

## **ABSTRACT**

**Audrey Madina Rais (2019041150)**

### ***PARTNERSHIP AND EVENT MANAGEMENT ACTIVITIES IN IT CONSULTING COMPANY PT. TALENT GROUP PARTNERS***

*In fulfilling one of the requirements to complete undergraduate studies (S1) at Pembangunan Jaya University, the intern carrying out professional work activities. Professional work is carried out to provide an initial picture related to the reality of the world of work in accordance with the practical study program, namely communication science. The intern does internship at PT Mitra Talenta Group (Celerates), which is a company engaged in the IT Consultant field. PT Mitra Talenta Group (Celerates) was established in 2018, based in South Jakarta for company activities and talent training. The intern is part of the Marketing Communication division with a focus work in partnership. On this internship opportunity, the practitioners has the opportunity of conducting research related to partners in accordance with the company PT Mitra Talenta Group and manage a webinar event. During 3 months of internship in the marketing communication division, practitioners succeeded in manage webinar series called august thematic event and got 9 partners for company activities. To get the right partner, in-depth research expertise is needed to deliver the appropriate results. The fields of study applied during this internship program work activities are in the form of organizational communication, event management and PR strategy & tactics.*

**Keywords:** *PT Mitra Talenta Group (Celerates), Marketing Communication, Partnership, Event Management.*