

Review of Industry Skills

Academic and Industry Skills



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Events Management BA

Table of Contents

1. Executive Summary	2
2. Introduction	3
3. Content Analysis	4
4. Discussion	5
5. Conclusion	8
6. Bibliography	9
7. Appendix	11
7.1- Curriculum Vitae:	11
7.2- Cover Letter:	13

1. Executive Summary

This report analyses three job advertisements within the hospitality industry for the role of an events manager/executive. A discussion then analyses the importance of specific skills and different theories as to how each skill is structured. From this, it is then determined what essential skills employers may deem necessary to succeed within the industry.

2. Introduction

With the service and hospitality industry being one of the most dominating impacts to the economy within the UK (Robinson, 2015), the positions within the industry are ever growing. The industry offers job roles in a variety of sectors including; Stewarding, Bartending, Events managing, Marketing and being a Sommelier. According to Grant (2016), the hospitality industry currently employs approximately 37,000 workers within the UK, and that number is predicted to rise by 6,000 new employees by the start of 2017. However, as each of these jobs can vary in difficulty and responsibility, each has their own set of specific skills that are deemed necessary by potential employers. This report will be analysing job advertisements to determine which skills are considered most crucial to working as an events manager within the hospitality industry.

3. Content Analysis

An events leader can work with a variety of people and situations during their career. Not only do events occur in common ways such as music festivals or sporting matches but can also be in the form of business conferences or cultural traditions (Van Der Wagen & White, 2010).

The first advertisement of this report is a business events manager for TRS legal. TRS legal is an agency which recruits staff in all legal sectors and then offers these staff to businesses or other clients to provide legal expertise (TRSlegal.co.uk, 2018). The advertisement is offering a full-time position to an individual who will be solely responsible for planning and executing business events such as; trade shows, training events, or strategy meetings (Indeed.co.uk, 2018). There is a comprehensive list of skills the employer has deemed necessary for this job. However, flexibility and travelling to the event destinations is mentioned in the advertisements more than once. Other stand out skills are; excellent communication skills (written and oral), previous success in organising events, and initiative (Indeed.co.uk, 2018).

Another leadership role within events that has been advertised is becoming an events executive for the Marriott Hotel Cardiff. The Marriott Hotel is a hotel franchise that provides catering, accommodation, and events for its clients (Marriott.com, 2018). The job role described in this advertisement is less outbound than the last. This role focuses on ensuring clients who wish to hold an event in the hotel have been successfully

booked in, and all staff are aware of their roles and responsibilities. The skills needed for this job role include; strong organisational skills, effective communication and being active in making executive decisions.

The third advertisement is for an events manager at Isabel Hospice. Isabel Hospice is a charitable organisation that cares for individuals and their families that are suffering from life-threatening conditions (isabelhospice.org, 2018). The responsibilities of this position are to organise and promote their promotional and charitable events. These events range from smaller local events such as; bike rides and fun runs to more extensive scale events like concerts and festivals. To be offered this job some of the skills the employer has advertised to applicants that they should have, include; experience in organising and executing events from a minimum of two years, excellent interpersonal skills (communication, listening, appropriate use of language), enthusiasm and drive (Indeed.co.uk, 2018).

4. Discussion

Communication is a fundamental element of any business or organisation. Without communication, companies would not be able to successfully exist and form relationships with their clientele (Stanley, and McClellan, 2011). It has been observed in the International Journal of Bank Marketing (1994) that communication is used for four primary reasons; to inform, instruct, entertain and influence. As an events manager, all four of these communicational purposes are regularly used. For example; When

promoting an event, the manager has to inform their target audience of the event details through advertising and other informative media. In doing so, the manager also has to use influential communication to persuade their potential customers to attend the event. When in preparation for the event, the manager then uses instructive dialogue to delegate roles and responsibilities to the other staff members. Although the events manager themselves may not use entertaining communication, almost all events include at least one individual or group whose purpose is to use communication to entertain the attendees (e.g., Comedians, commentators, humourous comperes).

It has been observed (Jackson, 1998) that successful leaders and managers are ones who have effective organisational skills. Wicker (2009) theories that the fundamental attributes to organisation are; prioritising, planning and working to deadlines. Being able to determine the most important of a variety of tasks can assure that a manager completes the most crucial elements to planning an event as soon as possible. The importance of a task can be due to its time scale (what takes the longest to execute), how necessary it is to the successful completion of the event, and whether other tasks rely on a single job being completed first. Once assignments have been prioritised, a manager can then produce a detailed plan of how to carry out each task, and set themselves realistic deadlines they wish to complete each task. Following an organisational process can help develop work efficiency and reduce the possibility of managers becoming distracted and forgetting to complete essential tasks (Wicker, 2009).

TRS Legal and Isabel Hospice ask for previous success in organising events in their

advertisements, however as the Marriott Hotel also asks for good organisational skills but do not insist on experience, it could be argued that the skill itself is the most important factor while the experience is relative to the organisation.

The advertisement also showed there could be a diversity in the skills needed for an events manager due to the responsibilities of their role. For example, the TRS Legal advertisement writes that the job consists of travelling. This could imply that the potential employee needs to have knowledge and confidence in money conversion, international legalities or bilingual language skills. However, the remaining two advertisements are locally based and do not rely on employees having these skills.

5. Conclusion

The research carried out in this report had shown that communication and organisation are the most important skills an employee needs to succeed as an events manager within the hospitality industry. These skills occurred in all of the three job advertisements and were portrayed as essential skills required to be offered a job in that position. When researching the responsibilities within the role of an events manager, it is clear that without these skills a manager could not complete their tasks efficiently or successfully.

From analysing the advertisements, this report also concludes that besides from the most evident crucial skills listed above, there are also select skills that are only relevant to each specific job. Therefore, if an individual is to become an events manager within the hospitality industry, they should not only have strong communication and organisational skills but should research the specific details of the type of events manager they wish to be and develop their skills accordingly.

6. Bibliography

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7. Appendix

7.1- Curriculum Vitae:

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PERSONAL STATEMENT

I am currently studying Events management at the University of Wales Trinity Saint David's. I am an enthusiastic but highly conscientious student who thrives on being challenged and acquiring new skills. I relish being spontaneous and have always been very passionate about maximising every opportunity possible. I have experience in teamwork and leadership but am also very proficient at using my own initiative which allows me to engage well with others and flourish in social situations.

EDUCATION:

2017-Present

University of Wales Trinity Saint David's: Events management

2016 - 2017

Gower College Swansea, Tycoch: Level 1 Professional Catering

Module

Introduction to the employability in the catering and hospitality industry
Health and safety awareness for catering and hospitality.
Legislation in food and beverage service
Understanding menus
Dealing with payments and bookings
Food and beverage service skills
Bar service skills
Hot beverage skills

Grade

Distinction
Distinction
Distinction
Distinction
Distinction
Distinction
Distinction
Merit

2014 - 2016

Morrison Comprehensive School/Sixth Form

A levels:

Subject

Hospitality
Media
Performing Arts

Grade

Distinction*
B
C

GCSE 2009 - 2014:

<u>Subject</u>	<u>Grade</u>
English Language	A
History	A
Welsh Second Language Applied	A
Science	A
English Literature	B
Methods in Mathematics	B
Applications of Mathematics	B
Additional Science	B
Performing Arts	B
Religious Studies	B

Level 2 Welsh Baccalaureate Intermediate Diploma

WORK EXPERIENCE:**Jan 2015 - Dec 2016. Barmaid / Front of house staff, The Towers Hotel (Part-time)**

During this job, I learnt how to portray an engaging personality but still retain dominance when serving difficult customers. For example, serving those under the influence of alcohol who I would communicate with sensitively but firmly. Throughout the evening I would also regularly survey the function suite: socialising with the customers and ensuring they were enjoying their experience. Although this was not initially a part of my job role, due to my enthusiasm and the connection I could make with the customers, I began to participate in front of house service tasks every week. E.g., Organising Wedding Receptions, having a closer connection with the on-site events manager.

Feb 2014 - Oct 2014. Teaching Assistant, Morriston Primary School (Voluntary)

During this time I specialised in working with pupils who need extra support in Reception (3-4 Years old). These children included many of the special needs pupils.

June 2017 - August 2017. Reprographics assistant, Morriston Comprehensive School (Voluntary)

This allowed me to develop my technological skills further, working with higher functioning equipment that is not usually available to the general public.

All of my experience from the working world has involved planning, organisation, teamwork and commitment. Working in a team based job within in the Hospitality industry encouraged me to become self-aware and focus on my strengths. This has led me to become confident when conversing with colleagues and customers and has often resulted in being trusted with extra responsibilities and sometimes duties in a leadership role.

INTERESTS:

Customer Service. Working in a one to one environment has always been a fond interest of mine. During my college course, I often had the opportunity provide restaurant quality silver service to paying members of the public. This experience helped me establish my social and organisational skills which are

now undeniably two of my best qualities.

Performing. During my GCSE's and A Levels, I was an avid member of the schools production and music group. I became a well-known member of the team and performed in concerts and productions on a regular basis. The most challenging piece I was involved in was a full-scale production of Grease. As I played one of the key protagonists 'Rizzo', I had to attend every rehearsal or meeting while also dedicating my time to revising for my A-Level examinations. This meant I had to organise my time well to ensure high productivity in both aspects.

Other interests. Cooking, Adventure trails, High wire courses, Reading, and Musical Theatre.

SKILLS

- **Level 2 Communications**
- **Level 1 Information and communication technology**
- **Level 2 Application of number**
- **Level 2 Working with others**

References are available on request

7.2- Cover Letter:

Dear Sir/Madam,

While studying events management I have recently noticed that there is a very high demand for qualified individuals who manage and organise a variety of different events. I believe with that with my current training and experience that I can succeed as one of these specialised individuals.

I have been considering pursuing a full-time career in the events industry for some time. While completing an assignment, I discovered your advertisement on Indeed.co.uk, and feel I could be very successful if given the opportunity to work with you at the Marriott

Hotel.

I have been very passionate about events and have been developing my skills for this job role since I began studying my GCSE's. I have always associated myself with events, whether it was catering, promoting or being the entertainment. I have also had experience developing and executive charitable event during my professional catering course in college. During this time I was leading a team of myself and other students who had been tasked to complete The Community Challenge. This task entailed planning and executing a catering themed event that was based on Italian cuisine. The event was very successful, and we raised a substantial amount of money for MacMillan Cancer Support.

I feel very confident when conversing with potential clients and co-workers and feel I have the necessary skills to promote, design and organise any event that is designated to me.

If given the opportunity to work with you I will be hardworking and dedicated to completing my tasks with efficiency and passion.

My CV is attached, and I hope to hear from you soon.

Yours Sincerely,

Laura Farrell.