

**POLBENG BUSINESS EXPO
ASPECTS OF EVENT COORDINATORS COLOURING
COMPETITION FOR EARLY CHILDHOOD**

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ABSTRACT

"Early Childhood Coloring Competition" is an educational and creative activity which aims to improve motor skills, creativity and self-confidence in young children. This competition is designed to provide a platform for children aged 4–6 years to explore their artistic potential in a supportive and fun environment. foster creativity through unlimited artistic expression, and build self-confidence in presenting one's work to others. The committee required to carry out the competition consists of 10 people with an efficient division of tasks and responsibilities. This event was attended by 104 children aged 3-7 years. The judges at the event were M. Qusyairi Aldi and Opi Prastantia who have an arts background, as well as Prof. Madya Dr. Raja Zuraidah Bint Raja Mohd Rasi on the first day. The costs incurred to carry out the competition event were IDR 6,105,000. This competition will be held on 30-31 October 2023 on the terrace of the ADM building, 1st floor, Bengkalis State Polytechnic. In conclusion, coloring competitions are an effective medium for the growth and development of early childhood, combining education and recreation to stimulate children's growth and development. several developmental domains.

Keywords: *Event, Coloring Competition, Early Childhood*