the programme manager.

   [From now until 31 December 2021]
   Employers will pay the nett fee after course fee grant to NP (i.e. $3,180).
   Employers with trainees who are Singapore Citizens aged 40 and above will pay the nett fee after course fee grant to NP (i.e. $1,060).

[From 1 Jan 2022 onwards]
Employers will pay the nett fee after course fee grant to NP (i.e. $3,600).

9. **When can I claim the salary support?**

   Employers can claim 50% of salary support from NP three months after the course commences. Upon course completion, employers can claim the remaining 50% salary support from NP.

10. **Can I claim salary support if my employee(s) is on No-Pay-Leave?**

    No, salary support is intended to defray the salary costs borne by employers when employees attend training. There will be no reimbursement of salary support if you are not paying salary to the employee(s) on training.

11. **Can I claim salary support if my employee(s) is on shorter work week?**

    The salary support will be pro-rated based on the actual salary paid to your employee(s).

12. **Can I claim salary support if my employee is on Leave-of-Absence (LOA) or Stay-Home-Notice (SHN)?**

    You will not be eligible to claim salary support for employee(s) supported by MOM's LOA/SHN Support Programme.

13. **What happens if my employee drops out of the course halfway?**

    On a case-by-case basis subjected to WSG's approval, a pro-ration of Salary Support for trainees who drop out halfway may be allowed.

14. **Course Fees and Subsidies**

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2	Salary Support	6 months, based on the following: • Up to 70%, capped at $4,000 • Up to 90%, capped at $6,000 for Singapore citizens aged 40 years and above

15. Illustration on WSG's Funding Support

(a) Events Executive (SC/PR) aged 30 with salary of $3,000 per month

Course Fee Support
What the company needs to pay for course fee
- Company to pay nett course fees to NP at course registration
- Nett course fees: $3,180 **[Until 31 Dec 2021]**
                      $3,600 **[From 1 Jan 2022]**

Salary Support
What NP will disburse in terms of salary support
- Supportable amount per month: $2,100 (based on $3,000 x 70%)
- Supportable amount for 6 months: $12,600 ($2,100 x 6 months)

Total amount eligible for Salary Support claim is **$12,600**. Company can claim $6,300 (50%) from NP at the end of the 3rd month and another $6,300 (50%) at the end of the course.

(b) Events Manager (Singaporean) aged 50 with salary of $5,000 per month

Course Fee Support
What the company needs to pay for course fee
- Company to pay nett course fees to NP at course registration
- Nett course fees: $1,060 **[Until 31 Dec 2021]**
                      $3,600 **[From 1 Jan 2022]**

Salary Support
What NP will disburse in terms of salary support
- Supportable amount per month: $4,500 (based on $5,000 x 90%)
- Supportable amount for 6 months: $27,000 ($4,500 x 6 months)

Total amount eligible for Salary Support claim is **$27,000**. Company can claim $13,500 (50%) from NP at the end of the 3rd month and another $13,500 (50%) at the end of the course.

For Employees
16. Why should I attend the programme?

Events have hybridised because of closed borders and capacity limits due to the impact of COVID-19. More than a year since the move towards hybrid events, the standard of hybrid events across the industry remains unequal. This programme aims to uplift the overall hybrid event experience for event attendees by creating a pool of talent who have the skills to create engaging, high quality events with audience relevant content. Therefore, this programme will enable professionals with the skills required by the industry.

17. What can I do after going through the programme?

Participants will be grounded in the fundamental technical production skills while deepening their planning and executing skills for hybrid events.

18. What will I receive at the end of the programme?

Participants will be awarded a Certificate of Completion issued by NP at the end of the course.

19. ¹I'm a freelancer in the MICE industry, can I join the programme?

No, you are unable to join the programme as a freelancer. However, if you are employed by a MICE company, and both your employer and you fulfil all the eligibility criteria, you will be able to join the programme.

20. Course Details

Duration	6 months (a series of 5 modules, structured on-the-job training and 1 applied project)
Course Commencement Date	December 2021 (Cohort 1)
Venue	Ngee Ann Polytechnic or online classes

PROGRAMME CURRICULUM (CLASSROOM TRAINING)

S/N	Title	Brief Description
1	Insights and Analytics for the MICE Sector	This module equips participants with the ability to effectively derive data-driven insights to understand, forecast and formulate solutions for MICE planning. Participants will learn to understand market trends and leverage audience insights across the lifecycle of an event - from goal setting to programme planning to resource optimisation and finally to success tracking and evaluation.
2	Hybrid Event Management	This module will train participants to produce and manage virtual or hybrid events with the aim to create integrated experiences for attendees. Participants will gain the working knowledge needed to run such events end-to-end, overseeing various aspects including experience design, technical production, platform selection, digital integration, project management, marketing, and stakeholder engagement and management.
3	Hybrid Event Technology	New technologies are constantly being adopted for the events industry. This module will focus on: • Current technologies and their utilisation • The rational why technologies are adopted • Practical application and integration of common platforms • Multi-cam for streaming • Live audio for streaming • XR - Virtual immersive sets
4	Understanding Wireless and RF Networking	Wireless Technologies are quintessential in many productions. From deploying wireless microphones to providing adequate wireless coverage for Wi-Fi devices, wireless technologies offer speed, flexibility and efficiency in many scenarios. This module focuses on the following • Understanding important fundamentals in wireless technologies • Good practices to ensure wireless reliability • Comprehensive design considerations for robust wireless system • On-site measurement and evaluation skills to perform troubleshooting for a wireless system. Note: This module serves as a primer to the world of RF and networking (e.g. bandwidth utilisation and what to look out for as our country's radio changes). The main focus would still be the good practices to ensure reliable RF, the dos and don'ts in operating/designing RF, and how to troubleshoot the RF system.

5	Hybrid Event Project Proposal	This module requires students to apply their newly-acquired skills and knowledge gained in this course by developing a hybrid event proposal, including areas such as landscape scanning and analysis, goal and objective-setting, target audience identification, creative conceptualisation, digital media planning, tactical planning, success tracking and post-event analysis.
Applied Project		
Implementation of Hybrid Event Project Proposal		This Applied Project will see participants implement their Hybrid Event Project Proposal to the best extent possible in a real-world setting. Throughout the one-month timeline, participants will have weekly check-ins with the NP trainer to track their progress and milestones achieved. Participants will be required to: • Implement ONE small MICE project OR part of a larger MICE project that would only take place after the one-month window • Demonstrate understanding, recall and application of hybrid event technologies and methods learnt in previous modules • Provide weekly WIP updates on their progress • Prepare a wrap-up report, post-event (details below)