

ABSTRACT

The development of the marketing world has influenced various things, one of them is events which are now used by companies as a medium for promoting products or services. Public Speaking Institute Indonesia is one of the companies that use events to convey their product messages. This event is called International Speech Camp 2024 which has two main activities, namely Workshop and Speech Competition. This final work aims to find out the stages of International Speech Camp 2024 Event management which is divided into 3 parts, Pre-event, During, and Post Event. Pre-Event consists of research, design, and planning. At the research stage, the author conducts research related to the concept of the event, location, target audience, and speakers. The results of the research will then be brought to the brainstorming session and neatly arranged with a mind map at the design stage. Then at the planning stage, the author and team set the time, location, and tempo of the event. During event is related to coordination with internal and external parties. Post Event, the final process in the event stage related to evaluation and feedback for future improvement. The author used participatory observation, interviews, and documentation methods to carry out the event design stage. The event went smoothly, although there were obstacles and challenges in the implementation of the event, the author and the team managed to overcome these obstacles.

Keyword: *Event, Event Management, International Speech Camp, Promotion, Public Speaking Institute*