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Analysis of Project Manager's Role in Organizing Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo Chapter II

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Abstrak

This study aims to analyze the role of Project Managers in organizing Spelling Bee competitions for elementary and junior high school students held at Polbeng Business Expo Chapter II. The objective of this study are to determine the role of Project Managers, the challenges faced during the competition, and the solutions implemented to overcome the obstacles that arose. This study uses a qualitative approach with data collection techniques through in-depth interviews and observation. The collected data was the analyzed using thematic analysis to identify the roles, challenges, and solutions implemented by the Project Manager covers four main aspects: first, developing a project plan that include a schedule, task allocation, and resources needed for the smooth running of the event. Second, monitoring project progress reguraly through weekly evaluations and schedule adjustments when necessary. Third, ensuring effective communication between all relevant parties, both internal teams and external parties such as participants and judges. Fourth, developing media strategies to promote the event to reach a wider audience. The challenges faced included participants delays, ineffective team coordination, and unexpected technical problems. Solutions provides to overcome these challenges include developing contingency plans, clear task distribution, and regular evaluations to ensure the smooth running of the event. This study provides in-depth insight into the importance of the Project Manager's role in managing events and provides solutions to various obstacles encountered, as well as recommending the implementation of better project management for similar event in the future.

Keywords: *Project Manager, Spelling Bee, Event Management, Polbeng Business Expo, Team Coordination, Risk Management*

1. Introduction

Meetings, Incentives, Conventions, and Exhibitions (MICE) is a rapidly growing sector that involves various stakeholders in its organization. MICE events held annually involve various sectors, such as Event Organizers (EOs), printing companies, souvenir companies, hotels, and other supporting sectors. Through the application of the MICE concept, an event not only serves as a means of promotion and information dissemination but also fosters collaboration among stakeholders within the event ecosystem.

One event that applies this concept is the Polbeng Business Expo Chapter II, organized by the Bengkalis State Polytechnic. This event aims to showcase business and entrepreneurial potential while providing an educational platform for the public. One of the competitions that drew significant attention was the Spelling Bee Competition for elementary and junior high school students. This competition is a compelling form of exhibition activity within MICE-based event organization.

Exhibition organizers strive to maintain harmony and sustainability in MICE activities, particularly in the exhibition sector. They play a role in creating positive experiences for visitors, promoting local cultural values, and providing sustainable economic benefits to local communities through their involvement in exhibition activities. These findings indicate that the success of an event is heavily influenced by effective event management and coordination among all stakeholders.

The Spelling Bee Competition aims to develop participants' spelling skills while enriching their vocabulary and improving the English language proficiency and literacy of elementary and middle school students. In the field of

education, mastery of the English language involves not only speaking and listening skills but also spelling ability and vocabulary mastery, which impact communication, reading, writing, and critical thinking skills. Nation explains that students need to learn a large number of vocabulary words because they are very useful in mastering English. Therefore, English language learning that focuses on spelling and vocabulary skills is important to support students' success in understanding various academic texts that frequently use English.

A spelling bee is a competition that requires participants to spell words correctly, making it a viable alternative learning activity for improving students' vocabulary and spelling skills. Additionally, this competition provides elementary and middle school students with an opportunity to expand their vocabulary while building confidence in using English. Other studies indicate that implementing a Spelling Bee can significantly improve students' vocabulary mastery, making this method an effective tool for English language instruction.

The success of organizing a competition like the Spelling Bee depends not only on the quality of the materials and participants but is also heavily influenced by the role of the Project Manager. The Project Manager is responsible for planning, organizing, controlling, and evaluating the entire process of the event, ranging from logistics planning, budget management, and scheduling to coordination among all parties involved. The Project Manager's ability to overcome various challenges that arise during the event's execution is also a crucial factor determining the smoothness and success of the event.

Several previous studies have examined the role of project managers and event management. Research indicates that project managers play a crucial role in planning, organizing, and executing activities to ensure they proceed in accordance with established objectives. Additionally, activity planning, coordination among stakeholders, risk management, and implementation control are key factors in the successful execution of events. Other research indicates that planning is the most critical phase in the event management cycle, encompassing schedule development, resource management, risk identification, as well as monitoring and evaluation of activities. Meanwhile, the concept of event management is closely intertwined with project management, as the success of an event is influenced by systematic processes of planning, execution, control, and evaluation.

Although various studies have addressed event management and the role of the project manager, most of these studies focus on organizing seminars, sporting events, or event management in general. On the other hand, research on the effectiveness of Spelling Bees has primarily highlighted improvements in students' vocabulary and English language skills. To date, there remains a lack of research specifically analyzing how the role of the Project Manager is carried out in organizing MICE-based educational competitions, particularly Spelling Bee competitions for elementary and junior high school students.

Given these conditions, there is a research gap regarding the implementation of the Project Manager's role in managing educational competitions integrated into MICE activities. Therefore, this study aims to analyze the role of the Project Manager in organizing the Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo Chapter II, including the challenges faced and the solutions implemented to support the successful execution of the event.

2. Research Methodology

This study was conducted at the Bengkalis State Polytechnic, located on Jalan Bathin Alam, Sungai Alam, Bengkalis, Riau, Indonesia. The research focus was the role of the Project Manager in organizing the Elementary and Junior High School Spelling Bee Competition at the Polbeng Business Expo Chapter II. This study employed a qualitative approach using a descriptive research model. According to Hasan (2025), qualitative research is an approach used to deeply understand social phenomena through the analysis of non-numerical data, such as interview results, observations, and documentation. Meanwhile, descriptive research aims to systematically describe a phenomenon or condition in accordance with actual circumstances without manipulating the research variables.

The data sources used consist of primary and secondary data. Primary data was obtained directly through interviews with parties involved in organizing the Spelling Bee Competition and through observations of the event's implementation process. Secondary data was obtained from various supporting sources, such as books, scientific articles, journals, and other documents relevant to the research topic.

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Data collection was conducted through interviews and observation. According to Puspitasari (2025), an interview is a data collection technique involving direct interaction between the researcher and the informant to obtain in-depth information about the phenomenon under study. Additionally, observation involved direct observation of the activities, interactions, and conditions that occurred during the implementation of the activities. The data obtained was then analyzed using thematic analysis. Hasan et al. (2023) explain that thematic analysis is a data analysis method used to systematically identify, group, and interpret patterns or themes emerging from research data. Through this method, the researcher was able to identify various themes related to the role of the Project Manager, the challenges faced, and the solutions implemented in organizing the Spelling Bee Competition at the Polbeng Business Expo Chapter II.

3. Result and Discussion

This section presents the findings of the study regarding the role of the Project Manager in organizing the Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo Chapter II. The findings were obtained through interviews and observations and analyzed using thematic analysis. Based on the analysis, three major themes were identified, namely the role of the Project Manager, the challenges encountered during the event implementation, and the solutions implemented to address those challenges. The results are presented in Table 1 and discussed in the following sections.

3.1 Result

3.1.1 Role of the Project Manager in Organizing the Spelling Bee Competition

Based on the interviews and observations conducted during the study, thematic analysis was employed to identify recurring patterns and themes related to the role of the Project Manager in organizing the Spelling Bee Competition. The analysis revealed three main themes, namely the role of the Project Manager, challenges faced during the event, and solutions implemented to overcome those challenges. The detailed findings are presented in Table 1.

Tabel 1 Result of Thematic Analysis

Theme	Sub-Theme	Description
The Role of Project Manager	Developing a Project Plan	The Project Manager is responsible for developing a detailed plan of activities, from scheduling and task allocation to systematic scheduling, to ensure that the event runs smoothly.
	Monitoring Project Progress	Monitoring the progress of activities through regular evaluations, holding weekly meetings and adjusting schedules as necessary, and ensuring that all divisions report on their achievements and obstacles.
	Effective Communication	The Project Manager ensures smooth and open communication between team members and external parties by providing clear information regarding schedules, task assignments, and event developments.
	Developing Media Strategies	The Project Manager directs the team in developing and formulating appropriate promotional strategies, ensuring that promotional materials are in line with the theme of the event and can reach the right audience to increase publicity for the activity.
Challenges Faced by Project Managers	Participant Delays	Participant tardiness is a major challenge that must be addressed immediately so as not to disrupt the planned activities.
	Team Coordination	Differences in how team members work and a lack of effective coordination often cause delays and tension, requiring quick action from the Project Manager to adjust task distribution and communication.
	Risk Management	Sudden technical obstacles and schedule changes pose major challenges in risk management, so project managers must be prepared with contingency plans to anticipate and quickly resolve such issues.
Solutions Provided by the Project Manager	Emergency Plan	Contingency plans are prepared to deal with unexpected risks, such as delays or technical problems, with quick adjustments to schedules and strategies to keep the event running smoothly.

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	Communication and Task Distribution	Clear division of tasks and open communication between team members and relevant parties help resolve issues quickly and ensure there are no significant obstacles in the implementation of the event.
	Routine Evaluation	Evaluations are conducted regularly to ensure that all teams continue to work enthusiastically and that no issues are left unresolved, keeping the event progressing on track.

Source: Processed Data 2025

Developing a Project Plan

A very important role in project management is to develop a clear and detailed project plan. The project manager is responsible for creating a schedule of activities that covers all stages from pre-event to implementation. In this case, the project manager must be able to plan well and allocate resources efficiently to ensure that the event runs smoothly without any significant obstacles. This planning process must begin with systematic planning and a clear division of tasks among team members according to their expertise and capacity.

Based on the results of the thematic analysis, developing a project plan emerged as one of the primary roles of the Project Manager in organizing the Spelling Bee Competition. The findings indicate that the Project Manager was responsible for preparing a systematic work plan, including scheduling activities, allocating resources, and ensuring that all logistical requirements were adequately addressed before the event implementation. One informant stated:

> *"The Project Manager develops an activity plan by creating a systematic work schedule, covering every stage from pre-event to post-event. He/she ensures that all logistical needs, budgets, and human resources are carefully planned so that there are no significant obstacles during implementation."* (Informant 1, Finance)

This finding suggests that comprehensive planning serves as a foundation for the successful implementation of the event. Through systematic planning, activities can be carried out in an organized manner, reducing the likelihood of unexpected obstacles and ensuring that all event components function effectively.

The findings also reveal that task distribution was carried out based on the committee structure to ensure that each division clearly understood its responsibilities. As explained by one informant: *"The division of tasks is based on the committee structure. The Project Manager explains the roles and responsibilities of each division so that the implementation of tasks is more focused and effective."* (Informant 2, Marketing)

This statement indicates that the Project Manager played an important role in assigning responsibilities according to the functions of each division. Clear task distribution helped committee members understand their respective roles and contributed to more effective coordination during event preparation and implementation. Furthermore, the findings show that task assignments were adjusted according to the abilities and competencies of individual team members. One informant stated

> "*Tasks are assigned based on the abilities and work of each member."* (Informant 3, Secretary)

The statement demonstrates that task allocation was not only based on organizational structure but also considered the capabilities of committee members. Assigning tasks according to individual competencies helped improve work efficiency, minimize errors, and support smoother collaboration among team members throughout the event preparation process.

Monitoring Project Progress

After careful planning, the Project Manager plays an important role in monitoring the progress of the project to ensure that it remains on schedule and within budget. This monitoring is carried out through regular evaluations, where each division reports on their progress, any obstacles encountered, and whether any changes need to be made to the initial plan. Weekly evaluation meetings provide a means for the Project Manager to assess whether the project is running smoothly and to take action if any obstacles arise.

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Based on thematic analysis, monitoring project progress was identified as an important responsibility of the Project Manager in ensuring the successful implementation of the Spelling Bee Competition. The findings indicate that regular monitoring was conducted through weekly evaluation meetings involving all committee divisions. These meetings provided an opportunity for team members to report their progress, discuss obstacles encountered during implementation, and identify appropriate solutions. As stated by one informant:

> *"The Project Manager usually monitors progress through weekly evaluation meetings. Each member reports on their progress, so we can see whether activities are on schedule. If any part is behind schedule, we immediately discuss solutions."* (Informant 3, Secretary)

This finding demonstrates that regular evaluations enabled the Project Manager to assess whether event activities were progressing according to the planned schedule and objectives. Through continuous monitoring, potential issues could be identified early and addressed before affecting the overall implementation of the event. Furthermore, the findings reveal that regular monitoring was also used to ensure that all activities remained under control and aligned with the predetermined timeline and budget. One informant explained:

> *"The Project Manager always monitors progress through weekly evaluation meetings. Each member is required to report on work progress and any obstacles encountered so that they can be discussed together. In this way, all activities remain under control and proceed according to the timeline and budget that were set at the outset."* (Informant 4, Human Resources)

The findings suggest that routine evaluations played a significant role in maintaining project control and facilitating communication among committee members. Through regular progress reviews, the Project Manager was able to make timely adjustments and ensure that event activities remained consistent with the established plans.

Effective Communication

Effective communication is one of the key factors in ensuring the success of a project. Project Managers must ensure that all team members receive clear and timely information. Good communication allows all parties involved to understand the objectives, schedule, and changes that may occur during the event.

Project Managers must also maintain good relationships with external parties such as participants, supervisors, and judges, using various appropriate communication methods, such as WhatsApp groups or face-to-face meetings. Based on the results of the thematic analysis, effective communication emerged as one of the key factors supporting the successful implementation of the event. The findings indicate that the Project Manager maintained communication among committee members by ensuring that all relevant information regarding schedules, responsibilities, and event developments was communicated clearly and consistently. One informant stated:

> *"Project managers usually hold briefings so that everyone understands their roles. In addition, there are also communication groups such as WhatsApp to ensure smooth coordination."* (Informant 5, Assistant Secretary)

This finding demonstrates that communication mechanisms, such as briefings and communication groups, were utilized to facilitate coordination among committee members. These channels helped ensure that all parties remained informed about ongoing activities and understood their respective responsibilities. The findings also reveal that communication was maintained through coordination meetings and active communication channels to ensure that information could be shared efficiently among all stakeholders. As explained by one informant:

> *"Communication is carried out through coordination meetings and active communication groups. The Project Manager always provides the latest information and ensures that all parties understand the established workflow."* (Informant 2, Marketing)

The findings suggest that effective communication contributed to improved teamwork and reduced the likelihood of misunderstandings during event implementation. In addition to supporting internal coordination, communication with external stakeholders, including participants, advisors, and judges, helped ensure that event activities were carried out smoothly and in accordance with the established objectives.

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Developing Media Strategies

The role of the Project Manager in developing media strategies is also very important. The Project Manager is responsible for ensuring that the marketing team has clear directions regarding the target audience, appropriate content, and publication time. An effective media strategy will increase the visibility of the event and help achieve the promotional goals that have been set. The Project Manager ensures that the promotional materials created by the media team are in line with the theme of the event and can reach the right audience.

Based on the results of thematic analysis, Data 8 shows that the role of the Project Manager in developing media strategies is very important for achieving event promotion objectives: “In developing media strategies, project managers and marketers create detailed and appealing promotional and media concepts so that information about activities can be effectively conveyed to the audience.” (Informant 2, Marketing)

The Project Manager works closely with the marketing team to develop promotional materials that are not only appealing but also relevant to the event theme. Clear direction from the Project Manager ensures that the materials created reach the right audience, making event publicity more effective. In addition, Data 9 states: “In content creation, the Project Manager always emphasizes the importance of consistency in design, information, and messaging. With clear direction, the resulting content is more engaging and aligned with the event's objectives.” (Informant 4, Human Resources).

This statement emphasizes the importance of consistency in design, information, and messages conveyed through promotional materials. Well coordinated collaboration between the Project Manager and the team ensures that the promotional materials produced are not only consistent with the theme of the event but also reach the right audience. This is essential for increasing public participation and engagement in the event.

3.1.2 Challenges Faced by Project Managers

As a Project Manager, challenges often arise from various interrelated factors, both within the team and externally. These challenges must be addressed with the right strategy to ensure that events run smoothly and achieve their objectives. Some of the challenges that often arise are participant delays, ineffective team coordination, and risk management related to technical issues or sudden changes in schedules.

The challenges faced by the Project Manager do not only affect one part of the event, but can influence the entire process if not addressed immediately. The Project Manager's success in identifying problems and providing effective solutions will determine the smooth running of the event.

Participant Delays

Participant tardiness is one of the challenges faced by Project Managers in ensuring the smooth running of events. Participant tardiness can disrupt the tightly scheduled event, causing delays in some parts of the event that should have run according to the predetermined schedule. In the Spelling Bee Competition, each activity has a very limited and detailed schedule, so participant tardiness can affect the continuity of the event and cause disruptions to the flow of the event.

Based on the results of the thematic analysis, participant delays emerged as one of the main challenges faced by the Project Manager in maintaining the smooth implementation of the Spelling Bee Competition. The findings indicate that delays in participant attendance could disrupt the predetermined schedule and affect the continuity of event activities. One informant stated

> *“Risks that may arise include participant delays, technical issues, and sudden schedule changes. All of these risks can affect the flow of activities if not addressed immediately.”* (Informant 1, Finance)

This statement emphasizes that participant tardiness can disrupt a carefully planned schedule, causing parts of the event to be delayed, which ultimately affects the smooth running and overall success of the event. In the context of a structured event with limited time, such delays can have a significant impact on the flow of activities and must be addressed immediately to ensure that the event runs according to plan.

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Team Coordination

Team coordination is one of the challenges faced by Project Managers in ensuring that the entire team works efficiently and according to plan. In large events such as Spelling Bee Competitions, which involve many parties, ineffective coordination can lead to delays in completing tasks and even tension within the team. An unbalanced division of tasks or unclear communication can result in delays or misunderstandings that are detrimental to the entire team.

Based on the results of thematic analysis, team coordination is the main challenge faced by Project Managers in ensuring the efficiency and smooth operation of their teams. In major events such as the Spelling Bee Competition, a lack of effective coordination can lead to delays in completing tasks and tension within the team. One informant explained:

> *"The obstacles that often arise are the lack of experience of some members and difficulties in managing time due to busy college schedules."* (Informant 4, Human Resources)

This finding indicates that limited experience and competing academic responsibilities created challenges in coordinating team activities. These conditions sometimes resulted in delays in task completion and difficulties in maintaining effective communication among committee members. Consequently, the Project Manager needed to continuously coordinate and monitor team performance to ensure that all responsibilities were completed according to schedule.

Risk Management

Risk management is an important challenge for project managers in ensuring that events run smoothly. In organizing a spelling bee competition, there are several unexpected risks that may arise, such as technical malfunctions, schedule changes, or unpredictable delays by participants. Project managers must be prepared with contingency plans to deal with these risks so that events can continue as planned without compromising time and quality.

Based on the results of thematic analysis, risk management is a major challenge for project managers in ensuring the smooth running of events, especially in dealing with unexpected risks that may arise during the event. In the context of the Spelling Bee Competition, risks such as technical disruptions, schedule changes, or participant delays must be well anticipated. As stated by one informant:

> *"Technical issues such as equipment malfunctions often occur during events, which can disrupt the proceedings."* (Informant 6, Documentation)

This statement emphasizes that technical failures are one of the most common risks that can hinder the smooth running of an event, affect the quality of its execution, and disrupt the planned schedule. To address this, the Project Manager needs to have an effective contingency plan and the ability to deal with technical issues quickly. Good risk management also includes regular risk monitoring and the development of immediate solutions to problems that may arise, to ensure that the event continues to run according to plan.

3.1.3 Solution Provided by the Project Manager

As a Project Manager, providing appropriate and quick solutions is a very important aspect of overcoming challenges that arise during an event. In organizing events such as Spelling Bee Competitions, problems such as participant delays, team coordination, and technical obstacles are often unavoidable. Therefore, Project Managers must be prepared with the right strategies to overcome these problems so that the event runs smoothly and according to plan.

Some solutions implemented by the Project Manager include contingency plans to deal with unexpected risks, clear communication and structured task distribution to ensure effective coordination among team members, as well as regular evaluations to monitor the progress of events and make necessary adjustments if there are obstacles.

Emergency Plan

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One of the main solutions provided by the Project Manager is to develop a contingency plan. This contingency plan aims to address various unexpected risks that may arise during the event. For example, participant delays, technical disruptions, or sudden changes in schedule. A backup plan is essential so that the Project Manager can take quick action to ensure the event runs smoothly even if problems arise.

Based on the results of thematic analysis, one of the main solutions proposed by the Project Manager was to develop a contingency plan to deal with unexpected risks, such as participant delays, technical disruptions, or sudden changes in schedule One informant stated:

> "*The Project Manager prepares emergency plans, facilitates rapid communication between teams, and prioritizes solutions that can be implemented immediately in the field."* (Informant 1, Finance)

This statement confirms that the Project Manager has prepared a contingency plan to deal with various problems that may arise during the event. This contingency plan is very important so that the Project Manager can take quick and efficient steps to ensure that the event runs according to plan despite any obstacles. With a backup plan in place, the Project Manager can immediately address problems by adjusting the schedule or replacing damaged equipment, so that the event runs smoothly without significant disruption.

Communication and Task Distribution

The second crucial solution is clear communication and structured task distribution. The Project Manager must ensure that every team member has the same understanding of their tasks and responsibilities. Open communication between team members and external parties is essential to avoid misunderstandings and confusion that can hinder the smooth running of the event.

Based on the results of the thematic analysis, clear communication and structured task distribution were identified as important solutions for improving team coordination and ensuring the smooth implementation of the event. The findings reveal that the Project Manager ensured that committee members understood their respective roles and responsibilities through clear task allocation based on the organizational structure. One informant explained:

> *"Tasks are divided based on the committee structure. The Project Manager explains the roles and responsibilities of each division so that tasks can be carried out in a more focused and effective manner."* (Informant 2, Marketing)

This statement shows that the Project Manager divides tasks based on the expertise and responsibilities of each team member, so that a clear and skill-based division of tasks is essential to ensure that each member works efficiently. This ensures that each member understands their role and can contribute maximally to the success of the event. With structured task distribution and open communication, the Project Manager can ensure that the team works according to their competencies, which in turn increases productivity and reduces misunderstandings in task execution. Clear communication ensures that each team member knows what is expected of them and can carry out their tasks more efficiently.

Routine Evaluation

Regular evaluations are the third solution implemented by the Project Manager to monitor project progress. Regular evaluations are conducted to ensure that events are running according to plan and established objectives. Each division must report on achievements and obstacles encountered, so that the Project Manager can formulate the necessary steps.

Based on the results of the thematic analysis, routine evaluation emerged as another important solution implemented by the Project Manager to monitor project progress and ensure that event activities remained aligned with the established objectives. The findings indicate that regular evaluation meetings were conducted to review work progress, identify obstacles, and discuss corrective actions when necessary. As stated by one informant:

> *"The Project Manager always monitors progress through weekly evaluation meetings. Each member is required to report on work progress and any obstacles encountered so that they can be discussed together.*

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In this way, all activities remain under control and proceed according to the timeline and budget that were set at the outset." (Informant 4, Human Resources)

This statement indicates that weekly routine evaluation meetings ensure that each division continues to work according to plan, with any issues that arise being discussed and resolved immediately. These routine evaluations are an important tool for ensuring that the progress of events is monitored, so that any problems that arise can be dealt with immediately.

Through regular evaluations, Project Managers can identify problems early on and take the necessary actions to improve processes that are not running smoothly. Evaluations also provide an opportunity to celebrate the team's achievements, give constructive feedback, and ensure that the event remains on track towards its established goals.

3.2 Discussion

In organizing the Spelling Bee Competition at the Polbeng Business Expo, the role of the Project Manager is vital in overcoming various challenges that arise during the preparation and implementation of the event. Based on the findings in this study, there are several important roles that must be carried out by the Project Manager in facing these challenges, as well as solutions that are implemented to ensure the smooth running of the event.

3.2.1 The Role of Project Managers in Organizing Events

The findings demonstrate that project planning, monitoring, communication, and media strategy development were the primary roles performed by the Project Manager during the organization of the Spelling Bee Competition. Effective planning enabled the allocation of resources, scheduling of activities, and coordination among stakeholders. This finding supports Supit et al. (2024), who emphasized that systematic planning is a fundamental factor in successful event management.

Furthermore, routine monitoring contributed to maintaining project performance and ensuring that activities remained aligned with project objectives. This result is consistent with Aji and Luqman (2025), who stated that continuous monitoring is essential for effective project management.

Communication also emerged as a critical component of project implementation. Effective communication facilitated collaboration among committee members and external stakeholders, thereby reducing misunderstandings and improving overall coordination. This finding supports Ellahi (2024), who highlighted communication as a key determinant of project success.

In addition, the development of media strategies contributed to increasing event visibility and participant engagement. This finding is in line with Sampaio et al. (2022), who emphasized the importance of communication strategies in achieving project objectives.

3.2.2 Challenges Faced by Project Managers

The study identified participant delays, team coordination issues, and risk management as the primary challenges encountered during the event. Participant delays affected the implementation schedule and required immediate decision-making to maintain event continuity. Similar findings were reported by Kurniawan (2024), who argued that ineffective time management may negatively affect project outcomes.

Team coordination difficulties were largely associated with differences in experience and time constraints among committee members. These challenges highlight the importance of effective communication and leadership in managing project teams.

Risk management also emerged as a significant concern due to the potential occurrence of technical failures and unexpected changes. This finding supports Tabassi et al. (2019), who emphasized the importance of proactive risk management in minimizing project disruptions.

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3.2.3 Solutions Provided by the Project Manager

The findings indicate that contingency planning, structured communication and task distribution, and routine evaluation were effective solutions for overcoming challenges during the event. Contingency plans enabled the Project Manager to respond quickly to unexpected situations and maintain event continuity.

Structured communication and task distribution improved team collaboration by ensuring that responsibilities were clearly defined and understood. This approach contributed to increased efficiency and reduced the likelihood of misunderstandings among committee members.

Routine evaluations also played a critical role in monitoring project progress and identifying emerging issues. Through continuous evaluation, the Project Manager was able to implement corrective actions promptly and ensure that the event remained aligned with its objectives.

4. Conclusion

This study examined the role of the Project Manager in organizing the Elementary and Junior High School Spelling Bee Competition at Polbeng Business Expo Chapter II. The findings indicate that the Project Manager played a crucial role in ensuring the successful implementation of the event through project planning, progress monitoring, effective communication, and media strategy development. These responsibilities contributed to the effective coordination of activities, efficient allocation of resources, and achievement of the event objectives. The study also revealed several challenges faced by the Project Manager during the event implementation, including participant delays, team coordination issues, and risk management related to technical disruptions and unexpected schedule changes. These challenges required prompt decision-making and adaptive management to ensure that the event continued according to plan. To address these challenges, the Project Manager implemented several effective solutions, including the preparation of contingency plans to anticipate schedule changes and technical problems, the establishment of clear communication channels, and structured task distribution among committee members. In addition, routine evaluations were conducted to monitor event progress, identify potential issues at an early stage, and implement corrective actions when necessary. The findings demonstrate that effective communication, continuous monitoring, and proactive risk management are essential elements in supporting the successful implementation of educational events. Overall, this study highlights the importance of the Project Manager's role in managing event activities and overcoming operational challenges within a MICE-based educational event environment.

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