

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
BACHELOR OF ADMINISTRATIVE SCIENCE (HONS.)**

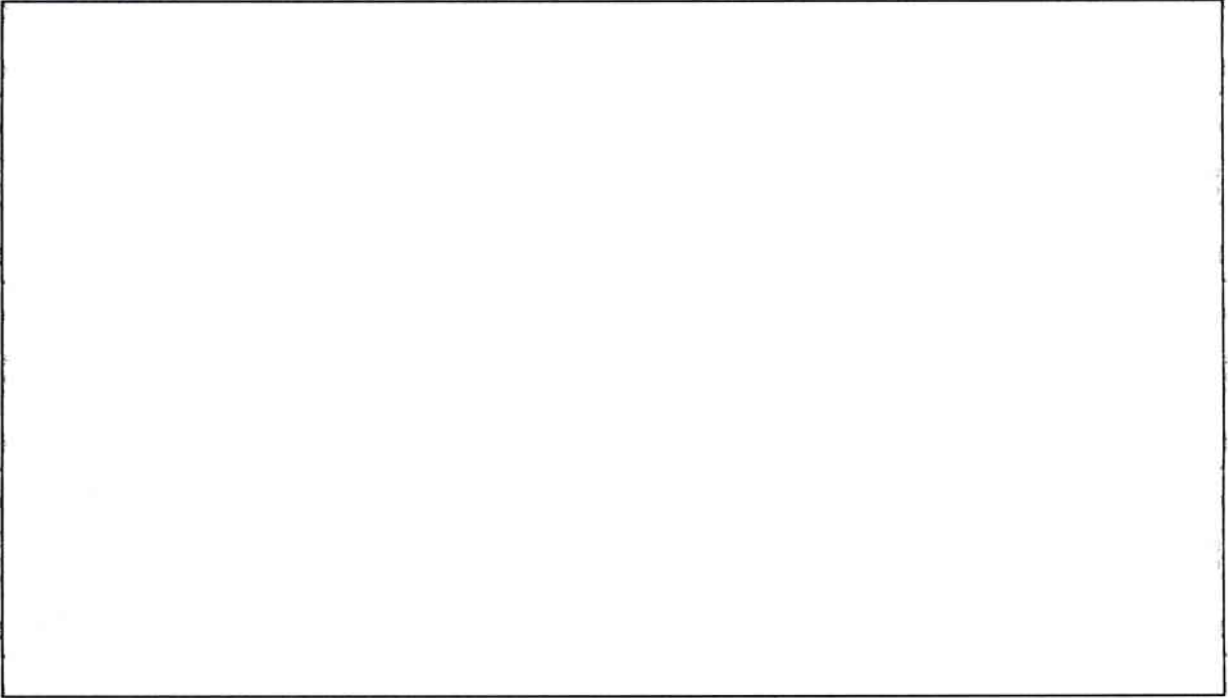


**AN OVERVIEW OF SPORT EVENT: SAMARAHAN DISTRICT  
OFFICE**

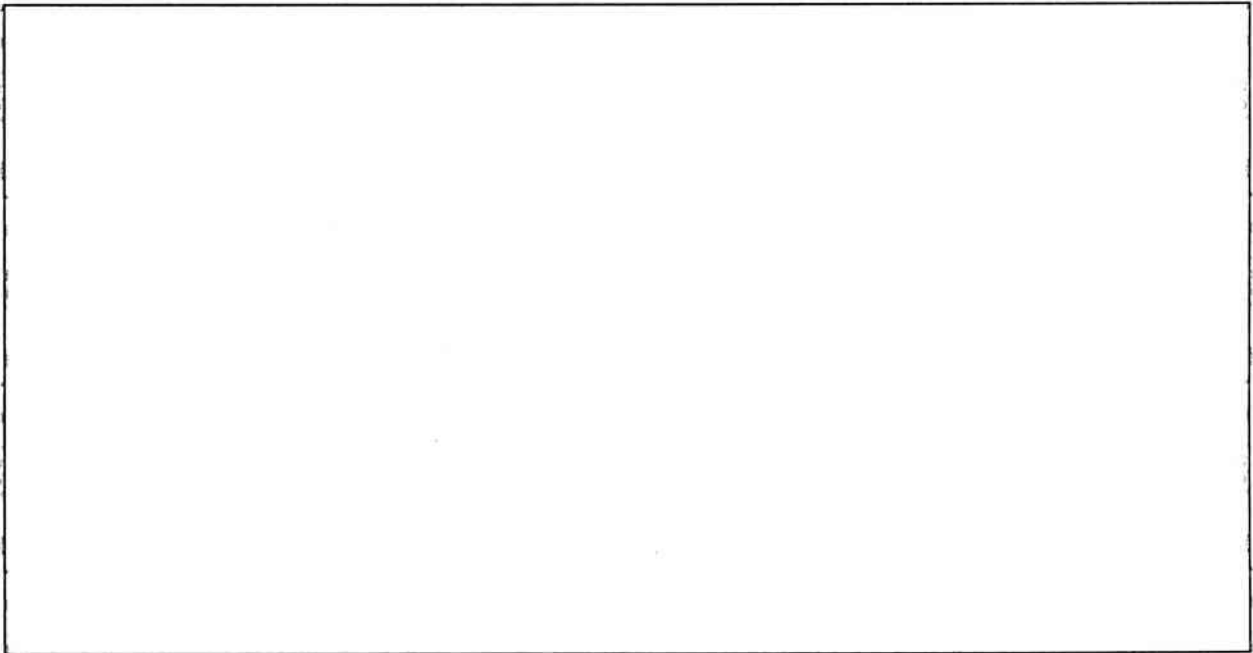
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**JULY 2016**

**SUPERVISOR'S COMMENTS**

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**MODERATOR'S COMMENTS**

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**CLEARANCE FOR SUBMISSION OF THE PRACTICAL REPORT BY THE SUPERVISOR**

Name of supervisor : MADAM SAREHAN BT SADIKIN

Title of Practical Report : SAMARAHAN DISTRICT OFFICE

Name of Student I : NOOR FARHAN MUHAIMIN BIN ALI

I have reviewed the final and complete practical report and approve the submission of this report for evaluation.

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( )

Date:

## **THE DECLARATION**

### **Declaration**

I hereby declare that the work contained in this practical report is my own except those which have been duly identified and acknowledged. If I were later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed.

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Name: Noor Farhan Muhaimin Bin Ali

## ACKNOWLEDGEMENT

Firstly, I would like thank to God, Allah the Almighty because bless me in completing my practical report. Without God blessing, I will not have successfully completed this practical report. May Allah gives the reward and bless to all people as we mentioned as below. My sincere appreciation to my supervisor, Madam Sarehan Sadikin for guiding me in completing this practical report. I am really appreciate her time spent in guiding me. Without any proper guidance, advices and supports form her, I will not be able to complete this practical report within the dateline. Not forgotten, a truly appreciation goes to Miss Jenna Ak Robert as a supervisor during practical training that had given opportunity and trust while I am completing my task.

Deepest gratitude to my family who always giving their fullest supports and encouragements towards my study without compromise. Special thanks to all colleagues and friends for giving a good cooperation and courage me to pursue our next level education.

Noor Farhan Muhaimin Bin Ali

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## **CHAPTER 1**

### **INTRODUCTION OF ORGANIZATION**

#### **1.1 Chapter Review**

This chapter contains 7 sections. Section 1.2 is about Mission of Samarahan District Office. Section 1.3 is about Vision of Samarahan District Office. Next, on Section 1.4 is objective of Samarahan District Office. Section 1.5 is Organization Policy. Section 1.6 is Nature of Business and Section 1.6 is about Organization Policy. Then, Section 1.7 will provide Organization Structure. Lastly, section 1.8 is about Chapter Summary.

#### **1.2 Mission**

Samarahan District Office mission is to "Strengthen Reliability towards Service Delivery System and Development of Administration." To achieve this vision, Samarahan District Office determined;

- i. Strengthening Infra and Infrastructure
- ii. An extraordinary culture of service delivery in developing regions
- iii. As an agent of change towards a smart society
- iv. Increase the involvement of the society

#### **1.3 Vision**

"As a machinery towards superior Administration and Development"

#### **1.4 Objective**

We are committed to providing effective, efficient and transparent to all customers who deal with this office.

#### **1.5 Organization Policy**

Like the other organization, the Samarahan District Office also have their own organization policy as a guideline for them in providing services and carried out the administrative work within the organization. The organization policies that the organization has to consider are as follows:

1. Probate process and issuing letters of administration of the estate within 14 working days.
2. Processing applications for adoption registration certificates within seven working days.
3. Processing applications for shotgun property rights registration for probate/life within one working day and presented the results (pass/not) within three working days.
4. Processing applications for permits to buy ammunition in ten minutes.
5. Processing the business name registration within seven minutes.
6. Processing the renewal of business license applications within five working days.
7. Processing the registration deeds agreement within seven working days.
8. Execute a statutory declaration within 15 minutes.
9. Perform Minor Rural Project (MRP) provision for state and federal grants within 30 working days.

10. Implementing projects for Minor Rural Project (MRP) for federal funds in four months.
11. Processing payment vouchers within seven working days.
12. Processing Public License within one working day.
13. Give Minor Rural Project for one day working days.
14. Monitoring the implementation of Minor Rural Project per month (12 times) for project implementation, performance reports and site visit three times for each project that had been implemented

#### **1.6 Nature of Business**

Samarahan District Office is a government agency responsible for the management, development, administration, social and financial. Each officer who served in this office each has its own area of work to be performed by them. Each of which is divided into them, will be carried out with dedication and responsibility.

In management, Samarahan District Office is responsible for managing all programs at the district level. This district office will engage directly with the organizer and cooperate together to organize the program. Moreover, Samarahan District Office will also help to manage the program. For example, Larian Baton Samarahan 2016 organized by the Sarawak Regional Office under Ministry of Foreign Affairs on April 15, 2016. Samarahan District Office is directly involved in the program with the participation of people around Samarahan.

In the matters of development, Samarahan District Office involved in a number of rural projects named Minor Rural Project (MRP). Samarahan District Office will be a conduit for channelling tender for contractors to running the project. For example, a

rural electrification project which has been granted to be carried out in the village under the locality of Samarahan District office.

In terms of the Administration, Samarahan District Office put their concern towards the people who are living in Samarahan that require services. This means, the Samarahan District Office staff should be prepared to deal with these matters issued by the customers. Among the services that can be gotten from Samarahan District are an application for a foster child, application for registration probate matter, the registration of business names, cancellation names registration, the application extracts the names of businesses, transfers shotgun property right through probate, processing permits to buy ammunition shotgun, and a special non-Muslim marriage registration.

In the social field, Samarahan District Office is actively engaged in helping maintain the social welfare under their administration. They also try to extend possible in helping their communities. For example, they conduct poverty alleviation programs through program E-Kasih and also construction of affordable housing (PPRT) for people who are eligible for assistance.

### **1.7 Organizational Structure**

Organizational structure of Samarahan District Office was divided into 2 departments which is Administration and Finance. Both departments have it's own function and responsibly. Samarahan District Office is led by Mohd Ainnie bin Wahab who is District Officer. District Officer is assisted by 2 Administrative Officer which are responsible for administration and innovation, development and treasury.

## **1.8 Chapter Summary**

In Chapter One, I had explained about the background of Samarahan District Office and also its objectives, vision and mission. Besides, in this chapter also had identified the policy of the organization. I also elaborate on the nature of the business in the organization that I have done during my practical training. Lastly, I also explain the organizational structure Samarahan District Office and the organizational chart of its unit which is the Administration and Treasury.

## **CHAPTER 2**

### **SCHEDULE OF PRACTICAL TRAINING**

#### **2.1 Chapter Review**

This chapter focuses on the training schedule which have been recorded on the logbook that have filled by practical trainee. It begins with section 2.2 for introduction. Then continue with section 2.3 for the log book, scope of works and the daily activities while undergoing the practical training in the organization. Lastly, in Section 2.4 is Chapter Summary.

#### **2.2 Introduction**

During undergo the industrial training program, the trainee, Noor Farhan Muhaimin Bin Ali was given practical training log book which is for the student give a report and summarize the daily activities that have been done while undergo 2 months of industrial training which started from 20 January 2016 until 16 March 2016. During practical training, the trainee was placed at Administration Department. The trainee was under supervision of Siti Rohaya bt Wahet. Thus, in this chapter, there will be a review of the description of job and task executed throughout the training which have been undergoing at Samarahan District Office. Following is the description of the daily activities that have been implemented while the practical trainee undergoes their practical training which in weekly order.

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### 2.3 Summary of Practical training

**Table 2.1 Summary of Practical Training**

<b>Weeks (2016)</b>	<b>List Of Activity</b>
<b>Week 1</b> 20/1-22/1	<ul style="list-style-type: none"><li>• Orientation with Host Supervisor by introduce to the staff from top line until bottom line which consist of 25 overall total of staff in that organization</li><li>• Key-in the data from the previous project in year 2015 by using Microsoft excel.</li><li>• Key- in the data that related to application form for electrification that submitted by customer using Microsoft Excel Office and the data must be follow their village.</li><li>• Fax the letter to several government offices regarding the meeting that was held at this office.</li></ul>
<b>Week 2</b> 25/1- 29/1	<ul style="list-style-type: none"><li>• Key-in remaining data related to application for electricity from various villages</li><li>• Finalize all data that related to electricity application and submit it to ADO En Rais for next process.</li><li>• Contact each person that involve for election to confirm their name , IC number and ask them whether they agree or not to be selected for this year to become pooling agent during election before replace them to someone else.</li></ul>



	<ul style="list-style-type: none"> <li>• Assist the customer to check their E-Kasih status through E-Kasih official website by using their Identification no and explain to them the reason why their status still on the process.</li> <li>• Meet SAO Hadi to discuss about 'Kembara Sukan Rando Samarahan 2016' that will be conducted on 5<sup>th</sup> March.</li> </ul>
<p><b>Week 3</b> <b>1/2- 5/2</b></p>	<ul style="list-style-type: none"> <li>• Contact each person that involve for election to confirm their name , IC number and ask them whether they agree or not to be selected for this year to become pooling agent during election before replace them to someone else.</li> <li>• Fax the letter to several government offices regarding the meeting that will held at this office.</li> <li>• Assist Host supervisor to find list of all school name including their fax number and also name of headmaster for organization purposes by go to PPD Samarahan to get all the information.</li> <li>• Helping customer stamping their document that related to children adoption, probate and checking their form whether it complete or not before it submit to that organization.</li> </ul>
<p><b>Week 4</b> <b>10/2-12/2</b></p>	<ul style="list-style-type: none"> <li>• Contact all Pooling clerks to remind them about the briefing and which day they suppose to attend because each person will not be have same day to</li> </ul>

	<p>attend.</p> <ul style="list-style-type: none"> <li>• Write the appointment letters for election officer from group 1 – 12</li> <li>• SAO Siti Rohaya asked me to create the tables regarding the number of electorate and voting center</li> <li>• Training for preparation on ‘Kembara Sukan Rando Samarahan 2016’ at arena sukan (Futsal)</li> </ul>
<p><b>Week 5</b> <b>15/2-19/2</b></p>	<ul style="list-style-type: none"> <li>• Write the remaining letters for election officer and prepare the file for every election officer that be used during election briefings.</li> <li>• Guiding the customer or villager on how to fill in any form like PPP and PBR application to ensure that application complete when it submits to the office.</li> <li>• Help the staffs to arrange the chairs and tables for the election briefings on tomorrow</li> <li>• Training for preparation on ‘Kembara Sukan Rando Samarahan 2016’ at arena sukan (Futsal)</li> </ul>
<p><b>Week 6</b> <b>22/2-28/2</b></p>	<ul style="list-style-type: none"> <li>• Assist customer to fill out the form of “Amanah Saham Berhad” to those who selected from the E-Kasih category by complete the application with copy of Identification card and Bank Account.</li> </ul>

	<ul style="list-style-type: none"> <li>• SAO Siti Rohaya gave a task to take the photos during the election briefings. The election briefings was held from 23/2 – 25/2</li> <li>• The task given is to handle the registration for election officer and guide them to their own table with other group members.</li> <li>• Trainins session for ‘Kembara Sukan Rando Samarahan 2016’ (Futsal)</li> </ul>
<p style="text-align: center;"><b>Week 7</b> 29/2- 6/3</p>	<ul style="list-style-type: none"> <li>• Assist the customer on the process of child adoption. Prepare the document that may required for the processes.</li> <li>• Helping SAO Hadi and ADO rais to recheck the namelist that got BRIM based on the list given</li> <li>• Sorting the namelist whom receive BRIM based on the villages</li> <li>• Assist the customer to apply on e-kasih.</li> <li>• Fax invitation letter regarding meeting ‘Larian Baton Samarahan 2016’ to all government offices around Samarahan</li> </ul>
<p style="text-align: center;"><b>Week 8</b> 7/3-11/3</p>	<ul style="list-style-type: none"> <li>• Training session for ‘Kembara Sukan Rando Samarahan 2016’ that will be held on 5/3</li> <li>• Continue with the sorting namelist whom receive BRIM based on the villages.</li> <li>• Create the namelist who had apply on the electrification based on the villages.</li> </ul>

	<ul style="list-style-type: none"> <li>• Helping Host supervisor to recheck another group that involve BRIM that just arrive this week to prevent missing voucher happen again.</li> <li>• Assist Mr Razali prepare a letter about invitation to Sejiwa Senada that gave to all head of Department in Samarahan area and then record that letter as out coming letter.</li> </ul>
<p style="text-align: center;"><b>Week 9</b> <b>14/3-16/3</b></p>	<ul style="list-style-type: none"> <li>• Attend meeting to discuss about event that involve distribution of BRiM for Group 1 and Group 2 that will conduct on 5<sup>th</sup> April next month.</li> <li>• Helping SAO Hadi made Probate on one of the family that come to the office and at same time learn more about make probate.</li> <li>• Helping customer to stamping their document that related to bank account or child adoption.</li> <li>• Farewell party for me after done 2 months practical training at the office.</li> </ul>

### **2.3 Chapter Summary**

In Chapter Two, I had explained about the tasks and job that trainee did during the eight weeks of the internship programmed. The task given to were consistent to the guidance provided by the faculty. The task mainly related to the scope of administration. I'm able to apply what had been learned in the classroom and to relate into practice. Therefore, it is valuable experience that trainee can get through an internship programmed.

## **CHAPTER 3**

### **ANALYSIS**

#### **3.1 Chapter Review**

This chapter focus on overview of program 'Larian Baton Samarahan 2016'. Starting section 3.2 is about introduction to the chapter. Section 3.3 is about Event Management. Section 3.4 will be explained about Event Life Cycle. Section 3.5 is on strength while Section 3.6 discuss on the limitation of the event. Lastly in section 3.7 is about Chapter Summary.

#### **3.2 Introduction**

This chapter clearly defines concept, theory and circular in job description. In that report the trainee should analyze and focuses on the task that practical student had done. Besides that, this chapter also should reflect definition of concept. Demonstration of practical and theoretical aspects how students relates all concepts learned in classroom at work place, and how students transforms knowledge gained to reinforce understanding on the concept learned in classroom. Thus, the Practical student should relate the task and the theory that they had learn in class room.

#### **3.3 Event Management**

##### **3.3.1 Definition of Event management**

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concert, or conventions (anonymous 2009). It involves studying the brand, identifying the target audiences, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. Events are leisure activities and work possibilities for people. Events bring people together and make them have good time. They enhance the quality of people's life; they can provide significant economic benefit and also revenue for special projects. Regardless

of size, events require a high degree of planning, a range of skills and a lot of energy (Hillary Commission for Sport, 1997). According to Andersson and Wesslau (2000), when using events, companies get the possibility to have their own-right to the consumer to during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Besides, event consist some tangible element that organization need to prepare and overview.

### **3.3.2 Important of Event management Planning**

Proper event management planning is vital for any successful event. Sport and Recreation Tasmania stated that “The Event Management Planning is document that establishes how all the distinct moving part and disparate element of event will work and result in the event being safe and enjoyable”. The event management plan can perform a number of important functions including help secure for the event to proceed. As we know, before event conduct by any organization proper planning are very compulsory in order to avoid any problem occur when the event start. With proper planning also give a view on what should be done later for member that involve direct with the event. Moreover, event management planning also acts as a key decision-support tool during the event. Most of the events that have plan probably have a chance having problem in many aspects for example in term of budget, the organizer will able to have backup plan to overcome that kind of problem such a reducing the expenses and so on. Event Management Planning already identify the problem before it occurs and decisions to overcome the problem already been prepare by management just in case it will happen in the future. Other than that, event management planning also to provides a solid outline for staff briefing. It is important to giving complete information to community that involve with any event so they can

understand on what they need to do later without any problem. From point of view, that show event management planning is compulsory in any event in order to ensure the event is successful and enjoyable.

### **3.4 Event Life Cycle**

Event life process can be related to the flow of the event from before event was started and then continue with during the event and after event. Many preparations have been done by the organizer to make that event done completely and successful.

#### **3.4.1 Before event**

Before event is process that need a lot of preparation. The organizer must to make it carefully because lack of preparation can affect the event when it started later. There are few preparations need to be done by organizer which is:

##### **3.4.1.1 Preparing of Proposal**

Proposal is a plan or suggestion, especially a formal or written on which also put forward for consideration or discussion with another (Nelleke 2002). Any activities or events that involve the society and also the organization need to prepare a proposal. Preparing proposal is very important because with that we can develop more on what we should do later without any problem. During doing my practical training in Samarahan District Office, many events were succeeded conducted by the organization. The key for successful of the event is good proposal that have been made by the organization. Preparation of proposal needed a lot of time and process before it goes to the next stage. The main purpose of this event that already conducted in (date for sejiwa senada) few months ago was to promote unity and gain trust from the public before the State elecetion.

### **3.4.1.2 Project Manager**

A Project Manager is a professional in the field of management. Project manager have responsibility of the planning procurement and execution of project, in any domain of engineering. Moreover, project manager is a change agent which is they make project goals and use their skills and expertise to inspire a sense of shared purpose within the project team. In every event or project management, manager or leader is the one of the key factor that contributes fully towards the implementation of events. Manager plays an important role in event to ensure that the successfulness of each projects. Monitoring and leading is very important to ensure that any event that conducted is successful to be done with fully satisfied. During my practical training in Samarahan District Office, our project manager was District Officer which is Mr. Ainnie bin Wahab. He is the most credible and people can rely on him within the organization because he able monitor any event that held on Samarahan. Before event was conducted, our project manager has decided on delegation of work so it will lot easier to ensure the society event successful conducted. Some of committee will handle the registration during that event and other will do another task that related to that society event.

### **3.4.1.3 Meeting**

According to Nekelle (2002), meeting is also known as formal or informal deliberative assembly of individuals called debate on certain issue or activity and to take decisions. The important of meeting is giving a view on any issue that will be discussing so everyone will get more information. This also allow them to voice out any opinion or decision that might be good for any issue that had been discuss on that meeting. On my previous study, any subject that related to event management for example like Project Management, Public Relation and Social Marketing were already



conducted meeting from time to time. The purpose was to update any progress on that project and also to come out with any issue that need to be discuss together so the solution can be done by the community. Same goes to Samarahan District Office. On early stage of even development, Project Manager conducted the meeting to inform about the upcoming society event to the community so they able to have view on how actually that event will conduct. Same goes meeting with any agency that involve like RELA, JPAM and Police which they need to be inform earlier. Hence they will able to prepare anything if project manager need them.

#### **3.4.1.4 Event Checklist**

In order to allocate responsibilities to individuals on the organizing committees, the committee must have a clear idea of all the different aspects of the events including venue, equipment, staffing, communication, money handling and so on (anonymous 2009). It is useful to compile an event plan or check list which will ensure that all aspect of the event is considered and adequately addressed in the planning stages. Event checklist is a draft to view the requirement of whole event so anybody will not miss on the importance aspect to be prepared before the event start later. During my practical training, project manager informs the committee about event that will be conduct later. He also given all information so able to imagine on how the event will conducted later. Event checklist is early planning that has been done by organizer so they can proceed to next process and for the reference when it need later.

Table 3.1

Matter	Event Checklist
<b>Planning</b>	Event Manager and Staff Event Objective Budget Targeted Audience
<b>Operations</b>	Police Contact Emergency Access Ambulance/First aid Venue Cleaning Transport
<b>Planning for the Event</b>	Selection of a Venue Entry and Exit Details Vehicle Access Catering Ticketing Event Schedule Seating Toilets Food Water
<b>Publicity and Promotion</b>	Invitation Program Banner Signage

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	Website
<b>Sponsorship</b>	Potential Sponsor

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### **3.4.5 Budgeting**

Budgeting can be defined as an estimation of the expenses over specific activities for period of time. It also known as process of expressing quantified resource requirement into time phase goal. According to Goldblatt (2002) the budget represents an action plan that each successful event manager must carefully develop and is the most important tool to use the financial decisions within the event management business. This means that, manager need to allocate some money for the implementation of event. This can lead to the successfulness of one event. Budgeting is one of the most important things during conducting any activities and event. This already gives a view where without budget, any activities or event might able to be done especially when it comes with using a lot of money. That is why budgeting is very compulsory to ensure any activities will follow the estimation of budget. Just like in Samarahan District Office, unit or department that handles the budget is treasury unit. They were responsible to estimate any expenses when conducting any event. Estimation of budget that has been done is around Rm 3170.20 which includes hamper, rent, management expenses, and food. Hence, that show budgeting is very important in order to ensure that sport event will successful.

**Table 3.2****Estimate Budget for Sport Event**

<b>PAYMENT/RENTAL</b>			
<b>MATTER</b>	<b>NUMBER</b>	<b>TOTAL</b>	<b>REMARK</b>
1. Hamper	10 Unit	RM 300.00	✓
2. Refreshment for Meeting I	40 X RM 5.00	RM 200.00	✓
3. Refreshment for Meeting 2	15 X RM 5.00	RM 75.00	✓
4. Refreshment for VIP	30 X RM 8.00	RM 240.00	✓
5. Refreshment for Public	400 X RM 5.00	RM 2,000.00	✓
			Resit :
6. Battery (Hailer)	8 Unit	RM 35.20	3024 & 38885
7. Rent Table of Kpg Panchor	5 Unit X RM 5.00	RM 25.00	34107
8. Rent Round Table for VIP	3 X RM 5.00	RM 15.00	✓
9. Souvenir for JKR	-	RM 50.00	✓
10. Mineral Water	-	RM 30.00	✓
II. Management Spending	-	RM 200.00	✓
<b>Total</b>		<b>RM 3,170.20</b>	

**3.4.1.6 Sponsorship**

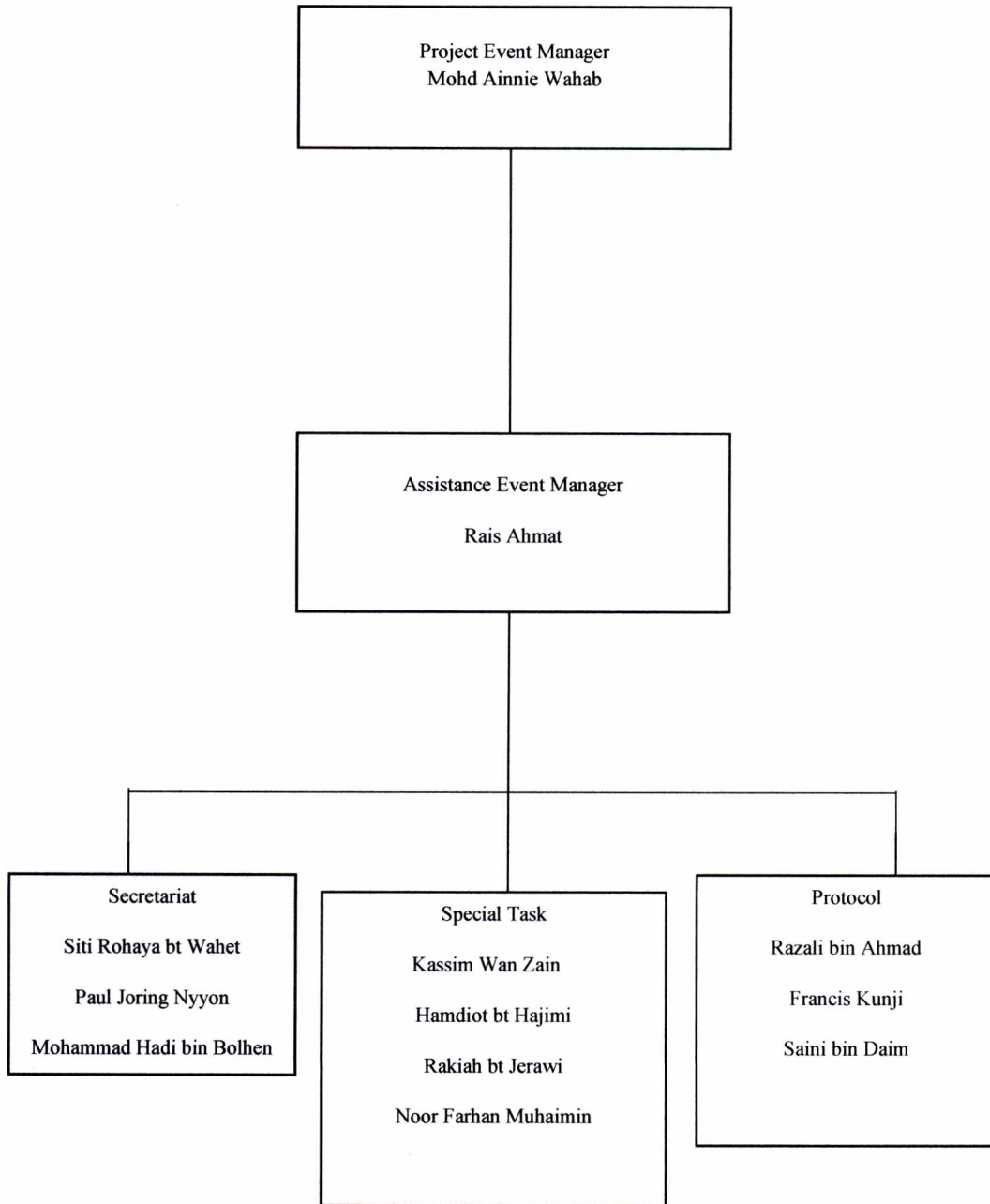
Once the event manager and organizing committee have clear understanding of the finance and budget, they may wish to secure sponsorship for the event. When looking at sponsorship it is important that the organizing committee has a clear idea of what it

that they would like from potential sponsor for example money, free publicity, discount, good and services. Any attempt to secure sponsorship should be based on a definite sponsorship strategy that targets specific organizations and tailors the approach to each organization. A general mail out requesting sponsorship from many different organizations is general unsuccessful. Procedure to request the sponsorship need to be done by preparing a letter and compile it with proposal. This need to be apply a good public relation where in term of good information delivery and its clear about the event in order any organization to convince them to give sponsorship in our event. In my practical training organization since it was collaboration with SUKMA association, they agree to give a sponsorship in term of money and cloth to the participant that attend the event later. Moreover, the decoration also will be done by SUKMA so District Office do not need to prepare the decoration of the stage. District Office can save money for that thing because of the equipment already been setting up by SUKMA association

#### **3.4.1.7 Delegating a task**

Community or association is very important in any event management and activity management. The purposes of community are to help project manager develop the event until it done. Each person need have their own task that has been delegate by Project Manager. Successful delegation involves turning the right task over to the right people for the right reason. The expected outcome of this is a positive culture of commitment and cooperation developed in the process of managing the work force (Wagen, 2007). Some people have their own abilities advantage maybe in term of public relation and protocol which need a lot of experience then it is very important to delegate a task to right person especially when handling an event or activities. In Samarahan District Office, project event manager conduct meeting with community

member and delegate their task based on their experience. Some of them handling registration, some of them also manage protocol and other were becoming based on what need most on that sport event. Those who already had knew their task must prepare anything that needed before the event come out in 27<sup>th</sup> February 2016 especially in term of invitation card for VIP, and activities during the event started. Same goes another agency, Project Event Manager had meeting with them and to inform their responsibility during that event held later. For example, Police officer in that area need to clear the traffic from any vehicle to ensure the participant can run without any problem to finish line.



## **Figure 3.1 Delegation of Task**

### **3.4.1.8 Ticketing**

In every event, it is important for us to use ticket for the entry or fees of consumer and customer. Ticketing an event is very complex tasks, involving millions of tickets. Hence, ticketing is one of the most significant programs of mega events like Olympic Games. The ticketing that regards customers becomes, directly and indirectly, a critical factor for the success of the event and consequently it must be set up and realized in more professional and coherent way with the context of which it is to be situated. In sport event, the organizer prepares a ticket for to attract the people to attend on the program. Some of the ticket is used for increasing the profit of the organization but it depends of the nature of business itself. Most of the organization that focuses on the profit is private sector. During conducting dinner event in Uitm, ticket was given to the participant in order to make that event more interesting where everyone has a chance to get the prize if they are lucky. Ticket is one of the promotions that could be used to attract audience to come to our event. Many more, few week before sport event started the organization already start to make a ticket for that will use during that event started and become side activities so the audience can enjoy that event very much. Hence, the organizer should prepare interesting prize for that lucky draw to encourage them to come to the event.



**Figure 3.2**



### 3.4.1.9 Promotion and Publicity

Regardless of the size of the event, it is important to consider the level of publicity and promotion required for example like invitation of the event. Some event may require minimal publicity or promotion depending on the aim, target audience and existing profile (Pajares 1999). In the most cases event organized will aim to maximize the profile of event through promotion and publicity. Unfortunately, it is not uncommon for this aspect of the event organization to be overlooked or left to the last minutes, which can result in poor exposure for the event, a poor turnout of participant and unsatisfied sponsors. Having a clear idea of the focus of publicity and promotion for example increasing awareness should influence the approach taken. Since the sport event that had been conduct need audience from the public and any agencies, the organization meeting with all the head of department like PPD and Hospital to inform about the event and them need to inform other about it. Another way that have been done by Samarahan District Office is inform that event in Facebook and Whatapps so people will know about the event and encourage them to participate. Other way to attract public is using a banner by putting it near to event place so they able to see what the event is all about and encourage them to come later.



Figure 3.3

### **3.4.2 During Event**

During event is the period where when event start. Preparation that had done before event must be complete on this time. During event is the crucial part where committee must do the job correctly in order to make the event success. There are few things that must be done during the event which are:

#### **3.4.2.1 Registration**

Registration is an early process before any event or activities started. Most of registration purpose is to identify how much participation so the organization able to identify whether the event is good or not. Registration not only to see participation but also for report purpose to the organization to prove they already conduct the event. In my previous study, during conducting Basis's dinner we already open registration for period of time to identify how much participant come to our event. That registration not only for attendant but also prepare certificate for those who attend in our dinner for appreciation. In my experience during my practical training, registration for that sport event had been done a week before event start because that event need 100 person only for certificate and those who participate must come from other agency and the community that have in Samarahan. When we get the name list from the agency using fax and by hand, we have to redo it again in Microsoft excel by divided into many categories so it will easier for organizer to check the list during the event. During that event, Project Event Manager had delegate the task with few people to handle the registration to get the attendance of individual that that involve and other will distribute cloth to the people after their sign their name. The participation of the people on that sport event on that day was quiet satisfied compare to the target that had been setup before this.



**Figure 3.4**

### **3.4.2.2 Event delivery**

If sufficient time and effort has been put into planning and preparation, the event should run smoothly. The event manager should have a checklist of task with time frame to event on track from beginning until that event finish. Effective communications is essential to ensure the event goes to plan (Dave 2002). There will always be minor difficulties and challenges. However, hopefully most of these will have been considered and there will be contingency plans to address problem as they arise. Any organization will come out with backup plan if anything happen. When event start, the only thing that need to do is to ensure that event will successful to done no matter how because the organization already spending a lot of money to prepare the event before it even started. During the event, it is important to take the time to publicity acknowledge the contribution of staff, volunteer and sponsors. On the day of sport event conducted in my practical training organization, Project Manager has to monitor the flow of the event and assist SAO Siti Rohaya bt Wahet to ensure the event do not have any problem. The committee already prepare a backup plan before any problem occur that causing that event not to be continue. However, on that day nothing was happen and there no problem arise allow the event finish until 5.00 P.M.

**Table 3.2**

**Tentative Program of Sport Event**

<b>Time</b>	<b>Activity</b>
<b>1430</b> <b>p.m</b>	Registration of participant
<b>1500</b> <b>p.m</b>	Briefing with participant & go to checkpoint that have been divided
<b>1530</b> <b>p.m</b>	-Arrival of Resident, District Officer and VVIP YB Rubiah Haji Wang -Flag Off Sport Event By District Officer
<b>1600</b> <b>p.m</b>	- Receive baton ceremony by YB Rubiah Haji Wang - Rest - Sukma Song - Zumba Exercise Started - Lucky Draw - Giving souvenir to Important Guest - Photograph Session
<b>1700</b> <b>p.m</b>	Event ended

### **3.4.3 After Event**

Post event is the process where the event was end and finish. It depends on the session of the event because some event takes a week and some of it takes only one day.

There is few thing need to be done after event was finishes which are:

#### **3.4.3.1 Post Event Debrief**

Debrief can define as bringing together all member of the team for post event debrief. It is recommended that immediately after the event has finished. This is because of any problems that occur on that event can be voice out and probably can improve on the next event in the future. In addition, not only the event organizer conduct a post event debriefs celebration also to thank any staff, volunteer, sponsors and key stakeholder for their involvement. The purposes of that to ensure everyone have motivated after conducting the event and then prepare to make a better one on next event if they involve against. During my practical training, the project manager gather all the committee and the volunteer to give comment about what have done on that day because that sport event was successful and do not having any problem. Moreover, he also give thank to those who involve for corporation during the event was starting.

#### **3.4.3.2 Demobilization**

The Event Organizer must make sure that all event participants know the process and what is required of them with regard to packing up once the event has ended. By managing this demobilization effectively, the event will be concluded in an orderly manner and the venue cleared satisfactory and safely. Anyone should know that the event venue needs to be tidied and cleaned at the end of event. The event organizer needs to coordinate the necessary person power to ensure that staff or volunteers and

stall holder properly clean their sites. The event held during my practical training was in hall of Kindergarten of Stadium Mini Samarahan. That was the only venue that suitable for that sport event on that time. As soon as possible after the event, all advertising and directional signs that were erected as part of the event are to be removed. The table and chair for VIP guest need to remove to one place for easy for the owner to collect it later.

### **3.4.3.3 Appreciation Certificate**

The purpose of the certificate basically is for appreciation, recognition of those who involve in anything. According to Pajares (1999) usually people need to do something that consume time, effort as so giving certificate in one way to appreciates the effort or work of individual. Certificate usually gain from program such as community services or when person involves as event organizer but some certificate also given to the participant that attends to the any event. For them the certificate represents them to do things and its show the achievement or experience of the person based on activity stated on certificate. That is why during application of job certificate are need to prove their involvement in any program. After event ended during my practical training, SAO Siti Rohaya assign me to prepare the certificate of the entire participant that attend on that event for appreciate regarding on their involving during the event. Same goes to committee of the event also give the certificate based on their task given. The process of preparing certificate is easier because Sukma Association already give the template that can be follow and also the expenses also cheap. It only took 3 days for complete the certificate and then to distribute it, each agency will take responsibility to do that so that certificate will reach to that person.

### **3.5 Strength**

Strength can be synonym of the positive factor that leads to successful of the event that have been done by the organizer. Key factor that make that event to be successful were because of:

#### **3.5.1 Experienced Event Management Team**

Event management team or community of the event is the key of that event to be successful. If they could manage any task given by project manager, that event will follow based on the planning that had done before the event started. That why experience management team is very needed during the event. They able to identify or to predict what going to happen next if the decide to plan this and make a better solution when it comes to problem. Anyone that handling any event or activities from time to time will able to gain more experiences and can use for another activity so they can improve it to become better compare to the previous event. Not all activities and event might be completely successful, some if come with problem so the community able to identify the problem then avoid it to happen again on next event held later. Applying to the subject that I learn on my academic study, experiences could improve anything that we have done to become more productive. For example, like public relation need us in term of communication skill; it will improve the skill from time to time when doing that rapidly. Doing my practical training, Samarahan District Office already conducted many type of activity. It involves all members in that organization since they not have many staff. That already shows, all members have experienced on conducting the event before this and in this sport event the project manager delegate their task based on their capabilities and experiences. As a result,all of them doing a great job and their corporation were good in order to ensure that sport event successful to be done.

### **3.5.2 Good Local Authority Support**

Most of event needs support from another authority because corporation will increase the percentage of the event to be done completely and satisfies. If the organizer conducts the event in public facility, it is important to approval from those who involve so they able to know the event will be done on that location. Moreover, since the event not only involve the people but it also involves another agency corporation for example like Police where they able to focus on the security of the event in order to prevent unnecessary situation to be happen and we should know the some organization do not have ability to do such thing like Police do. Local authority support also can reduce the expenses of the event because other authority already provided that services that may important on the event. During handling event, our organization already meeting with other agency to discuss about the event before event was started. For example, since that event involve road that use by public the duty of police and Rela to ensure that traffic is clear and able to use for the event. For P.A system, the organizer do not need to rental because it already been serve by Stadium Mini Samarahan so it can reduce our spending. Hence, this already proves that that event was fully support by local authority in that Samarahan area.

### **3.5.3 Good Participation from Public**

In many events, audience is the main factor of the successful of the event. Audience is known as the group of spectator at public event and also known as listeners or viewers collectively. Participation of public can giving information to the organizer on the event condition and giving a feedback that can be used for improving purposes. Before the event start a lot of preparation that have been done by the organization regarding to make the event become successful but participation of the public that come to the event is not quite good, it means that that event is not successful. During



handling the event management in my practical training, the participation of the public on the event was good. This is because that event was not involve fees and people are open to register even though the event was starting at 2 p.m. Most of participant was come from the secondary student because they want the certificate that might be useful when applying job or universities later. Good participation form public considering that event was successful to be done and the preparation that have done before this was worthy.

### **3.6 Limitation**

Limitation is same concept to the weakness on that event. Even though some event successful to be done, but there still limitation that might come out which are:

#### **3.6.1 Timing and Location of the Event**

When and where an event takes places can have a significant impact on its overall success. When considering then best time of the day, month or year to hold an event it important to consider other events that may compliment the event that already organizes. With regard to location, there are many variables to consider, including available of facilities, accommodation, transport and the support of local stakeholder. Those two things is very importance and need to be considering before conducting the event. Bad timing and location will affect not only the event but also the participation of the people comes to the event. Meanwhile, sport event that conduct by Samarahan District Office with cooperation with SUKMA association had having problem in term of location and timing. The event was held on 2 P.M where that time is not suitable for running and same goes to the location where the road that been use on that event was a main road that been used by people to go somewhere else. Hence, it shows that the limitation of the event was bad timing and location was not suitable.

### **3.6.2 Limitation of Budget and Sponsorship**

When preparing for an event, it is important that all sources of income and all costs are accounted for including hidden cost and in kind support. Developing an event checklist before the budget will ensure that all cost are considered. The event manager or organizing committee should work closely with financial manager to ensure the event follows the relevant financial procedures. Same goes with sponsorship, when the organizer able to find sponsorship it will help them to increase their capability to handle the event with well. However, during Sport Event was held in Samarahan the main problem is the organizer having limitation of budget and sponsorship. Budget provided on that time only for rent the table, hamper and food for those who coming. Sukma Association on that event only can sponsor the cloth for participant that attends on that event. If the organizer can have huge budget on that time they able to do something else to make that event more interesting and more enjoyable than the actual situation. Even tough, our organization do not have enough budget it not become a major problem for handling the event very well because of successful planning already been done before the event started.

### **3.7 Chapter Summary**

In chapter 3, I explained about the most important task that I did during my training. I was instructed to do many tasks, but the main focus in chapter 3 is to analyze about the task that I had most involved and engaged to, that is about handling an event. It was such an interesting experience since I was exposed to many activities and had opportunity of meeting and works with other people.. Besides, I also explained about the strength and limitation of the event that have been done.

## **CHAPTER 4**

### **RECOMMENDATION**

#### **4.1 Chapter Review**

Chapter 4 has began with Section 4.2 for introduction of this chapter and section 4.3 for the recommendation and Section 4.4 for Chapter summary

#### **4.2 Introduction**

Based on the overview of event management process that are being applied in the organization that trainee attached during internship, the trainee come out with suggestion or recommendation from the overview of event management process that already been describe in chapter 3. Apart from that , the recommendation that are being made can help organization in term of efficiency and effectiveness as the strength and limitations have been recognized.

#### **4.3 Recommendation**

Based on my observation during practical training, there are several suggestions that can be proposed toward improving the event management that can be done. From the analysis given in chapter 3, the weakness that had been facing by the organization need to be cover up with a good strategy to ensure the effectiveness and efficiency while doing the job. The strategies are:

##### **4.3.1 Strength**

###### **4.3.1.1 Create New Task for Committee**

In chapter 3 also mention about the strength of the event management which related to experience of committee. To increase their experience to next level, the management

should try to create the task that not familiar on. It will pressure them on how to handle new thing by using their experience so they able to manage the task very well. Creating a new will allow them to learn something new that might be useful in future and also expose new thing that they never experience before. It will bring benefit to the organization itself in order to improve the effectiveness and efficiency of the staff.

#### **4.3.1.2 Continues Collaboration with Other Agencies or Authority**

Good support from local authority is one of the event strength in order to ensure that event complete very well. Not only have that, collaboration allowed both organization to share their experience on handling thing so it will improve their management system. Moreover, it means that the organization can gain their trust so they able to support organization to make event later. Hence, continues collaboration will can strengthen allow other authority to see how organization handles any job and what they capable of. If they able to gain trust from other authority, the job will easier to be done because other authority allow organization to do project or event without any problem because they believe that organization can handle it very well.

#### **4.3.1.3 Conduct More Benefit Event**

Participant of event is come from many factors which is whether that event giving benefits to the audience or because of it interesting event. The event that been conducted during my practical training was a healthy event. That is why many participants were attending to that event very well. To ensure it continues and increasing, organization should conduct more benefit event to the public so they will attend more frequently. The Project manager or leader should take main role on how to decide which event should be conducted because it needs a lot spending and to prevent wastage of the money. A program more to training and sport are mostly the

### **4.3 Chapter Summary**

In chapter 4, the main highlight was to make analyzed about the strength and limitation of the task that had being choose as the main focus. This is the continuation of the analysis in the previous chapter where there are some recommendations that suggested in chapter 4 regarding the weaknesses of the task. This is to identify the mistakes and some corrective actions that can be taken by organization in order to be better in the future. So it can enhance my knowledge on how to evaluate the task by giving the reasonable suggestion to reduce any barrier to the future.

should put an effort by find more sponsorship from another agency like contractors or from VIP which have potential that able to provide sponsor on that event. Many agency or association will sponsor on any event if that even have benefit not only to them but also to society. Hence, if the organizer want create an event, the objective of the event must be clear and can gain the trust of the sponsor so it will encourage them to give sponsorship in term of anything like financial assistance or other materials.

#### **4.4.1.3 Sufficient Facilities**

Another limitation that occurs during that sport event was lack of facilities on the venue. Chair and table is compulsory during the event because it will comfort the audience that participate. Since it becomes the problem, the solution for this weakness is borrowing it from another department such as JKR because that organization has provided the facilities that used during that event. Another solution is renting from another if the JKR cannot provide that facilities. Renting a table and chair might cause a lot of spending but it better than nothing because once the participant start complains about the facilities it means it will ruin the whole event and can affect the event. The comfortability of the participant is one of the focus in this event. The government should take this kind of problem by provide enough facilities in certain area because we already knew that is very important not only for audience but also to the organizer itself to reduce their budget spending.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 Chapter Review**

Chapter 5 begin with Section 5.2 for introduction of the chapter. Section 5.3 for Summary of Chapter , Section 5.4 for Summary of Chapter 2, Section 5.5 Summary of Chapter 3 and Section 5.6 for Summary of Chapter 4. Lastly in Section 5.7 is on the Report Summary.

#### **5.1 Introduction**

This chapter will conclude every chapter that I have explained previously.

#### **5.2 Summary of Chapter 1**

In chapter 1, I had explained about their vision, mission and objective of the organization of Samarahan District Office. Besides, I also had identified organization policy of the organization that very important. I also know about the nature of the business and organizational structure such as the hierarchy from lower until upper level of management. Hence, it can enhance my knowledge after having a practical training in Samarahan District Office.

#### **5.3 Summary of Chapter 2**

In chapter 2, I had explained about the tasks and job that I did during the nine weeks of my internship programmed. The tasks given to me were consistent to the guidance provided by the faculty. The tasks mainly related to the scope of administration. I'm able to apply what I've learned in the classroom and to relate the theory into practice. Therefore, it is a valuable experience that I can get through my practical training.

#### **5.4 Summary of Chapter 3**

In chapter 3, I explained about the most important task that I did during my training. I was instructed to do many tasks, but the main focus in chapter 3 is to analyse about the task that I had most involved and engaged to, that is about handling an event. It was such an interesting experience since I was exposed to many activities and had opportunity of meeting and works with other people.

#### **5.5 Summary of Chapter 4**

In chapter 4, I've had make analysed about the strength and limitation of the task that I choose as the main focus. This is the continuation of the analysis in the previous chapter. There are some recommendations that I've suggested in chapter 4 regarding the weaknesses of the tasks. This is to identify the mistakes and some corrective actions that can be taken in order to be better in the future. I can enhance my knowledge on how to evaluate a tasks or jobs that been given or handle by me.

#### **5.6 Summary of report**

On the period of nine weeks in Samarahan District Office, I get a lot of benefit during the practical training. There are many outcomes that I can get through the practical training. One of the outcomes was, I had learned a lot of thing about the culture in the workplace. What I learn is that the organizational cultures in Samarahan District Office is very friendly and have teamwork. The culture on that organization that friendly to anyone makes me feel comfortable and easy to adapt with their culture. Apart from that, improve my basic skills also the become the outcomes that I got from place that I done my practical training. This is because, during my internship, I was assisted to be more competent in order to develop my skills. This is the main focus of my supervisor to enhance my knowledge and skills. Lastly, the most valuable



outcomes are that I can get is my new experiences. Experiences cannot be gained without an opportunity. During the internship, I did not miss any opportunity that comes to me. This is because I know I can make it as a process of learning. I get a lot of experiences from the task given by supervisor and other staff in that organization. As a conclusion, I get the experiences on the environment in workplace; I hope I can apply what I learn in my future career

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