

## **ABSTRACT**

*Increasingly fierce competition in the field of providing information, telecommunications and digital technology services, PT. Telkom Indonesia applies the concept of knowledge management to improve employee performance and knowledge by creating a sharing knowledge program. The sharing knowledge program was created by using digital technology in the form of live streaming Innovation Day which presents expert speakers in their fields. The running of a live streaming event program cannot be separated from the involvement of the behind-the-scenes team who work together to try to present the best show for the audience. To create a successful live streaming event program requires proper event management, teamwork, and effective communication coordination between members. This final assignment aims to determine the implementation of company projects in the production process of the Innovation Day live streaming event by applying event management theory by Goldblatt (2002). The data collection method for writing the final assignment uses qualitative data analysis in the form of interviews, written digital data, and the author's observations in the field. PT. Telkom Indonesia Innovation Day program. The Innovation Day live streaming program episode "How to Create a Personalized and Engaging Streaming Content" was created with the hope that viewers can understand about streaming content on social media and build characters that audiences like through direct discussions with expertise speakers.*

**Keywords:** *Event Management, live streaming, sharing knowledge.*