Ringkasan Eksekutif

Jakarta Short Course adalah acara renang yang merupakan bagian dari Dash Swim Series, yang diselenggarakan oleh Dash Sports. Jakarta Short Course diadakan selama tiga hari, tanggal 19 Oktober sampai dengan 21 Oktober 2023. Pada pelaksanaannya Jakarta Short Course memiliki masalah utama berupa alur kerja yang belum terstruktur dan terperinci. Setelah melakukan penelitian lebih mendalam, ditemukan akar penyebab yaitu tim penyelenggara belum pernah menggunakan alat manajemen proyek. Menggunakan teori *Event Management Planning Process*, solusi terbaik adalah dengan merekrut seorang konsultan acara. Dengan pengimplementasian solusi ini, diharapkan pelaksanaan Jakarta Short Course dapat lebih terstruktur dan terperinci. Tidak hanya itu, harapannya agar Jakarta Short Course dapat lebih maju dan membawa dampak positif bagi khalayak ramai.

Executive Summary

Jakarta Short Course is a swimming event that is part of the Dash Swim Series organized by Dash Sports. The Jakarta Short Course was held for three days, from October 19 to October 21, 2023. During the event, a major problem was identified: the workflow was neither structured nor detailed. After conducting more in-depth research, the root cause was discovered, the organizing team had never used project management tools. According to the Event Management Planning Process theory, the best solution is to hire an event consultant. By implementing this solution, it is hoped that the organization of the Jakarta Short Course will become more structured and detailed. Additionally, it is hoped that the Jakarta Short Course will become more advanced and have a positive impact on the general public.