

ABSTRACT

Expert Insight is a knowledge-sharing program in the form of a webinar series organized by Telkom CorpU. This webinar program is conducted as a form of human resource training by inviting experts from both internal and external of the company. The Expert Insight webinar series, which is held publicly, aims to reach a minimum of 250 target participants. However, in July 2023, the Expert Insight program with the theme "Marketing Talks" failed to achieve the target number of participants. One of the factors is the lack of human resources to manage the event and the absence of event management planning as a reference for the event implementation. The author intends to help achieve the success of the next Expert Insight event by using event management as a reference for its implementation. The data collection method for designing this event is through observation and documentation. The theories used in the Expert Insight Special Episode "Marketing Talks: Unlocking Marketing Potential: The Power of AI" are Digital Communication Theory, Event Management, Event, Virtual Event, and Computer-Mediated Communication (CMC). The Expert Insight program successfully reached the target number of participants and obtained 306 participants. This data indicates the success of the event and demonstrates that the event management conducted in the Expert Insight Special Episode "Marketing Talks" was able to create participant attraction and ensure a more structured and organized event, thus making it effectively organized.

Keywords: Expert Insight, Event, Event Management, Webinar.