SGMP Core Competencies

Competency	Description and Topics	Events Industry Council Domain
1. Education & Programming	Two very important aspects of a meeting are the processes of speaker and program selection and program execution. These courses will help you understand the process of speaker and program selection as a government meeting professional. Additionally, you will be exposed to tools commonly utilized in the government meeting profession to track education, evaluate instructors, and improve future events.	Domain G: Meeting or Event Design
	Diversity: Understand and appreciate racial, cultural, gender, sexual orientation, and age differences in the selection of program content and speakers to better reflect and accommodate attendees.	Domain G: Meeting or Event Design
	Entertainment: Identify speakers and other entertainment options based on budget, audience, and goals.	Domain G: Meeting or Event Design
	Evaluations: Develop an evaluation plan based on event goals and objectives; Collect and analyze meeting data to measure event return on investment and organizational goals.	Domain A: Strategic Planning
	Marketing Your Event: Develop a marketing plan to meet goals and objectives; identify audience segments, key messages, appropriate distribution channels and formats.	Domain I: Marketing
	Planning Around Religious Holidays: To support diversity and inclusion efforts, meeting professionals are encouraged to review interfaith calendars to avoid scheduling events on religious holidays.	Domain A: Strategic Planning
	Setting Goals and Objectives: Develop event goals and objectives that align with organizational strategy; engage stakeholders to determine actions, time frames, and performance measurements needed to achieve goals.	Domain A: Strategic Planning
	Volunteers: Determine volunteer needs; Develop a job description, recruitment plan, onboarding, and training process.	Domain E: Human Resources
2. Ethics	Government employees, contractors and suppliers need to be aware of the boundaries, guidelines, and policies that apply to government meeting professionals. Applying ethical boundaries in decision-making is very important to protect the meeting professional and their agency or organization.	Domain A: Strategic Planning

2. Ethics (cont'd)	Good preparation and doing the right thing are a critical element in event planning. Knowing how to position the American flag as well as who is introduced to whom, gifts, etc. are critical.	Domain A: Strategic Planning
	Code of Conduct: The Code of Conduct outlines specific guidelines that are required or prohibited when conducting government business.	Domain A: Strategic Planning, Domain H: Site Management
	Conflict of interest: Understanding situations in which favors are given or someone acts in their own self-interest instead of the organization.	Domain A: Strategic Planning, Domain G: Meeting or Event Design
	Familiarization Trips: Hosted trips offered by destinations or suppliers to interest potential clients in their location. Ethics and protocol apply to both sides.	Domain H: Site Management
	Frequent Flier Miles and Hotel Rewards: The acceptable procedure for collecting miles, points, and rewards.	Domain D: Financial Management
	Funding: The proper and ethical way to receive funding for meetings, conferences, and events.	Domain D: Financial Management
	Guest Programs (Spouse, Children): The correct applications when offering guest programs.	Domain G: Meeting or Event Design
	Manners / Etiquette – *only one program under* this topic per year. Good manners and etiquette are the rules for talking, acting, and conducting business.	Domain E: Human Resources
	Procurement: The act of securing goods and services on behalf of a government agency, which may involve prohibited sources. **See also Financial and Contract Management**	Domain B: Project Management
	Relationships with a Prohibited Source: Identifying a person or an organization who is seeking official action, is doing business, or seeking to do business with.	Domain D: Financial Management
	Spending Appropriated Funds: The method for funding programs with expenses that are reasonably related to the accomplishment the purposes of the event.	Domain D: Financial Management
	Washington Post Test: Would you want your event on the cover of the Washington Post?	Domain G: Meeting or Event Design
	Working with the Military: Understanding the Code of Conduct as it relates to working with military groups.	Domain E: Human Resources

3. Facilities and Services	Selecting the appropriate location for your government meeting is a multifaceted decision, which may require utilization of government owned facilities as a first option. Planning a meeting at a hotel or other non-government owned venues begins with the Request for Proposal (RFP), and through these courses, you will learn about the government RFP process and requirements, working with hotels, conference centers and convention and visitors bureaus, citywide events, and international meetings.	Domain H: Site Management
	Banquet Event Orders: A BEO is a type of contract between the planner and facility that lists the details of the events, expectations of what the facility will provide and agreed pricing; identify what information should be included on BEO's, understand the importance and accuracy of the BEO's.	Domain G: Meeting or Event Design
	Food and Beverage: Identify any food & beverage needs; learn the various requirements that encompass M&IE per diems, manage dietary restrictions and understand ADA requirements as it relates to food & beverage.	Domain G: Meeting or Event Design
	Sustainable Facilities and LEED Certified: Understand sustainable operations in facilities and learn the qualifications required for a facility to achieve LEED certification.	Domain H: Site Management, Domain A: Strategic Planning
	Green Meetings: Understand the impact of the meetings industry on the environment and how our decisions as meeting planners can alter the impact; learn how to incorporate green practices that will not only be better for the planet but can offer your attendees a better experience and possibly save money.	Domain A: Strategic Planning
	International Meetings: A meeting that includes a contingency of delegates traveling from outside of the U.S.	Domain G: Meeting or Event Design
	Impact of City-Wide Events: Identifying when there is a citywide convention in the same city of your meeting and how that impacts availability and budget.	Domain C: Risk Management
	RFPs: A request for proposal is the first step in selecting a conference facility; learn how to write an RFP to receive the information you need to make the best site selection.	Domain A: Strategic Planning, Skill 1, Sub Skill 1.3
	Site Inspection: An investigative visit to a property, facility, or area to determine if it is a good fit for the event.	Domain H: Site Management
	Site Selection: Evaluating information received through proposals and site inspections to select the best venue for the conference.	Domain H: Site Management
	Speakers and the Press: Understand the protocols of speaking to the press and identifying a designated spokesperson who can speak to the Press on behalf of the organization.	Domain G: Meeting or Event Design
	Universities, Conference Centers and Federal Facilities: Understand alternate venue options and determine the benefits and/or challenges of using a university, conference center or federal facility and what the impacts would be to the meeting objective.	Domain H: Site Management

3. Facilities and Services (cont'd.)	Working with Convention Services Managers: Understand the role of a CSM and establishing a relationship to ensure a successful event.	Domain H: Site Management
	Working with Convention and Visitors Bureaus: Understand how CVB's operate, what the mission of a CVB is and the resources that are available to meeting planners and attendees.	Domain H: Site Management
	Working with Destination Management Companies: Learn what a DMC offers and the benefit of using a DMC when your meeting is in a different area.	Domain H: Site Management
	Exhibits: Identify if an exhibit component is right for your meeting and how it can benefit the conference financially; learn the logistics of working with exhibitors and establishing a vendor contract.	Domain D: Financial Management
4. Financial & Contract Management	As a government meeting professional you will often be tasked with negotiating rates and improving the cost-effectiveness of government meetings. Education in procurement and contracting is essential to planning a successful event. These courses will outline the requirements for procurement in the government, contract language, sponsorships, and attrition.	Domain D: Financial Management
	Attrition: The difference between the actual number of sleeping rooms (or food/beverage) or revenue) realized and the number agreed to in the contract between he group and the facility	Domain D: Financial Management
	Cancellation. Provision in the contract which outlines damages to be paid to the non-cancelling party if cancellation occurs.	Domain D: Financial Management
	Contracts: A written or spoken agreement, that is intended to be enforceable by law. Entering into a formal and legally binding agreement.	Domain D: Financial Management
	beta.SAM.gov: The purpose of beta.SAM.gov (previously FedBizOpps) is to collect, maintain, and disseminate information on Federal procurement solicitations to the public. System information is used to administer and manage Federal buyer access, maintain interested vendor lists, and keep vendors informed of Federal solicitations of business interest.	Domain A: Strategic Planning, Domain B: Project Management, Domain I
	Force Majeure Clause: A clause in an agreement that allows for cancellation by either or both parties if performance is impracticable or impossible.	Domain D: Financial Management
	Fundraising: Seeking to generate financial support for your organization (event)	Domain D: Financial Management, Skill 7, Sub Skill 7.1

4. Financial and Contract Management (cont'd.)	Legal Terminology. Written language in the contract that make it binding if going thru court.	Domain D: Financial Management
	Negotiations: A discussion aimed at reaching an agreement.	Domain D: Financial Management
	No Cost Contracts: Is a formal agreement between a government entity and a vendor under which the government makes no monetary payment for the vendor's performance.	Domain D: Financial Management
	Penalties and Damages: A punishment imposed for breaking a law, rule, or contract	Domain C: Risk Management
	Prioritizing Needs vs. Wants: Is the act of creating a list of what you must have for the meeting to be successful versus what you would like as concessions. Example: must have a ballroom for 300 people and 8 breakouts this is a NEED. I want concierge level for my VIPs, if you do not get your "want" your meeting still can happen	Domain A: Strategic Planning
	Procurement Processes: Finding and agreeing to terms, and acquiring goods, services, or work from an external source, via competitive bid process.	Domain G: Meeting or Event Design
	Purchase Orders: Written authorization for payment to be made.	Domain D: Financial Management
	System for Award Management (SAM): Is a Federal Government owned and operated free registration that is required to post and bid on solicitations on beta.SAM.gov.	Domain A: Strategic Planning, Domain I: Marketing
	Secondary Contracts: Means a contract awarded to the Transferee Admission Body by the Transferor Scheme Employer in substitution for or in immediate succession to a contract in respect of which this Agreement was entered into or its term extended.	Domain G: Meeting or Event Design
	Sponsors: An individual or organization that pays some of all the costs involved with an event in return for being advertised.	Domain D: Financial Management

5. Logistics	While just about anything can be included in meeting logistics, the following courses will help you understand the industry standards in meeting logistics including transportation, room setup, insurance requirements, and security.	Domain G: Meeting or Event Design
	ADA Requirements: Federal requirements preventing discrimination against individuals with disabilities and addressing barriers and access for multi-dimensional participation in the event	Domain G: Meeting or Event Design
	Back of the House Tours: Term used for the behind-the-scenes action that customers typically do not see. This usually includes the kitchen, where the food is prepped and cooked.	Domain H: Site Management
	CVBs: any activity where someone goes through a place to see if things follow expectations and are in the proper condition for the proposed event	Domain H: Site Management
	Disaster Preparedness, Risk Management Plan, Meeting Safety: any activity where someone goes through a place to see if things follow expectations and are in the proper condition for the proposed event	Domain C: Risk Management
	Effective Room Setups: Designing the best table and chair arrangement in a meeting room to support the best facilitation of the program	Domain G: Meeting or Event Design
	Insurance: understanding what protections are needed at your event that will prevent potential loss	Domain C: Risk Management
	Security: Best practices. What to ask the venue about security. Resources for finding Security personnel, if needed. Establishing the need for security beyond what the venue provides.	Domain C: Risk Management
	Music Licensing: Understanding the different types of music licensing. Understanding when music licensing is required. Resources to help determine the need and to facilitate the process.	Domain G: Meeting or Event Design
	Post-Con Meeting: A meeting after the event to review both positive and negative issues that transpired. What feedback is helpful for future events?	Domain A: Strategic Planning
	Pre-Con Meeting: A meeting prior to the event to review every aspect of the event, including security and risk management. Understanding who should be there and important questions to ask.	Domain A: Strategic Planning, Skill 3
	Shipping: Methods of shipping materials to the event city. Resources. Hotel charges regarding shipping and storage.	Domain H: Site Management

5. Logistics (cont'd.)	Transportation: Airport to hotel ground transportation options. Group transport to off-site excursions. Resources.	Domain G: Meeting or Event Design
	Unions: Understanding the issues when working in venues with union contracts	Doman H: Site Management

6. Personal and Professional Development	Leadership is critical to many aspects of event planning including managing events, finances, logistics, and personnel. Leadership should foster personal and professional development.	Domain E: Human Resources
	Change Management: Change management (sometimes abbreviated as CM) is a collective term for all approaches to prepare, support, and help individuals, teams, and organizations in making organizational change. The most common change drivers include technological evolution, process reviews, crisis, and consumer habit changes, pressure from new business entrants, acquisitions, mergers, and organizational restructuring. It includes methods that redirect or redefine the use of resources, business process, budget allocations, or other modes of operation that significantly change a company or organization.	Domain A: Strategic Planning, Domain D: Financial Management, Domain F: Stakeholder Management
	Delegation: Delegation is the assignment of any authority to another person (normally from a manager to a subordinate) to carry out specific activities. It is one of the core concepts of management leadership. However, the person who delegated the work remains accountable for the outcome of the delegated work. Delegation empowers a subordinate to make decisions, i.e. it is a shifting of decision-making authority from one organizational level to a lower one.	Domain E: Human Resources
	Identifying Team and Individual Skills: Teamwork involves a set of tasks and activities performed by individuals who collaborate with each other to achieve a common objective. That objective can be creating a product, delivering a service, writing a report, or making a decision. Teamwork differs from individual work in that it involves shared responsibility for a final outcome.	Domain E: Human Resources
	Listening Skills: Effective listening skills are the ability to actively understand information provided by the speaker, and display interest in the topic discussed. It can also include providing the speaker with feedback, such as the asking of pertinent questions; so the speaker knows the message is being understood. There are four types of listening: Appreciative listening, Critical listening, relationship listening and discriminative listening.	Domain G: Meeting Management or Event Design

6. Personal and Professional Development (cont'd.)	Mentorship: The aim should always be to enable the mentee to develop their own skills, strategies, and capability so that they are enabled to tackle the next hurdle more effectively with or without the mentor's presence.	Domain E: Human Resources
	Motivation: Motivational theory is tasked with discovering what drives individuals to work towards a goal or outcome. Most motivational theories differentiate between intrinsic and extrinsic factors: the former is concerned with an individual's interest, enjoyment, and willingness to partake in an activity.	Domain E: Human Resources
	Personal Development: Personal development covers activities that improve awareness and identity, develop talents and potential, build human capital, and facilitate employability, enhance the quality of life, and contribute to the realization of dreams and aspirations. Professional development refers to the continued training and education of an individual regarding his or her career. The goal of professional development is to keep you up to date on current trends as well as help you develop new skills for the purpose of advancement in the field. Some professions require professional development to renew certification or licensure and ensure employees are up to standard. However, you can typically pursue professional development on your own through programs offered by educational institutions, professional organizations, or even your own employer.	Domain E: Human Resources
	Professional Development: Professional development is learning to earn or maintain professional credentials such as academic degrees to formal coursework, attending conferences, and informal learning opportunities situated in practice. It has been described as intensive and collaborative, ideally incorporating an evaluative stage. Professional development helps employees continue to not only be competent in their profession, but also excel in it. It should be an ongoing process that continues throughout an individual's career. Actively pursuing professional development ensures that knowledge and skills stay relevant and up to date."	Domain E: Human Resources
	Relationship Building: Building relationships is about your ability to identify and initiate working relationships and to develop and maintain them in a way that is of mutual benefit to both yourself and the other party.	Domain F: Stakeholder Management

6. Personal and Professional Development (cont'd.)	Supervision: The purpose of the supervision process is to provide a safe, supportive opportunity for individuals to engage in critical reflection to raise issues, explore problems, and discover new ways of handling both the situation and one. There are three types of supervision: administrative, clinical (also called educational supervision) and supportive supervision.	Domain E: Human Resources

7. Protocol	Protocol is the system of rules that explain the correct conduct and procedures to be followed in formal situations. Good preparation and doing the right thing are critical elements in event planning.	

	Guest Programs (Spouse, Children): The correct applications when offering guest programs.	Domain G: Meeting or Event Design
	Diplomatic and Corporate Gifts: Weather diplomatic, federal, state, or corporate, exchanged gifts all have a protocol to be followed.	Domain A: Strategic Planning
	Precedence, VIPs, and Seating (Government, military, civic leaders, celebrities, international): Understanding and applying the priority in importance, order, or rank to introductions and seating.	Domain G: Meeting or Event Design
	Flag protocol and Use of Corporate Logos: Applying proper protocol for displaying the American flag as well as state, foreign and corporate flags. When you can use or should not use a company's logo.	Domain G: Meeting or Event Design, Domain H: Site Management
	Special Events and Vendor Selection: Evaluating events and vendor's proposals that follow ethics and protocol relating to the event.	Domain A: Strategic Planning, Domain B: Project Management

8. Technology	As government meetings strive to be "green" and technology improves, you will need to know when and how you can utilize technology. Technology is an integral part of any event, and keeping up with the advances in event technology can be challenging. These courses will familiarize you with the current technologies in registration software, internet access and controls, social media marketing, and web applications.	Domain G: Meeting or Event Design
	AV For Meetings: Standard AV equipment used for meetings.	Domain G: Meeting or Event Design

8. Technology (cont'd.)	Classified Meetings: Understand all requirements for hosting classified meetings, understand limited access to classified material, identify policies regarding audio, video or photographic recording devices or cellular telephones during meeting.	Domain H: Site Management
	Cloud Technology: Sharing of information and applications across the internet without the restriction of their location.	Domain I: Marketing
	Online RFPs: Steps in creating an online RFP, advantages and disadvantages, requirements for using beta.SAM.gov, etc.	Domain I: Marketing
	Event Software: Value of online software, demonstration of software, costs of software, examples of online software.	Domain G: Meeting or Event Design
	Internet: Using the internet in event planning - registration, room blocks, procurement, budgeting, etc.	Domain G: Meeting or Event Design
	Lighting: Types of lighting, costs, benefits.	Domain G: Meeting or Event Design
	Microsoft Excel: Using Microsoft Excel in event planning, demonstrating its uses and value.	Domain G: Meeting or Event Design
	Microsoft PowerPoint: Using Microsoft Power Point for event presentations, demonstrations, etc.	Domain G: Meeting or Event Design
	Mobile Apps: Use of Mobile Apps for conference information, evaluations, event schedule, etc.	Domain G: Meeting or Event Design
	Registration Software: Pros and cons of registration software, information gathering costs, technical support from vendors.	Domain D: Financial Management
	Social Media (including web 2.0): Using social media to connect with members, promote membership and events. Web 2.0 allows people to collaborate and share information online via social media, blogging and Web-based communities.	Domain I: Marketing
	Security: Security for classified and other information, protection against phishing and hacking, types of security software.	Domain G: Meeting or Event Design
	Skype, Lync, etc.: Advantages of connecting via computer for people offsite.	Domain G: Meeting or Event Design

8. Technology (cont'd.)	Videoconferencing / Virtual Meetings: Ability to bring people together without costs of travel. Consider equipment and connection costs and no ability to network face-to-face.	Domain G: Meeting or Event Design
	Webcasting: Using one-way transmission of information with no interaction between speaker and audience.	Domain G: Meeting or Event Design
	Webinars: Online educational sessions with interaction between speaker and audience.	Domain G: Meeting or Event Design
	Website ADA Compliance: Discuss options, requirements, and Section 508.	Domain I: Marketing
	Working beta.SAM.gov, FedRooms, Cvent, etc.: Using online tools for RFPs, site selections, conference registration, etc.	Domain I: Marketing

9. Travel: Federal, State, and Local	There are many rules and regulations that govern official government travel. Government planners must keep up with current per diem rates, new Congressional rules about government travel, and streamlining the government meeting in terms of travel costs.	Domain A: Strategic Planning, Domain D: Financial Management
	Actual Expenses: Understand approval of actual expenses for lodging and meals under certain circumstances.	Domain D-Financial Management
	City Pairs: Explore requirements for city pairs, who must use city pairs, advantages of program, etc.	Domain D: Financial Management
	Fed Rooms: Use FedRooms.com to find ADA and FEMA-approved properties at per diem with flexible cancellation policies.	Domain D: Financial Management
	Government Travel Credit Cards: Mandatory use of government travel credit card, uses of travel card while traveling, benefits of credit card, etc.	Domain A: Strategic Planning, Domain D: Financial Management
	Invitational Travel: When is invitational used and what is traveler entitled to.	Domain G: Meeting or Event Design
	Lodging: GSA Lodging rates, actual expenses for lodging, receipt requirement, etc.	Domain D: Financial Management

9. Travel: Federal, State, and Local (cont'd.)	Lodging Taxes: When is government traveler exempt from lodging taxes.	Domain D: Financial Management
	Meals: Meal allowances when traveling, receipts policy.	Domain D: Financial Management
	Miscellaneous Expenses vs. Incidental Expenses: Differences between miscellaneous and incidental expenses.	Domain D: Financial Management
	Per Diem rates: Where to find the per diem rates, seasonal rates, what is included in the per diem rate, etc. Reduced per diem rate.	Domain D: Financial Management
	Temporary Duty Assignment (TDY): Allowances for traveler on temporary duty - lodging, meals, incidental expenses.	Domain D: Financial Management
	Transportation: Modes of approved transportation when on Temporary Duty Assignment. Rules for use of Privately Owned Vehicle.	Domain D: Financial Management