

Abstract

Cooperative Education Report on the Management Process of Hotwave Music Awards
2017 Audition of GMM Grammy Public Corporation Limited (B.E. 2560)

Research objectives

1. To study the management process of the event to promote Hotwave Music Awards 2017.
2. To understand practical problems and obstacles to organizing the event in order to be able to overcome the difficulties.

The researcher attended summary-of-work sessions and conducted fieldwork in order to choose the most suitable location for the event so as to identify and minimize potential problems which may occur.

Cooperate with Account Executive (AE) to ensure that booths of clients who are sponsors of the event operate according to the plan.

The findings of this research have been obtained by practically working on-site, which is a necessary factor helping the researcher to gain insight into event management process and cooperation with customer and related parties in order to achieve the best satisfying outcome for customers and the company.

From the study of Cooperative Working on the Management Process of Hotwave Music Awards 2017 Event of GMM Grammy Public Corporation Limited (B.E.2560), the researcher has gained understanding about pros and cons of working in the area which requires extensive skills and experience. By working with clear understanding of the work and planning, an event organizer will be able to hold the best event that satisfies all.

Keyword(s): /Event/Audition