

ABSTRACT

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EVENT MANAGEMENT ACTIVITY FOR PROMOTION AT APIARY ACADEMY

In carrying out professional work activities carried out by practitioners as one of the requirements to complete a bachelor's degree in Communication Science, Universitas Pembangunan Jaya. The interns does professional work at the Apiary Academy company and joins the Event and Community division. In the Event and Community division, the practitioner learns things related to the preparation to the implementation of the Event which is very in line with the Event Management course in the stage of preparing to implementing the Event. Interns learn the duties and functions of public relations in building cooperation with both internal and external parties. The Intern also applies the knowledge of public speaking that has been taught by the University in doing the part of the job as a Master of Ceremony (MC) at an online event held by Apiary Academy.

Keywords: *Event Management, Public Speaking, Public Relations*