

## Abstract

Report of the co-operative education operation in terms of the procedure of the special event organization “Ice Village” of Central Plaza Pinklao Department Store.

The objectives of the study were as follows

1. To study the process of the special event “Ice Village” of Central Plaza Pinklao Department Store.
2. To be aware of problems and obstacles in the operation and to meet solutions.

The approaches of the study were to observe the preparation process in which meetings were required to plan and assign tasks to each department functions and find out the set-up. The Steps of the organization of the event were to how to check the completeness of the tasks and how to publicize the sale promotion of the event. The result of the operation which were the data collection to be assessed and evaluated respectively by means of CPD Form.

The findings indicated that during the co-operative education operation and the process of the special event “Ice Village” of Central Plaza Pinklao Department Store, The trainee learnt about the procedures of the special event arrangement and planning, on the job training programmer from the organization, the method of liaison with clients and also problems solving in every situation so as to be well-prepared for the real world and working in the respective role in the future.

It was recommended that the two qualities which the observer should practice and be aware of are the prudence and the punctuality in working. In addition, external factors also play the role in contributing to problems such as internet outage which may delay the operation or computer blackout resulting in incapacity of working in time.

Keywords: Special event