

“THE COLOURING COMPETITION EVENT FOR EARLY CHILDHOOD AND ELEMENTARY SCHOOL” (CASE STUDY: FINANCIAL MANAGEMENT)

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ABSTRACT

This study was conducted as part of the Polbeng Expo, which organised a colouring competition for early childhood and elementary school children. The event served as an educational platform and a learning medium for students to practise MICE-based event management, particularly in financial management. This study aimed to analyse the implementation of the competition and examine the effect of the registration fee on participant satisfaction and the event's finances. A qualitative descriptive approach was applied through interviews with the organising committee and the participants' parents/guardians. The findings indicate that the registration fee was perceived as affordable and consistent with the facilities provided, contributing to participant satisfaction. In addition, the registration fee served as the primary funding source that supported operational needs and helped ensure the smooth execution of the event. These results highlight the importance of setting an appropriate registration fee and implementing well-planned financial management to support event success.

Keywords: *Registration Fee, Event Finance, Participant Satisfaction, Colouring Competition.*