

ABSTRACT

Company human resources in the digital era face very massive and comprehensive competition, especially in Industry 4.0, there are increasingly increasing challenges that companies must face. This final work designs the management of the Expert Insight Telkom Corporate University Center event for August- December 2023. An in-depth analysis will reveal how the company transfers knowledge about aspects of business strategy and the world of corporate companies to PT employees. Indonesian Telecommunication wrapped in an interesting webinar event, and how effective it is, and its impact on audience perception and engagement as well as its implementation for PT employees. Indonesian Telecommunication. It is hoped that this work will provide insight into the importance of making employees understand the Company's competition and challenges through relevant knowledge wrapped in an interesting event. As well as being able to become a reference for Event Organizer practitioners and a reference for students who are taking event management courses. The author uses observation and documentation methods to explore the design of this work.

Keywords: Events, Management, Knowledge, Telkom