

LEADERSHIP COMPETENCIES OF THE PROJECT MANAGER IN MANAGING FASHION SHOW EVENT AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This project report describes the organization and implementation of the Polbeng Business Expo Fashion Show. The event aimed to showcase creativity and innovation in fashion while applying the project manager's leadership competencies to ensure smooth execution. The Fashion Show was conducted over three days, featuring participants from elementary school, early childhood/kindergarten, and the Carnival category, with costume themes including traditional, contemporary, and eco-friendly designs. The project manager coordinated committees, participants, judges, and supporting teams to maintain effective communication, task distribution, and event flow. All activities, including performances, judging, awarding of trophies and certificates, and documentation, were completed successfully. Sponsors were acknowledged for their financial support, and appreciation was expressed to the project team for their dedication and teamwork. The event ran according to schedule, achieving its objectives in demonstrating creativity, organization, and professionalism. This project illustrates how effective leadership, coordination, and planning contribute to the successful execution of large-scale events and provides a model for future Fashion Show projects at Polbeng Expo.

Keywords: management aspects, project manager, event management, fashion show