

Essential Skills Summary – PROMOTIONS & EVENT PLANNER

The most important Essential Skills for Promotions & Event Planners are:
Document Use, Oral Communication, Thinking Skills

Promotions & Event Planners are responsible for developing the planning document, hosting promotions and events in the casino. They communicate with all departments, make decisions and resolve problems.

| Typical Level & Most Complex | How Promotions & Event Planners use Essential Skills |
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| A. READING TEXT | |
| 1-3 | Promotions & Event Planners read emails, meeting minutes, memos and advertisements. They scan policies and procedures. Promotions & Event Planners proof read rules and regulations for promotions /events. |
| B. USE OF DOCUMENTS | |
| 1-3 | Promotions & Event Planners complete planning documents to record details of events. They make checklists, complete order and request for service forms. They fill out identify release forms, purchase card documents and show down tracking sheets. Spreadsheets are used for budgets. |
| C. WRITING | |
| 1-4 | Promotions & Event Planners write rules and regulations for promotions and events. They write policy and procedure changes, quarterly plans and post evaluation reports. They write letters to customers and thank you notes to stakeholders. |
| D. NUMERACY | |
| 1-5 | Promotions & Event Planners develop budgets, schedule staff and plan event timelines. They purchase supplies and report expenses in the post evaluation report. They measure signage and props, estimate and analyze the return on investment for an event. |
| E. ORAL COMMUNICATION | |
| 1-2 | Promotions & Event Planners communicate both in person and on the phone with managers across the organization. They speak with department staff to coordinate details and external stakeholders to order prizes and select entertainment. |
| F. THINKING SKILLS | |
| 1-4 | Promotions & Event Planners resolve problems during the planning and implementation of promotions and events. They decide on budgets, advertisements and purchases. They research on the internet and remember rules, regulations and details of the promotion/event. |
| G. WORKING WITH OTHERS | |
| | Promotions & Event Planners work with multiple teams to plan events/promotions throughout the year. They work on teams to complete special projects assigned by senior management. |
| H. COMPUTER USE | |
| 1-3 | Promotions & Event Planners write rules and regulations using Word documents. They research on the internet and use Photo Shop and Corel Draw. Spreadsheets are used for budgets and a database is read to analyze guest activity. Power point is used to present new ideas to management. |
| I. CONTINUOUS LEARNING | |
| | Promotion/Event Promotions & Event Planners participate in formal and informal training with support of the organization. |
| J. OTHER INFORMATION | |
| | Promotions & Event Planners walk, lift, carry and climb ladders to set up events. |