Project Name

Local Brand Festival 2022

Project Year

2022

Position

Logistics Coordinator

Skills

Leadership, Communication, Teamwork, Problem-Solving, Critical Thinking.

Documentation Link

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Project Description

For about three months, I became the logistics coordinator to manage and prepare for the biggest business event at Binus University, namely the Local Brand Festival (LBFest). LBFest is a business exhibition activity organized by the Business Creation department of Binus. It aims to accommodate students to reach a broader target market because they will be directly involved in promoting their products. When I became the logistics coordinator, I coordinated my team (consisting of 12 people), provided the necessary items for the event, and found food sponsors for the entire committee (we obtained @ayambangdava as a food sponsor for the 110 committee members). While working as a coordinator, I also coordinated with coordinators from other divisions to complement each other's needs so that this event could run optimally.

Performance Results

The LBFest event, which took place for two days in Tangerang, yielded excellent results. This can be seen from the large number of visitors who attended the two-day event, and the smooth execution of activities according to the predetermined schedule from beginning to end. Additionally, the logistics division successfully fulfilled all the event necessities without any shortages. LBFest 2022 is considered the best LBFest event since the Business Creation department was established at Binus University. As a coordinator, I have learned many things, from managing diverse teams to embracing and harmonizing different perspectives and, most <u>https://drive.google.com/drive/f</u> importantly, how to carry out our tasks as one team or family.









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Contact