

# **KINDERGARTEN SINGING COMPETITION AT POLBENG BUSINESS EXPO (CASE STUDY: EVENT COORDINATOR ASPECT)**

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## **ABSTRACT**

The Singing Competition is an activity carried out as part of the Polbeng Business Expo, with the aim of providing a forum for participants to show their interests and talents. Then to increase consumer visits at trade shows by providing interesting and quality entertainment and providing benefits for exhibitors in promoting the products and services provided. The objectives to be achieved in making this final project are to identify the roles and responsibilities of the event coordinator, to find out the obstacles that occur during the implementation of activities, and to find out the solutions to the obstacles that occur during the implementation of singing competition activities. The method carried out in this activity starts from the project preparation stage, the project implementation stage, the project completion stage, to the project reporting stage. The committee needed in the implementation of the event amounted to 12 people with their respective duties and responsibilities. The event was attended by 45 participants, consisting of kindergarten and elementary school categories. This Singing Competition event was held on October 30 - 31, 2024 on the main stage of Polbeng Business Expo 2024.

**Keywords:** Event Coordinator, Singing Competition, Polbeng Business Expo