

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

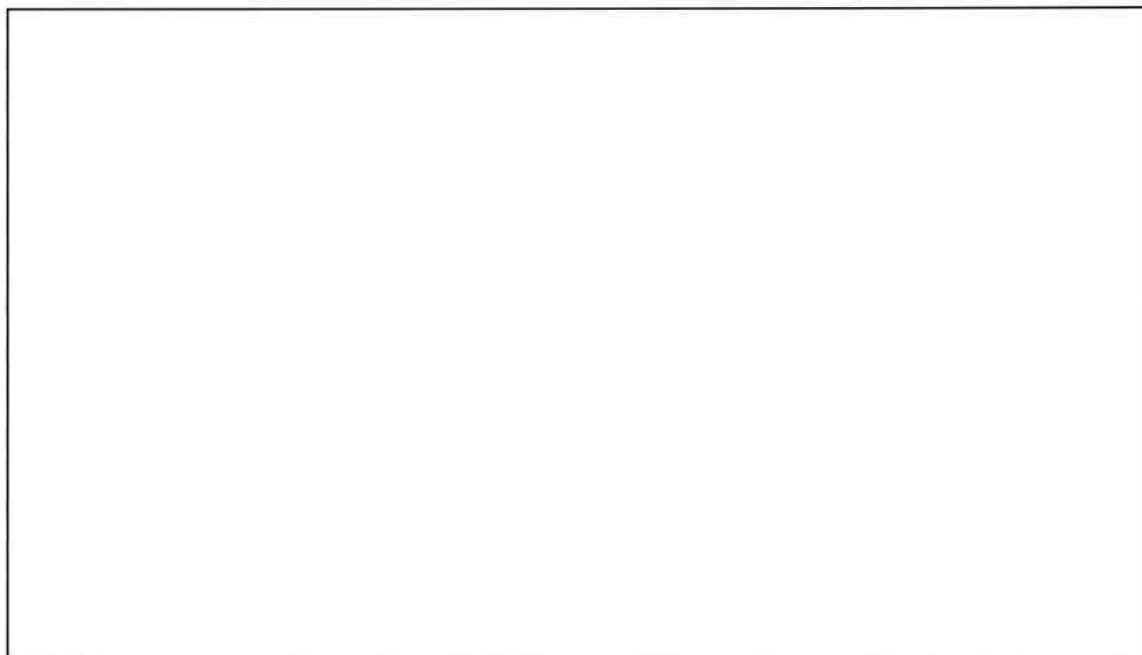


***AN OVERVIEW OF LARIAN BATON PROMOSI SUKAN MALAYSIA
KE XVIII SARAWAK 2016 DAERAH DARO***

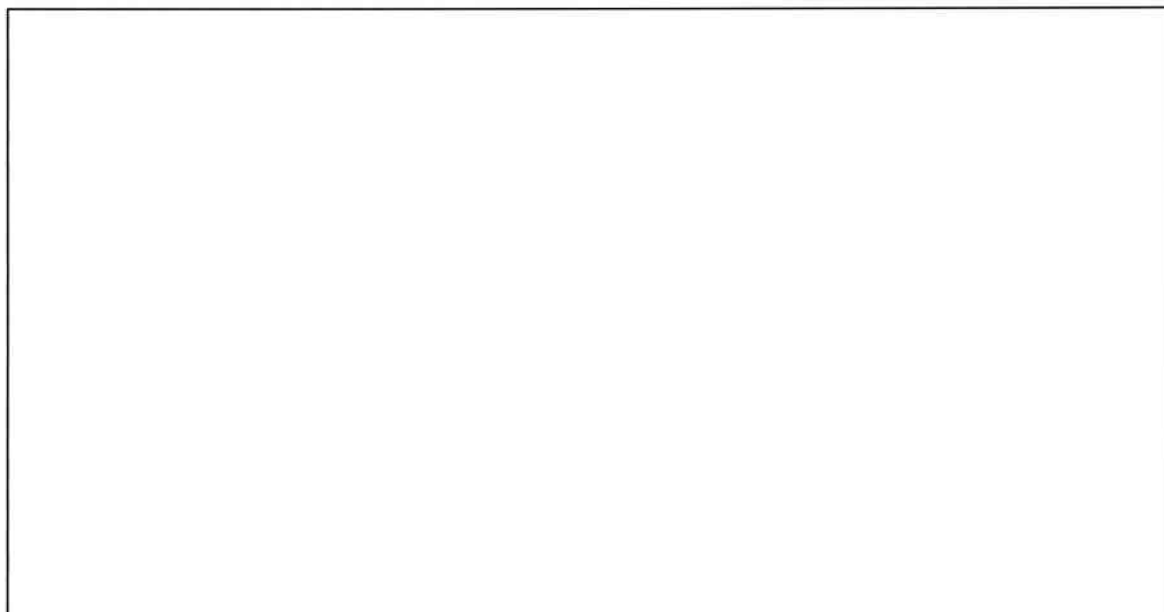
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JULY 2016

SUPERVISOR'S COMMENTS

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MODERATOR'S COMMENTS

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Title of Practical Report : AN OVERVIEW OF *LARIAN BATON PROMOSI SUKAN MALAYSIA KE XVIII SARAWAK 2016 DAERAH DARO*

Name of Student I : NOR FARIZUL HAKIM BIN MOHAMAD

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

()

Date:

1/3/2014

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.

Name: Nor Farizul Hakim Bin Mohamad

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CHAPTER 1

INTRODUCTION OF ORGANIZATION

1.1 Chapter Review

This chapter contains 7 sections. Section 1.2 is about the Mission of Daro District Office. Section 1.3 is about the Vision of Daro District Office. Next, Section 1.4 is about the objective of Daro District Office. Section 1.5 is about Organization Policy. Section 1.6 is about the 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

We are committed to providing services through quality work culture, transparency and efficiency in bringing development and meeting customers' needs.

1.3 Vision

We are committed to providing quality work through cultural, efficient and transparent in leading development and needs of the customer.

1.4 Objective

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

1.5 Organization Policy

Like other organizations, Daro District Office also has its own organization policy as a guideline for them in providing services and carrying 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 for 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

Daro 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, Daro District Office is responsible for managing all of the programs at the district level. They will engage directly with the organizers and all their will to cooperate in the program. Moreover, Daro District Office will also help manage the program. For example, XVIII Sukma Baton Run Campaign organized by the Ministry of Youth and Sports on February 28, 2016, Daro District Office is directly involved in the program with the participation of nearly 300 people.

In matters of development, Daro District Office is involved in a number of rural projects named Minor Rural Project (MRP). Daro District Office will be a conduit for channelling tender for contractors to implement. For example, a rural electrification project which has been granted to be carried out in the village under the administration of Daro District Office

In term of Administration, Daro District Office is actively involved as the administration is getting the most attention of customers who come to get service every day. This means, the Daro District Office staff should always be prepared to deal with those matter issues by the customers. Among administration services that can be obtained at the District Office Daro is an application for a foster child, the 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 Daro District Office is actively engaged in helping maintain the social welfare under their administration. They also try to the extent possible in helping their communities goes a service. For example, they do poverty alleviation programs through channel called E-Kasih and also construction of affordable housing (PPRT) for people who are eligible for assistance.

On the financial front, Daro District Office offers services for payment transactions and the claim made in the office or outside the office. For example, if there are staff that went implement side visit or go for the course, the financial staff would be responsible for ensuring that adequate financing is provided to the office staff. However, not all employees can carry out financial task since that it is very confidential and personnel require that trust in carrying out the task.

1.7 Organizational Structure

Organization structure of Daro District Office was divided into 2 departments which is Administration and Financial. Both department have it own function and responsible. Daro District Office was lead by Abg Mohamad Abg Turkey which is District Office. District Officer already assists by 3 Administrative Officer which is top management of District Office until now.

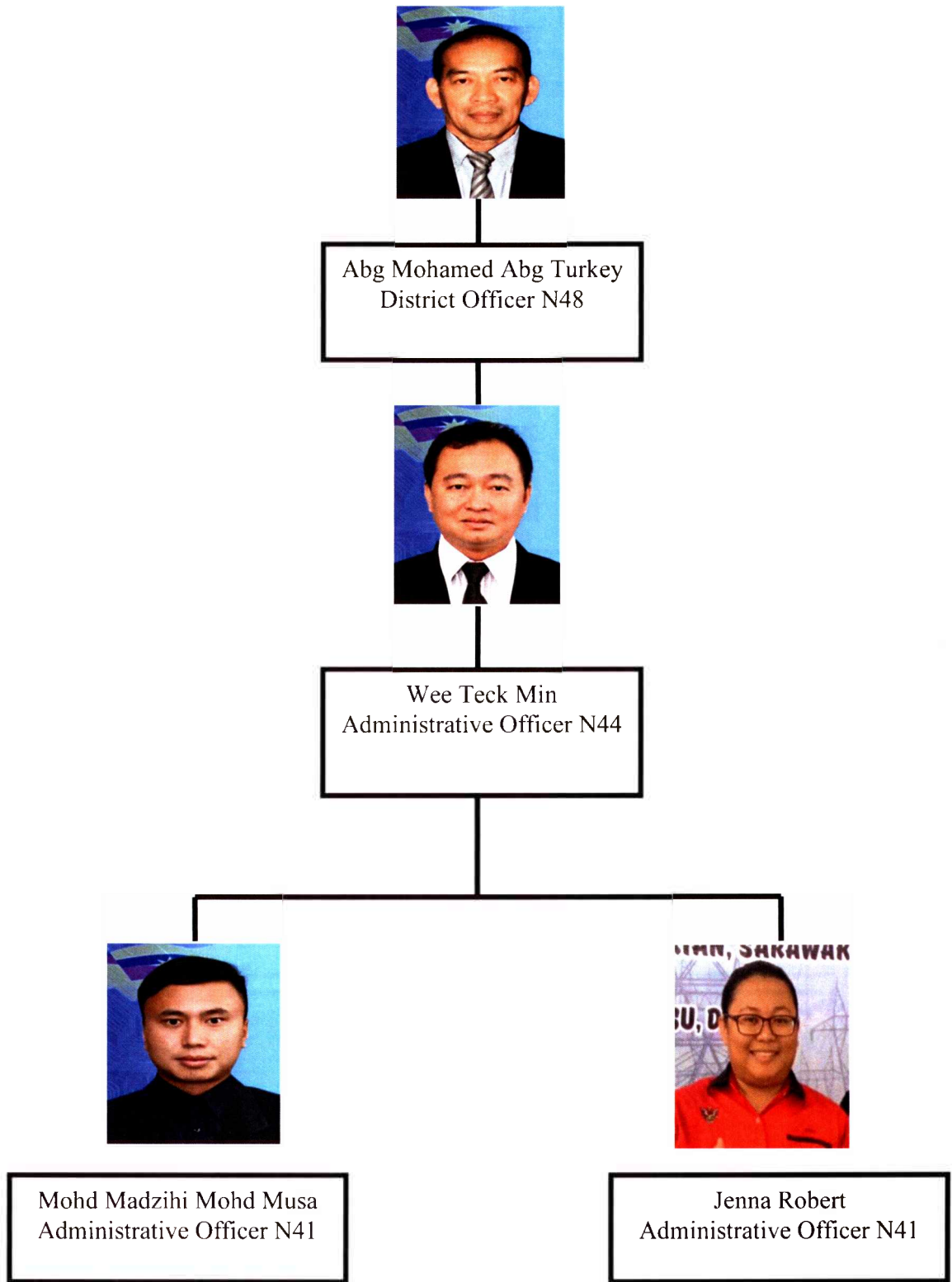


Figure 1.1 Top Management of Daro District Office

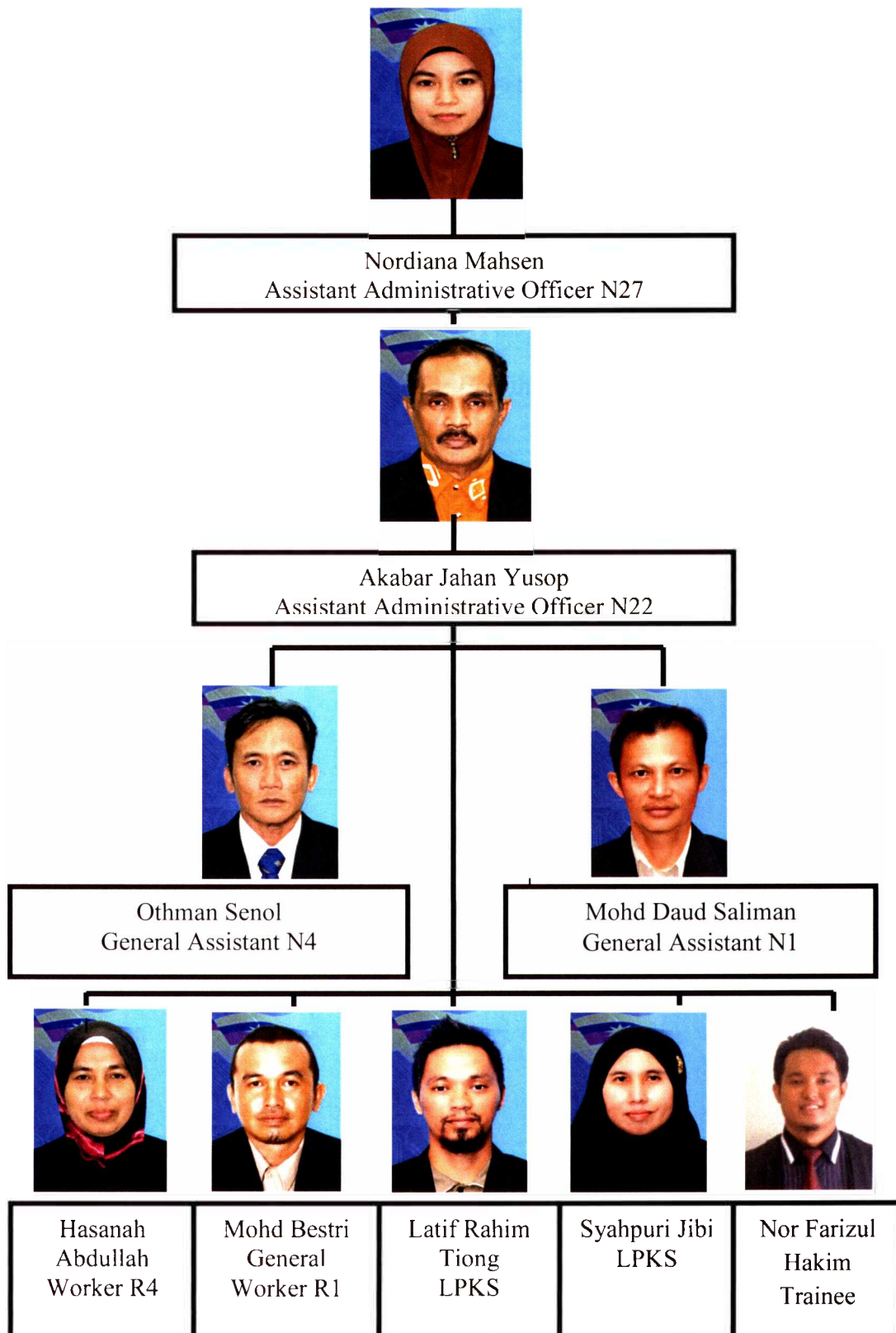


Figure 1.2 Administration Department

1.8 Chapter Summary

In Chapter One, I had explained about the background of Daro District Office and also its objectives, vision and mission. Besides, in this chapter also had identified the policy of the organisation. I also elaborate on the nature of the business in the organization that I have done my practical training. Lastly, I also explain the organisational structure Daro District Office and the organisational chart of its unit which is Administration department such as the hierarchy from lower until upper level of management.

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING

2.1 Chapter Review

This chapter is focuses on the training schedule which have been recorded on the logbook that have filled by practical training. 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 undergo 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, Nor Farizul Hakim Bin Mohamad was given practical training log book which is for the student give a report and summarize the daily activities that have being done while undergo 2 month 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 Miss Jenna ak Robert. Thus in this chapter, there will be review of the description of job and task executed throughout the training which have been undergo at Daro 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.

2.3 Summary of Practical training

Table 2.1 Summary Schedule of Practical Training

Weeks (2016)	List Of Activity
Week 1 20/1-22/1	<ul style="list-style-type: none">• 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• Manage an application form that submits by customer related to E-Kasih, PPP and PBR by recheck their form so that form is complete and ready to be key- in later.• Key- in the data that related to 1 Malaysia water tank application form that submit by customer using Microsoft Excel Office and the data must be follow their village.• Make extra copy on 1 Malaysia Water Tank application Form for to be display on front desk for any customer want that application form later.
Week 2 25/1- 29/1	<ul style="list-style-type: none">• Key-in remaining data related to 1 Malaysia water tank application form that submits by different customer and different village.• Finalize all data that related to 1 Malaysia water tank application and submit it to SAO Mazdihi for next process.

-
- 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.
 - 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.
 - Meet SAO Cliff Wardrobe to discuss sport event that will be conducted on 28th February and give assignment to design a ticket for that event (SUKMA Event).

-
- Submit the 3 design of ticket for the event and let SAO Cliff choose which one is better to be use during that event.
 - Print and the lucky draw ticket for sport event with other staff and prepare for 300 piece of ticket.
 - 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 Daro to get all the information.
 - Helping customer stamping their document that related to children adoption, probate and checking their form whether it complete or not before it submit

Week 3
1/2- 5/2

to that organization.

- Write a letter using Electronic Typewriter before that letter submits to person in charge (Mr Daud) for a record.
- Key-in claim of the staff which is related to travelling ticket, hotel and so on with Mr Azmil in treasury department.

Week 4
10/2-12/2

- Design a tag that will display on the table for each group that will be briefing before election this coming Monday which consist of 21 groups.
- 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 attend.
- Helping other staff arrange all the table and chair in Kemas Hall that will be use for next Monday on election briefing including put name list for reference of people that involve in that briefing.

Week 5
15/2-19/2

- Handling SPR briefing with another staff by managing the registration, setting the projector and taking photo on that briefing from Monday until Wednesday.
- Assist customer or villager to checking their E-Kasih status from E-Kasih official website by using

their Identification number.

- 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.
- Meeting with 22 head of department in Daro area to discuss about the running event (Sport event) that will held on 28th February.
- Attending farewell event of 2 interns which are Nur Faizah and Nur Hazlin that will finish their practical training on this week and also becoming emcee on that event.

Week 6
22/2-28/2

- 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.
 - ADO Wee Teck Ming given a task to record and recheck all contract number for Statement of Federal 2015 Form Project and then Key in it on Microsoft excels for his references.
 - Helping Mr Bidin our operation assistance to contact all contractors that involve in meeting on next week with ADO Wee to discuss about giving a choice to contractor on changing the address of their firm.
 - Meeting with RELA, Police and JPAM to discuss
-

about handling the traffic during event started and finalize everything to ensure all preparation is already be done before the event start in this Sunday afternoon.

- Continue meeting with staff discuss the flow of that event will held and discuss about delegation of task each everyone of that organization when that event started.
- A day before event start, make a final preparation by checking the ticket, recheck the stage and arrange the table for VVIP person at Tabika Kie Ming so everything will follow according to the plan.
- Taking photo during that event started until it done for a report purposes and for upload at Daro District Office official website.
- Helping other staff to rearrange back all the chair and table after that event had finished and post debrief about the event a few minute before leaving

Week 7
29/2- 6/3

-
- Attend the meeting with Mr Akebar Jahan and ADO Wee Teck Ming, setting projector for them and on that meeting some contractor want to change their official address at Tanjung Manis and remaining stay at Daro.
 - Helping SAO Cliff and SAO Jenna to recheck the
-

namelist that got BRIM based on the list given and one of the name on that list have missing voucher.

- SAO Madzihi assigns me to become secretariat for upcoming Event that will be held at Penasu Village next week and we must go to that village on this Sunday using Speed Boat.
- Arrive at Penasu village on Sunday, make rehearsal tagging the chair for VVIP and checking PA system to ensure everything is under good condition.

-
- Double check the PA system to ensure no problem occur during the event started and guide people the way them to the hall where that event were started.
 - Taking a photo from beginning of the event started then escorts Datuk Amar Awang Tengah during lunch and before he leaving.
 - Assist Mr. Daud contact head of village under Daro area to inform about Seminar that held on 19th March at Mukah.
 - Helping Host supervisor to recheck another group that involve BRIM that just arrive this week to prevent missing voucher happen again.
 - Assist Mr Daud prepare a letter about invitation to Sejiwa Senada that gave to all head of Department in Daro area and then record that letter as out coming letter.

Week 8
7/3-11/3

Week 9
14/3-16/3

- Attend meeting to discuss about event that involve distribution of BRiM for Group 1 and Group 2 that will conduct on 5th April next month.
 - SAO Cliff assign me to divide the voucher into 2 which is N42 and N43 because for this 5th April only for N 42.
 - Helping Mr Akebar Jahan made Probate on one of the family that come to the office and at same time learn more about make probate.
 - Helping customer to stamping their document that related to bank account or child adoption.
 - Attend farewell event for myself and other intern because of we already 2 month done practical training in that organization.
-

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 *Larian Baton Promosi Sukan Malaysia Ke XVIII Sarawak 2016 Daerah Daro*. Starting from 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 Daro 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 that organization. Preparation of proposal needed a lot of time and process before it goes to the next stage. The main purpose of this sport event that already conducted in 27th February few months ago was to promote SUKMA to the public because it had been many years that sport event was not held in Sarawak. That sport event purposes also to

encourage society on health life style since our country have problem with health especially obesity. So with this sport event, it can enhance public about awareness of good healthy life during in their daily life.

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 Daro District Office, our project manager was District Office which is Mr. Abang Mohammad. He is the one most experience person on that organization that able monitoring any event that held on Daro. Before event was conducted, our project manager has decided on delegation of work so it will lot easier to ensure the sport event successful conducted. Some of committee will handle the registration during that event and other will do another task that related to that sport 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 Daro District Office. On early stage of even development, Project Manager conducted the meeting to inform about the upcoming sport 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 Event Checklist

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

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 Daro 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 Budget Estimation

Estimate Budget for Sport Event			
PAYMENT/RENTAL			
MATTER	NUMBER	TOTAL	REMARK
1. Hamper	10 Unit	RM 300.00	✓
2. Refreshment for Meeting 1	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	✓

6. Battery (Hailer)	8 Unit	RM 35.20	Resit : 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	✓
11. Management Spending	-	RM 200.00	✓
Total		RM 3,170.20	

3.4.1.6 Sponsorship

Once the event manager and organizing committee have clear understanding of the budget had been used in that event, 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 spending because the equipment already had 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 Daro 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 27th 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 responsible to clear the road from any vehicle to ensure the participant can run without any problem to finish line.

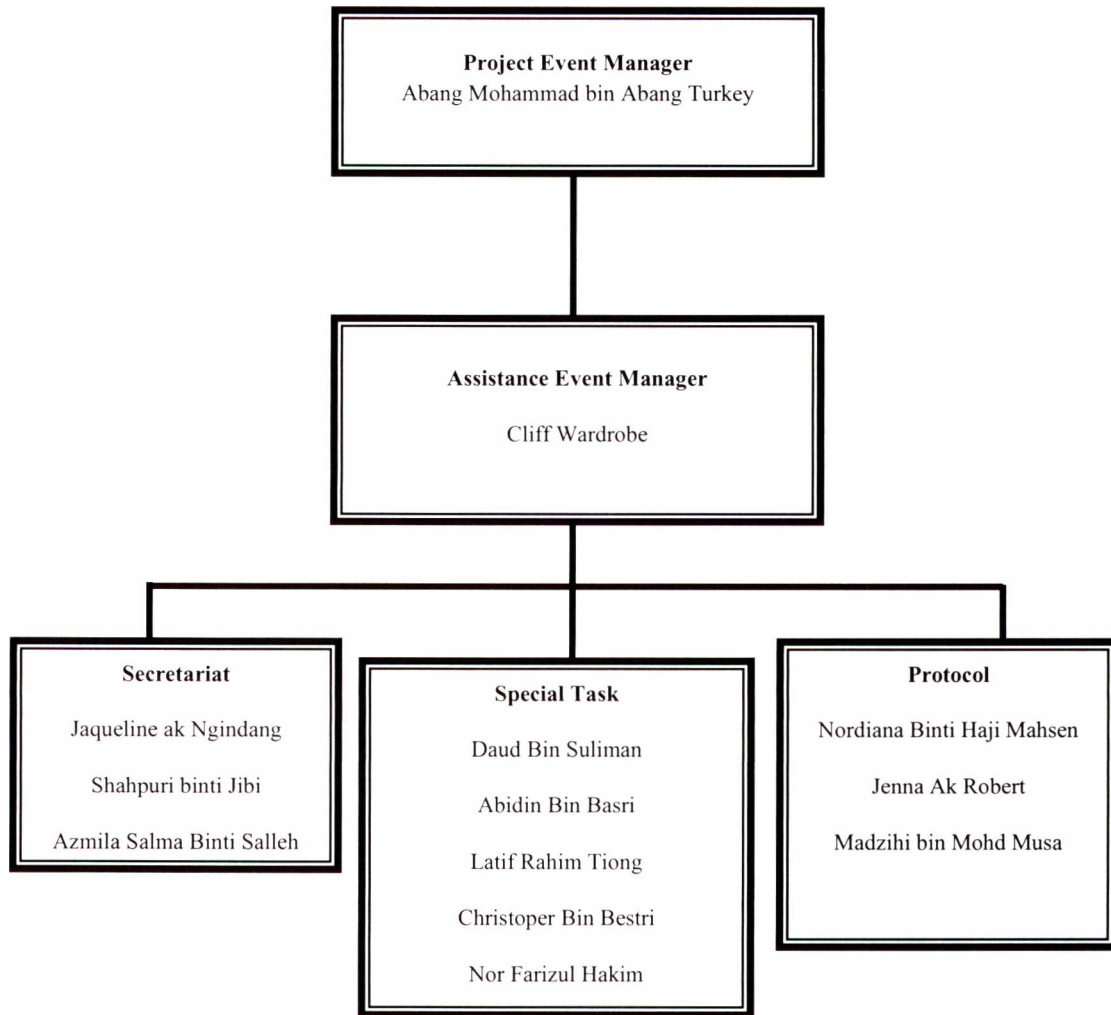


Figure 3.1 Delegation of Task

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 Preparing a Ticket

3.4.1.9 Promotion

Regardless of the size of the event, it is important to consider the level of promotion for this event. Some event may require minimal 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 they need to inform others about it. Another way that have been done by Daro 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 Banner for promotion of an event

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 Daro. 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 Registration of Participant

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 which Mr. Abang Muhamad has to monitor the flow of the event and assist by SAO Cliff 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 3.3 Tentative Program of Sport Event

Tentative Program of Larian Baton Promosi Sukan Malaysia 2016 Daerah Daro

Time	Activity
1430 p.m	Registration of participant
1500 p.m	Briefing with participant & go to checkpoint that have been divided
1530 p.m	<ul style="list-style-type: none">- Arrival of District Officer & Vip Yb Murni bin Suhaili- Flag Off Sport Event By District Officer
1600 p.m	<ul style="list-style-type: none">- Receive baton ceremony by YB Murni Bin Suhaili- Rest- Sukma Song- Zumba Exercise Started- Lucky Draw- Giving souvenir to Important Guest- Photograph Session
1700 p.m	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 and evaluation 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 directly and indirectly 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 Tabika Kie Ming. 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 rearrange to one place so it will 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 Cliff 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 element of that event to be successful. If they able to manage any task given by project manager, that event will follow according to plan that had done before the event started. That is why experience management team is very needed during the event. They able to identify or to predict what are going to happen next because from previous experience already taught them many things. Anyone that handling any event or activities from time to time will able to gain more experiences and then from that experience they able to

improve it to become more perfect on the next event. Not all activities and event might be completely successful, some of it will come with problem occurs. So the community must identify the problem by overcome it and then try to avoid from happen again on next event. 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 person in term of communication skill; it will improve the skill from time to time when doing that rapidly. Doing my practical training, Daro 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 Information Department so it can reduce our spending. Hence, this already proves that that event was fully support by local authority in that Daro area.

3.5.3 Good Participation from Public

In many events, audience is the main element 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 info to the organizer about event condition and give a feedback that can be used for improving purposes. Before the event start a lot of preparation already been done by the organization in order to make the event become successful but if participation of the public or audience that come to the event is not quite good, it means that that something was not right with that event. There must be something that not interested the audience and the organizer should identify if for improvement in the future planning. 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 involving fees and people are open to register their name 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 very 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 Daro 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 Daro 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 problem for handling the event very well because of successful planning already been done before the event started.

3.6.3 Lack of Facilities

Facilities can be defined as the equipment or the machines that are being used in the organization enable the implementation of event. Thus, a good and sufficient facility is crucial needed in order to manage the good event. Facilities are the most important thing no matter in the event and also in the organization itself. This is because facilities will bring comfortable to anyone and giving enjoyable to those who attend the event on any time. Hence, lack of facilities is one of the major problems that can ruin the successful of that event to be done. The organizer should take initiative in order to overcome the problem immediately before it will affect the participation of the people. During conducting event on my practical training period, facilities on that Tabika Kie Ming hall was not enough and only have the stage for that event. The organization have to rent all the chair and table for the purpose of registration and VIP guest which costing a lot of spending. That is why the organizer have problem with the budget because to focus on the rent the equipment from another agency. If the organizer does not solve that problem, it will causing many complain from the people and could affect the event itself.

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 begin 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 audience like to join because they think from that event they will get something that might useful for themselves.

4.4.1 Limitation

4.4.1.1 Perfect timing and good location

From the analysis on chapter 3, the limitations of the event was not in good timing where that event was held on 2 p.m where it still hot and not suitable for audience that having problem on their health to attend on that event. Same goes the location where the event was located at main road where many vehicles pass that road in anytime which risks the safety of the participant. The best solution for the problem is rescheduling back the time of the event and find the best time that event can do. By having a meeting with anyone that involve and decide on which time is better to be done on this sport event. Changing the time from afternoon to morning is best solution because it very comfortable since morning is not to hot and everyone is able to come to that event. Same goes to the location, the organizer can find out the other place that suitable where in that place less vehicle will go to that place and strategic place where everyone can come easily and not having any problem.

4.4.1.2 Provide more Budget and Sponsorship

In the chapter 3 also mention the limitation of the event is about lack of budget and sponsorship. Everyone already know that budget is the important aspect while during any event so the solution to this problem is role of government itself to estimate more budget toward this event. This event only be done by once in a year should have enough budget in order it can be conduct well by organizer. In term of spending, the organizer should reduce the spending on the importance thing only and make a checklist which aspect must to be spending more. For the sponsorship, the organizer 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 event and can affect the successful of that 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.

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.

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 1, 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.

5.2 Introduction

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

5.3 Summary of Chapter 1

In chapter 1, I had explained about their vision, mission and objective of the organization of Daro 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 Daro District Office.

5.4 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

5.5 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.

5.6 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.

5.7 Summary of report

On the period of nine weeks in Daro 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 Daro 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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APPENDICES



Banner that used for promote the event



Registration of the participant



The participant waiting on starting point



Short Briefing before event start



The participant waiting on starting point



Short Briefing before event start



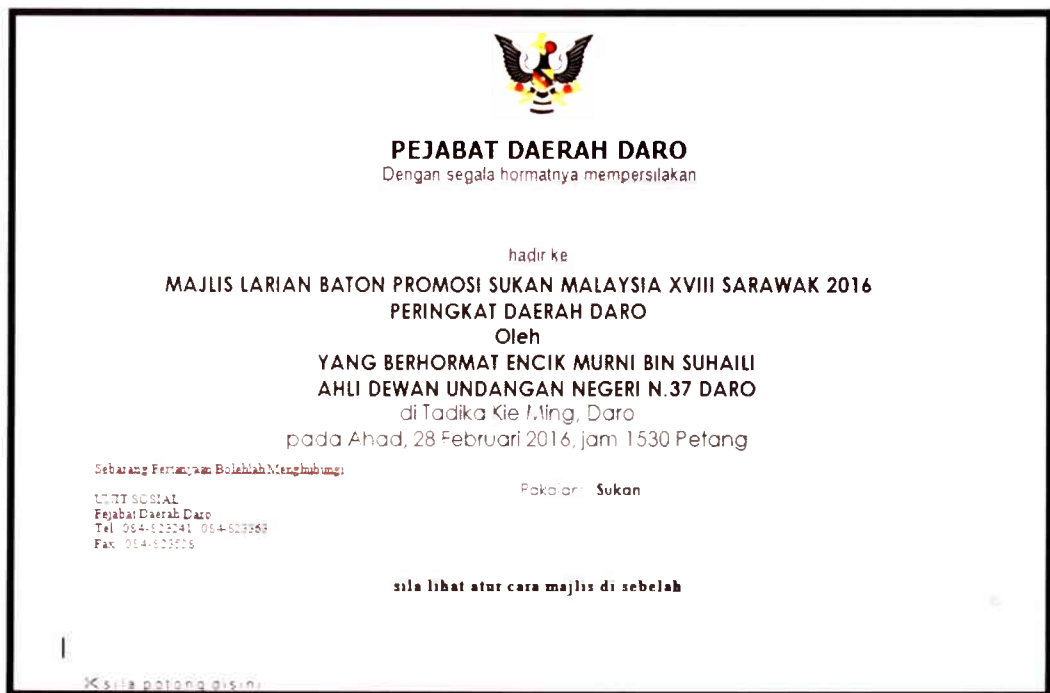
Daro District Office gives a Baton to one of the participant



Zumba Session with YB Murni Bin Suhaili



Lucky draw session



Invitation Card for VIP