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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

**INDUSTRIAL TRAINING REPORT AT
MY EVENTS INTERNATIONAL**



(3 MARCH - 15 AUGUST 2025)

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EXECUTIVE SUMMARY

A comprehensive summary of my six-month experience working as a Business Development Intern at My Events International is included in my internship report. I was able to immerse myself in many aspects of business development, strategic planning, and event management throughout the internship, which was a priceless opportunity. I actively participated in a lot of initiatives throughout the internship that entailed planning and executing important domestic and international events, which really aided in my development both personally and professionally.

I was an essential contributor in a number of important business growth projects throughout my time there. I had direct conversations and interactions with foreign embassies, governmental organizations, and outside parties like the Malaysia External Trade Development Corporation (MATRADE). Through these exchanges, I was able to get firsthand knowledge of international business customs and the dynamics involved in developing strategic alliances. Working on the planning and creation of proposals for both domestic and foreign award submissions was one of the highlights of my experience. This called for meticulous attention to detail, a thorough understanding of event concepts, and the capacity to modify proposals for a variety of audiences and judging panels.

In order to support strategic decision-making, I conducted market research and competitor analysis, helped develop presentation materials for internal meetings and client engagements, and helped draft company letters and client communications. All of these activities improved my writing, analytical, and interpersonal communication abilities. In addition, I worked with the operations and financial teams, obtaining practical expertise in organizing logistics for regional and global events, managing expenses, and creating budgets. Through this cross-departmental exposure, I was able to improve my multitasking, time management, and teamwork skills in a fast-paced, interdisciplinary setting, as well as comprehend the significance of matching financial and operational goals with overarching corporate objectives.

This internship has greatly improved my professional skills, particularly in the areas of communication, teamwork, proposal preparation, and project organization. It has also helped me better appreciate how the events industry is changing, especially in a fast-paced, international setting. In addition to strengthening my love for company development and international event management, my time at My Events International has given me the self-assurance and useful abilities I need to thrive in a cutthroat corporate setting. I am appreciative of the possibilities, experience, and mentoring this internship has given me, and I hope to use what I have learned in my future career pursuits.

ACKNOWLEDGEMENT

Above all, I sincerely thank My Events International for providing me with the chance to complete my internship with their prestigious company. It has been a worthwhile and enlightening experience that has significantly advanced both my career and personal development.

I would like to extend my special thanks to Madam Siti Noraziana binti Azis for her unwavering mentorship, support, and guidance throughout my internship. Additionally, I want to thank the entire team from the Finance, Operations, and Business Development departments for their support, encouragement, and readiness to share their expertise with me. Their commitment and spirit of cooperation have enhanced and delighted me during my internship.

Finally, I would like to express my gratitude to my family and friends for their unwavering support during this internship, as well as to my institution and lecturers for providing this internship opportunity.

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