



UNIVERSITI  
TEKNOLOGI  
MARA

Unleashing Potentials  
Shaping the Future



# -SOCENTIUM-

keeping you informed

An Internal Bulletin of FBM

FACULTY OF BUSINESS AND MANAGEMENT



July - December 2023

eISSN: 2636-9656

Volume: 6(2), 2023

# PESTA KETIPANG PAYUNG

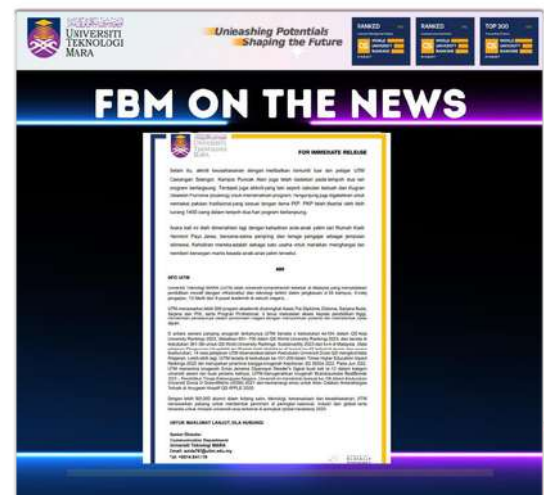
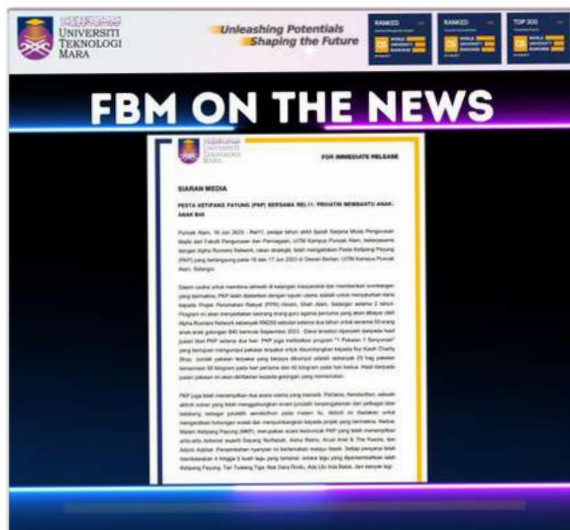


Congratulations to the group of fifth-semester students pursuing a Bachelor's degree in Event Management under the supervision of Ms. Ayu Rohaidah, Ms. Norhidayah, and Mr. Muhammad Hafizi Zamri, along with the strategic partner Alpha Runners Network, on the success of organizing the "Pesta Ketipang Payung (PKP)" held on June 16 and 17, 2023, at Dewan Berlian, UiTM Puncak Alam Campus, Selangor. PKP was attended by more than 1,400 people over the two days of the event.



The two main events held were the 'Aerobicthon' and the Ketipang Payung Night (MKP), which featured renowned artists such as Dayang Nurfaizah, Aishah Retno, Aruel Ariel & The Fasola, and Adzrin Azhar.

PKP was organized over two years to raise funds for the People's Housing Project (PPR) in Hicom, Shah Alam, Selangor. In addition, the '1 Clothing 1 Smile' program was also implemented, aiming to collect used clothes to be donated to the Nur Kasih Charity Shop.







# Thank You



## **EDITOR:**

**DR. MOHAMMAD ZULFAKHAIRI  
DR. NUR ZAHIDAH BHRUDIN  
DR. NURHUDA NIZAR  
DR. SHARULSHAHIDA  
SYAFIQAH JOHAN  
NAZURAH ABDUL MALEK  
HABIEL ZAKARIAH**

©SOC2023

---

ISSN 2636-9656



9 772636 965008