

Abstract

Control Data (Thailand) is a leading service provider in supplying total information technology solution to public, state enterprise and private sector. A wide range of services are being offered to meet customers' requirements whether it is general or specifics. Services range from consulting, design, development, equipment procurement, installation of hardware, software, and implementation of applications. In addition, we also conduct seminars to introduce methods and procedures for customers' staff or personnel to apply to enhance or help in their application work

During my internship cooperate education session from 11 January 2016 to 29 April 2016 I was assigned as Support Corporate Communication, I was responsible for both internal and external communications. Most work involves writing press release, organizing press briefings and news conferences, producing idea and brochures, and providing information related with my work. So, an in-depth knowledge of business and public relations , and English skills are required to help do my duties effectively.

According to the reasons above, I will prepare the project work on "Organizing An Event : The Power of Wisdom". This project focuses on studying the working procedures and collecting details , information related with event marketing. The documents comprising three parts are as follows: 1. The process of organizing the event 2. Event style 3. Document related to the events.

The objectives of this project are 1). To provide working procedures related with operating event, 2). To gather and provide information and documents related with working process 3). To be a source of information that will help staff and trainee do their duties more efficiently and effectively.

Key words : Organizing event / Document related to the events / Event Style