

## **ABSTRACT**

*This study aims to find out event management regarding the management of the Telkomsel Siaga NARU 2022 Area 2 Bogor event, which has been organized by Telkomsel, especially the Internal Corporate Events division which is assisted by the Trojan Event Organizer as a partner. Telkomsel Siaga NARU 2022 was held as an adaptation of event implementation for the CSR program in welcoming the 2022 Christmas and 2023 New Year moments. By using Goldblatt's (2013) event management stages, namely research, design, planning, coordination, and evaluation. Through a qualitative approach and descriptive research type. This research can produce the following statements: 1) Research, the stage where management provisions must be followed and messages must be conveyed, with various micro or macro researches. 2) Design, "Unlimited Love" as the main concept derived from the event's tagline. 3) Planning, conducting surveys for all needs, making plans before the event, making a rundown of event implementation, and adjusting the shape of the event in the next city. 4) Coordination, smooth communication both vertically and horizontally, jobdesc implementation, and responsibility for event implementation. 5) Evaluation, evaluate to be able to carry out the next event better and more perfect. Researchers found new findings on Goldblatt's theory from interviews with informants, both the first key and supporters. According to him, at the research stage, adjustments must be made to management's provisions in order to be able to carry out events in a corporation.*

**Keywords:** *Event Management, CSR Program, Telkomsel, Theory Goldblatt*