**FACTSHEET ON CAREER CONVERSION PROGRAMME
FOR DIGITAL MARKETING TOURISM PROFESSIONALS**

The Career Conversion Programme for Digital Marketing Tourism Professionals is customised and contextualised to train and reskill professionals in the Hotels, MICE, Attractions and Tour & Travel (HMAT) sectors with digital sales, marketing and analytical competencies. The programme is developed by Workforce Singapore (WSG) in partnership with Nanyang Polytechnic's (NYP) School of Business Management and supported by the Singapore Tourism Board (STB).

This practical and hands-on programme consists of a 4-month structured classroom training, On-the-Job Training and an applied learning project aimed at exposing participants to the various forms of digital sales, marketing and analytical skills and techniques. Participants would also be equipped with the necessary competencies required to create and pitch their own marketing campaign and carry out digital sales activities. At the end of the programme, participants would take on new digital roles and support their companies as they increase their e-commerce presence.

This programme is open to new and existing employees from the Hotel, MICE, Attractions and Tour & Travel sectors. WSG will be providing course fee and salary support to employers.

S/N	Item	Details
1	Course Fee *Payable direct to Nanyang Polytechnic*	$3,787.80 (inclusive of GST, before course fee grant) • $1,136.34 (after 70% course fee grant) • $378.78 (after 90% course fee grant for Singapore citizens participants aged 40 and above)
2	Salary Support	4 months, based on the following: • Up to 70%, capped at $4,000 • Up to 90%, capped at $6,000 for Singapore citizens participants aged 40 years and above For employees hired between 1 Sep 2020 and 31 Mar 2022 due to Jobs Growth Incentive (JGI): • Up to 35%, capped at $2,000 • Up to 45% capped at $3,000 for Singapore citizens aged 40 years and above or Long-term Unemployed (LTU)*

LTUs are new hires who have been unemployed and actively looking for jobs for six months or more.

Eligibility Criteria

All participating companies must fulfil the following criteria:
- Registered or incorporated in Singapore
- Be in the Hotel, MICE, Attractions and Tour & Travel sectors
- Have a robust digitalisation plan for the company that is approved by WSG and NYP
- Have job descriptions aligned to the programme for the trainees post-training
- For existing employees onboard programme:
  a) Have a job redesign plan for the employee(s) undergoing the programme

- Committed to work with WSG and NYP on the necessary administrative matters related to the programme
- Committed to reskilling and training arrangements

All participants onboard the programme must fulfil the following criteria:
- Singapore Citizens or Permanent Residents who are minimally 21 years old
- Must not be a shareholder of the company, or its related companies
- Must not be related to the owner(s) of the company
- Must not be immediate ex-staff of the company
- Able to plan, implement and perform digital sales and marketing for the company upon completion of the programme
- Must not be undergoing any programmes funded by WSG concurrently
- Possess basic digital literacy
- For existing employees onboard programme:
    a) Have been hired for at least one year in the company at the point of application
    b) Have not undergone WSG's Digital Marketing Place-and-Train Programme that was launched in March 2020
- For new hires onboard programme:
    a) Must have graduated or completed NS, whichever is later, for at least two years prior at the point of application
    b) Must not have prior working experience or been in a similar job role in previous employment
    c) Must be a newly hired PMET and training commencement should be within the first three months of employment
    d) Must be offered a full-time employment contract with participating company on permanent terms or on contract terms that are no less than one year

For information on the course and registration process, please contact Shalynn Teo (shalynn_teo@nyp.edu.sg).

For information on funding support from WSG, please contact Fiona Lee (fiona_lee@wsg.gov.sg) or Gayle Ng (gayle_ng@wsg.gov.sg).

**GENERAL FAQ ON CAREER CONVERSION PROGRAMME
FOR DIGITAL MARKETING TOURISM PROFESSIONALS**

1. What is the programme about?

The Career Conversion Programme for Digital Marketing Tourism Professionals is customised and contextualised to train and reskill professionals in the Hotels, MICE, Attractions and Tour & Travel (HMAT) sectors with digital sales, marketing and analytical competencies. The programme is developed by Workforce Singapore (WSG) in partnership with Nanyang Polytechnic's (NYP) School of Business Management and supported by the Singapore Tourism Board (STB).

This practical and hands-on programme consists of a 4-month structured classroom training, On-the-Job Training and an applied learning project aimed at exposing participants to the various forms of digital sales, marketing and analytical skills and techniques. Participants would also be equipped with the necessary competencies required to create and pitch their own marketing campaign and carry out digital sales activities. At the end of the programme, participants would take on new digital roles and support their companies as they increase their e-commerce presence.

2. How long is the course duration?

The programme spans across 4 months comprising:
- First 2.5 months: Classroom training comprising 12 short courses conducted either virtually or at NYP (1 to 2 days per week) and On-Job-Training (OJT) at the workplace for the remaining workdays; and
- Next 1.5 months: Applied project with consultancy offered by NYP trainers.

3. Who is the programme for?

This programme is open to new and existing employees from the Hotels, MICE, Attractions and Tour & Travel sectors. Participating companies should have robust digitalisation plans that involve pivoting into digital sales and marketing. The intent is to support employees who would need to be reskilled in digital sales and marketing to implement the digitalisation plan. At the start of the course, participants will identify problem statements from the workplace to work with and at the end of the programme, they will be guided to utilise the learnings in the development of a digital marketing campaign plan and a digital sales pitch. Companies are also required to provide a job redesign plan on how the job role will change for the employee(s) that will be sent to the course as part of the application, if the participating employee is an existing employee.

For Employers
4. What are the eligibility criteria to sign up for the course?

All participating companies must fulfil the following criteria:
- Registered or incorporated in Singapore
- Be in the Hotel, MICE, Attractions and Tour & Travel sectors
- Have a robust digitalisation plan for the company that is approved by WSG and NYP
- Have job descriptions aligned to the programme for the trainees post-training
- For existing employees onboard programme:

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All participants onboard the programme must fulfil the following criteria:
- Singapore Citizens or Permanent Residents who are minimally 21 years old
- Must not be a shareholder of the company, or its related companies
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- Must not be undergoing any programmes funded by WSG concurrently
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    a) Have been hired for at least one year in the company at the point of application
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    b) Must not have prior working experience or been in a similar job role in previous employment
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5. What are some of the job roles eligible for the course?

Examples of relevant job roles include, but are not limited to:
- Marketing Communications Executive / Manager
- Sales Executive / Manager
- Business Development Manager
- Product Specialist
- Experience Development Executive

6. How many employee(s) can I send for the course?

There is no limit on how many employees you can send for the course, as long as the digitalisation plan and job redesign proposal justify for the number of employees you are sending. However, employees who have previously undergone WSG's Digital Marketing Place-and-Train Programme that was launched in March 2020 are not eligible as the course contents for the 2 programmes are largely similar. Employees who have previously undergone other WSG Reskilling Programmes are also generally discouraged so as to give other employees a chance to benefit from job redesign and reskilling opportunities.

7. Why must existing employees be hired for at least 1 year to be eligible for the course?

This is a reskilling programme to help existing workers be trained and placed into new/redesigned jobs. Employees hired for less than 1 year are considered to be recent

hires and they should be hired into job redesigned job roles, thus there should not be a need for reskilling. They may, however, be eligible for other relevant government support such as Jobs Growth Incentive.

8. How will the course fee grant be disbursed?

WSG has appointed Nanyang Polytechnic (NYP) as the programme manager. Employers will pay the nett fee after 70% course fee grant to NYP. Employers with trainees who are Singapore Citizens aged 40 and above may pay the nett fee after 90% course fee grant to NYP.

9. When can I claim the salary support?

Employers can claim 50% of salary support from NYP two months after the course commences. Upon course completion, employers can claim the remaining 50% salary support from NYP.

10. Why is salary support rate adjusted for new hires from 1 Sep 2020?

As announced by DPM Heng Swee Keat in August 2020, the Jobs Growth Incentive ("JGI") was introduced from Sep 2020 – Sep 2021 to support companies to hire more locals and provide good jobs amidst the current labour market. JGI support was further extended to Mar 2022. For more info on JGI, please refer to IRAS website here.

As the JGI will also apply to jobseekers undergoing reskilling through CCPs, WSG has made temporary funding adjustments during the duration of the JGI to ensure our jobseekers continue to receive the necessary support they need to be placed into new opportunities in growth sectors.

11. Can I claim salary support if my employee(s) is on No-Pay-Leave?

No, salary support is intended to defray the salary costs borne by employers when employees attend training. There will be no reimbursement of salary support if you are not paying salary to the employee(s) on training.

12. Can I claim salary support if my employee(s) is on shorter work week?

The salary support will be pro-rated based on the actual salary paid to your employee(s).

13. Can I claim salary support if my employee is on Leave-of-Absence (LOA) or Stay-Home-Notice (SHN)?

You will not be eligible to claim salary support for employee(s) supported by MOM's LOA/SHN Support Programme.

14. What happens if my employee drops out of the course halfway?

On a case-by-case basis subjected to WSG's approval, a pro-ration of Salary Support for trainees who drop out halfway may be allowed.

15. Course Fees and Subsidies

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16. Illustration on WSG's Funding Support

> **(a) Business Development Executive aged 30 with salary of $3,000 per month**
>
> **Course Fee Support**
> What the company needs to pay for course fee
> - Company to pay nett course fees of $1,136.34 (inclusive of GST) to NYP during course registration
>
> **Salary Support**
> What NYP will disburse in terms of salary support
> - Supportable amount per month: $2,100 (based on $3,000 x 70%)
> - Supportable amount for 4 months: $8,400 ($2,100 x 4 months)
>
> Total amount eligible for Salary Support claim is **$8,400**. Company can claim $4,200 (50%) from NYP at the end of the 2nd month and another $4,200 (50%) at the end of the course.

(b) Sales Manager (Singaporean) aged 50 with salary of $5,000 per month

Course Fee Support
What the company needs to pay for course fee
- Company to pay nett course fees of $378.78 (inclusive of GST) to NYP during course registration

Salary Support
What NYP will disburse in terms of salary support
- Supportable amount per month: $4,500 (based on $5,000 x 90%)
- Supportable amount for 4 months: $18,000 ($4,500 x 4 months)

Total amount eligible for Salary Support claim is **$18,000**. Company can claim $9,000 (50%) from NYP at the end of the 2nd month and another $9,000 (50%) at the end of the course.

For Employees
17. Why should I attend the programme?

Arising from today's disruptive technologies, customer behaviour and expectations have rapidly evolved. This programme will equip participants with the necessary skills and knowledge to incorporate relevant digital competencies to help redesign their work processes and pivot businesses to conform to future needs.

18. What can I do after going through the programme?

Through the programme, participants will develop an appreciation of digital competencies and be able to review, critique, and analyse the relevance and effectiveness of specific sales and marketing strategies and techniques to their workplace. Other relevant and practical competencies that will be covered include search engine optimisation and marketing, Augmented Reality as an alternative marketing tool, digital marketing analytics and reporting strategies, data visualisation, and content curation and creation.

19. What will I receive at the end of the programme?

Participants will be awarded a Certificate of Completion at the end of the course.

PROGRAMME CURRICULUM (CLASSROOM TRAINING)

Classroom Training		
Title	**Brief Description**	**Duration (Days)**
1. Digital Marketing Strategy and Campaign Development	• Overview of Digital Marketing • Understanding customers and the market • Digital Marketing touchpoints and channels • Overview of Content Marketing • Digital Marketing tools	2
2. Search Engine Optimisation	• Fundamentals of Search Engine Optimisation (SEO) • On-Page and Off-Page SEO • Keywords research and optimization • SEO Analytics	1
3. Search Engine Marketing	• Google ads platform • Campaign setup and ad group structure • Ad copy writing • Keywords research • Increase Click-Through-Rate (CTR) with ads extension	1
4. Event Branding and Social Media Marketing	• Understanding the different elements of the digital world • Navigating around the challenges of branding on social media • Creating Social Media Content • Developing an Event Branding Campaign	1
5. Digital Marketing Analytics	• The Changing Digital Marketing Landscape • Planning for Digital Marketing Analytics • Digital Marketing Analytics Reporting Strategies • Building a Digital Marketing Analytics Report	2
6. Data Visualisation for Digital Marketing	• Importance of Data Visualization for Digital Marketing • Data Visualization Tools for Digital Marketing	1
7. Crafting Your Digital Stories	• Learn Storytelling Techniques on how your stories can be crafted and told • How to use images and audio to enhance the structure, mood and theme of your story • Hands-on experience to plan a video production	1
8. Augmented Reality (AR) Experiences for MICE, Attractions & Travel and Tourism	• Discover how AR is revolutionising the MICE, Attractions & Travel and Tourism industry • Learn about AR technologies being used for MICE, Attractions & Travel and Tourism • Create an AR experience for Hospitality and Travel that engages tourists and travellers	1
9. Digital Video Production	• Overview of digital videos production for social media and YouTube • Essentials of digital video production (including tech-enabled pre-production planning, basic camera work and video editing) using new technologies such as Adobe Premiere & Final Cut Pro	1

10. Feature Writing	• Learn the elements of Feature Writing • Different types and leads for Feature Stories • Special reporting needs for Feature Stories	1
11. Developing a Successful Digital Selling Story	• Overview of Personal Selling • Difference between traditional and online selling • Conducting online sales meetings (skills & etiquette to conduct online sales meetings) • Creating the unique feature, advantage and benefit (FABs) in your product and service • Understanding customer pain points and online behaviour • The Digital Selling Process - Account Management & Business Development	1
12. Digital Sales Conversion & Closing Techniques	• Overview of the RACE (Reach Act Convert Engage) Model • Optimising Sales Conversion Techniques • Handling Customer Objections • Sales Closing Techniques Best Practices • Maintaining After-Sale Customer Relationship on Digital Platform	1

Applied Project

Trainees are required to assume the role of a Digital Sales & Marketing Manager and pitch a Digital Marketing Campaign and a Digital Sales Pitch for his/her own company to his/her management*. Trainees must make use of the tools on various Social Media Platforms and recommend an Augmented Reality (AR) experience that will engage the target audience to achieve the objectives.

With reference to this project, the role of 'management' will be undertaken by a qualified trainer within Nanyang Polytechnic-School of Business Management, who will also be the assessor of this project.

This project deliverables will consist of 2 parts:

Part 1 – PowerPoint Slides
The PowerPoint slides should consist of the following parts:
a. Company introduction and campaign objectives
b. Analysis of target audience, their online behaviour & content preferences
c. Analysis of competitors' digital assets for content insights with the use of analytics tools
d. Proposed creative theme for the campaign and its 2-week calendar schedule
e. 2 online content visuals supported with a posting calendar

Part 2 – Digital Sales Pitch
Trainees will conduct the digital sales pitch online via ZOOM. This is a 20-minute pitch (10-minute sales pitch and 10-minute of objections from client & closing). Trainees will be required to use the relevant techniques to handle the objections and try to close the client using the appropriate technique(s) taught in class.