Code	Public/Community events: Self Assessment Competency Topics: Sample only	1	2	3	4
MA	**Management and Administration**				
MA 1.1	Event feasibility				
MA 1.2	Business plan basics				
MA 1.3	Leadership and staffing				
MA 1.4	Project management				
MA 1.5	Risk management				
MA 1.6	Logistics management				
MA 1.7	Procurement and contracts				
MK	**Marketing and Media Relations**				
MK 1.1	Role of marketing and media relations				
MK 1.2	Audience demographics				
MK 1.3	Basics of branding				
MK 1.4	Strategic marketing				
MK 1.5	Basics tactics of marketing				
MK 1.6	Basics of media relations				
MK 1.7	Media sponsorships				
MK 1.8	Creativity				
KS	**Sponsorship and Key stakeholders**				
KS 1.1	What is a sponsor?				
KS 1.2	Hospitality and protocol				
KS 1.3	Determining value				
KS 1.4	Creating proposals				
KS 1.5	Sponsor servicing and fulfilment				
FN	**Finance**				
FN 1.1	Basic revenue positives and negative features				
FN 1.2	Demographics and NS Revenue				
FN 1.3	New revenue ideas				
FN 1.4	Cash and inventory controls				
FN 1.5	Merchandise				
FN 1.6	Admission tickets and invitations				
FN 1.7	Specialty revenue items				
FN 1.8	Cost control as added revenue				
HR	**Human resources**				
HR 1.1	Role human resources plays				
HR 1.2	Basics for organization				
HR 1.3	Successful hiring and secondment				
HR 1.4	Basics of corporate human resources				
HR 1.5	Basics for a program of evaluation				
HR 1.6	Compliance with laws				
SO	**Staging and Operations**				
SO 1.1	Creation of a site plan				
SO 1.2	Development of a set-up and tear-down schedule				
SO 1.3	Supplier and subcontractors				
SO 1.4	On site risk, security and crowd management				
SO 1.6	Leadership and the team				
SO 1.7	Volunteer management				
SO 1.8	Relationship building skills				
SO 1.9	Event design and programming				

Explanation of Levels: 1= do not know about it, 2= have used it once, 3 = have used it many times
4= an expert in this