

ABSTRACT

The rapid pace of digital transformation encourages PT Telkom Indonesia to continuously innovate, including through the implementation of virtual knowledge-sharing programs such as Innovation Day. The decline in viewership in 2024 signals the need to reevaluate the event management strategy. This final project discusses the strategic role of a show director in designing and managing an episode titled "Work Smarter, Not Harder: Setting Healthy Workplace Boundaries." The author acted directly as the Show Director by applying the organizational communication theory of Joseph A. DeVito and the POAC management principles (Planning, Organizing, Actuating, and Controlling) of George R. Terry. The show director is fully responsible for event concept development, production team coordination, technical broadcast management, and ensuring audience interactivity through platforms such as Slido. The results show that the show director plays a critical role in ensuring technical smoothness and effective message delivery. This work offers both theoretical and practical contributions to the development of adaptive, professional, and effective virtual event models in the digital era.

Keywords: show director, virtual event, organizational communication, POAC, Innovation Day.