

ABSTRACT

People's lives in this digital disruption era are increasingly affected by the rapid pace of technological and information development, especially seen from the integrality of the internet which has become an essential part of modern society's daily life. Changes also occur in the marketing communication sector, especially in the implementation of an event. In the past, people were required to be physically present at the event location, but now they can follow the event without leaving home, simply by using a gadget connected to the internet.

The development of technology has presented a new trend for events, namely the concept of hybrid events that allow audiences to join from flexible locations and times. PT Telekomunikasi Indonesia Tbk as a State-Owned Enterprise engaged in Information and Communication Technology services and Telecommunications networks also organizes hybrid events to accelerate digital transformation in Indonesia.

Although hybrid events have been organized many times, there are still some obstacles that need to be overcome to ensure the smooth implementation. Therefore, the design of the work entitled "Implementation of Event Management Stages in the Hybrid Event "ITDRI ConFes 2023" PT Telekomunikasi Indonesia Tbk" aims to explain the stages of implementing a hybrid event according to the stages of event management proposed by Goldblatt.

The author uses the method of participant observation, documentation, theoretical review and interviews to design this work. The result of the design of this work is the ITDRI Conference & Festival 2023, applying the event management process with Joe Goldblatt's theory, namely from the stages of Research, Design, Planning, Coordination and Evaluation.

Keywords: *Event Hybrid, ITDRI ConFes 2023, Marketing Communication, Technology Development, Digital Transformation*