

Coordinator

A person who helps in planning, organizing, and executing events or performances needed.

Track	Competency	Job Task
Business Case for Incentive Travel	Incentive Program Design	<ul style="list-style-type: none"> • Coordinate housing and transportation • Coordinate speakers and entertainment • Coordinate technical production
	Administration	<ul style="list-style-type: none"> • Data processing (i.e., update records in computer systems, generate reports, etc.) • File maintenance (i.e., organize and maintain general work files) • Clerical (i.e., office management, type correspondence, send emails and faxes, make copies, sort mail, etc.)
Selling to the Incentive Travel Market	Sales	<ul style="list-style-type: none"> • Respond to RFPs • Execute sales strategy
	Professionalism	<ul style="list-style-type: none"> • Exhibit professional behavior (i.e., competence, collaboration, integrity, ethical, etc.) • Exhibit professional interpersonal communication • Adhere to company policies and procedures
Managing Incentive Travel Programs	Financial Management	<ul style="list-style-type: none"> • Identify ways to reduce costs • Monitor budgets
	Marketing	<ul style="list-style-type: none"> • Promote incentive program • Employ social media marketing strategy
	Communication	<ul style="list-style-type: none"> • Demonstrate effective written communication • Demonstrate effective verbal communication • Demonstrate effective listening skills
	Risk Management	<ul style="list-style-type: none"> • Implement contingency plan in case of risk
	Crisis Management	<ul style="list-style-type: none"> • Identify and secure safety/security resources • Implement crisis management plan in case of crisis
	Project Management	<ul style="list-style-type: none"> • Manage the incentive program • Monitor incentive program timeline and budget
	Site Management	<ul style="list-style-type: none"> • Coordinate food and beverage menus and experience • Coordinate audio visual and production elements • Coordinate onsite communication

A competency is the capability to apply or use a set of related knowledge, skills, and abilities required to successfully perform critical work functions in a defined work setting. These competencies represent the core role and responsibilities of a Coordinator aligned with SITE's three training tracks. Having a strong knowledge of each of these competencies will assist incentive professionals in career development and help employers recognize the benchmarks used to measure the competency level of their employees or potential talent.