

ORGANIZING COLOURING COMPETITION FOR EARLY CHILDHOOD AT POLBENG BUSINESS EXPO AS COORDINATOR

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Abstract

This colouring competition is one of the activities that has great potential to positively influence the development of creativity and artistic expression in early childhood. This competition aims to explore the kindergarten coordinator's strategy in organizing expo coloring competitions for early childhood. The objectives to be achieved in this final project are Compiling a schedule of coloring competition activities, Determining the target participants of the coloring competition, Determining the venue for organizing coloring competitions for early childhood, Making concepts for early childhood coloring competitions, Organizing events for early childhood coloring competitions and Making reports on early childhood coloring competition activities at the Business Expo of Politeknik Negeri Bengkalis in the Early Childhood Coloring Competition. The implementation of the project with the role of event coordinator at the coloring competition at Polbeng Business Expo 2024 was carried out before and during the event. The results of this study show that the success of the competition depends not only on technical preparation and schedule preparation, but also on choosing a strategic place. Therefore, in the conclusion of this thesis, it can be concluded that the success of the coloring competition depends on the selection of a strategic place and the preparation of the event schedule. This paper can provide important benefits to the university, especially if it can serve as a guide for the management of similar projects in the future.

Keyword: *Event, Colouring Competition, Early Childhood.*