

THE COLOURING COMPETITION EVENT FOR EARLY CHILDHOOD AND ELEMENTARY SCHOOL (Case Study: Project Manager)

Name of Student : Nassoha Rio Saputra

Registration Number : 5404221461

Advisor Lecturer : Yunelly Asra, S.E., MM., CPISC

ABSTRACT

The Polbeng Business Expo Chapter II is a business exhibition organized by the Bengkalis State Polytechnic as a forum for developing students' creativity and entrepreneurial skills, including the Coloring Competition as one of the supporting events. This study aims to identify the competencies required by project managers to ensure the success of the event. Using a qualitative descriptive approach, data was obtained through interviews with the organizing committee and analyzed using transcription techniques to gain an in depth understanding of the role of project managers. Based on the theory of Ochoa Pacheco et al. (2023), the results of the study show that the success of the activity is greatly influenced by the project manager's ability to carry out systematic planning, effective communication, clear leadership, efficient time and resource management, and the ability to overcome obstacles in the field. These findings confirm that the combination of these competencies is a major factor supporting the smooth running of the Coloring Competition in the Polbeng Business Expo series.

Keywords: *Project Manager, Polbeng Business Expo, Coloring Competition*