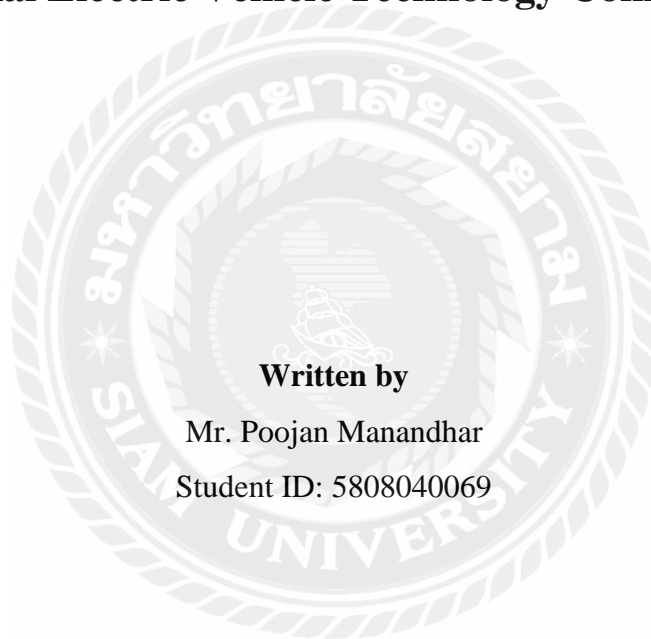




Cooperative Education Report

Project Management Journey of
International Electric Vehicle Technology Conference 2019



Written by

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration**

Academic Semester 2/2018

Siam University

Title: Project Management Journey of International Electric Vehicle Technology
Conference 2019

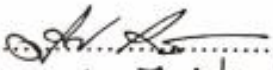
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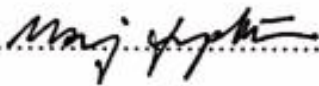
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Conference 2019

Credits : 6

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Degree : Bachelors of Business Administration

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ABSTRACT

It has almost been a century that the internal combustion engine has been dominating the transportation sector which has further lead to the increase in carbon pollution and oil dependency contributing to the global climate change. Due to these global issue many countries now has identified the electric vehicle as a better alternative. Since the electric cars are the future of mobility, I had decided to join Electric Vehicle Association of Thailand (EVAT) in order to have a better understanding and knowledge about the growing industry of Electric Vehicle. During the time of my internship there were Charging Station Subsidy Program and International Electric Vehicle Technology Conference (iEVTech). I was interested in IEVTECH as it was an event management and also a conference which focuses on the main aspects and emerging issue related to electric vehicle. The major problem statement was making the event organized and role of communication for an effective flow of message with both the participants and the stakeholders. Various project management constraints are also used during the planning and organizing perspective were used for conducting the event in an effective and efficient manner.

Keywords: Electric Vehicles, EVAT, iEVTech, Project management, Conference

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Firstly, I would like to express my immense appreciation to Kathmandu College of management and Siam University for providing me such platform and opportunity. I express my deepest thanks to our principal Mr. Bishnu Raj Adhikari and Asst. Prof Dr. Maruj Limpawattana for making it possible to access our potential and go for co-op education in practical manner.

The internship opportunity I had with Electric Vehicle Association of Thailand was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it.

Furthermore - I am using this opportunity to express my deepest gratitude and special thanks to EVAT for giving me this opportunity. Likewise, I would like to thank my supervisor Dr. Thepparat Klamrassamee for his kind cooperation and guidance throughout my internship period. This project would not have been completed without the guidance and constant supervision of Dr. Somruedee Thaiphani and Dr. Maria Shrestha. I express gratitude for their effective guidance. Lastly I would also like to thank my friends and family for their constant support and willingness to help me with their abilities.

Yours sincerely,

Poojan Manandhar

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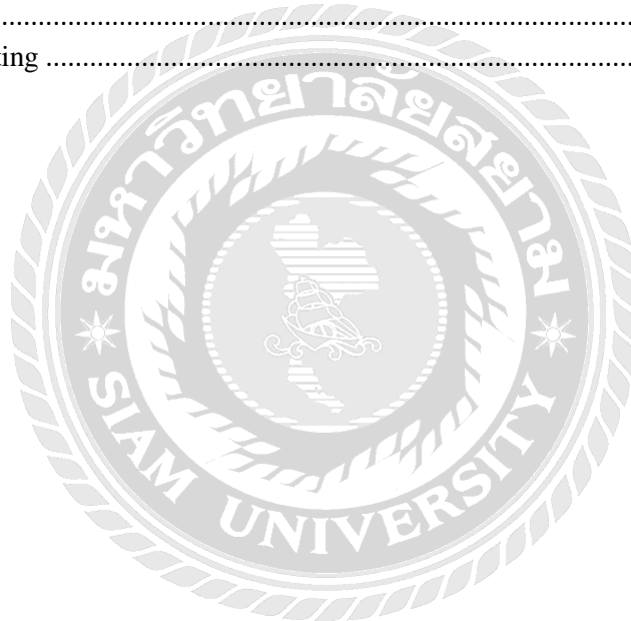
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List of Acronyms

EV: Electric vehicle

EVAT: Electric Vehicle Association of Thailand

PHEVs: Plug-in hybrid electric vehicle

iEVTech: International Electric Vehicle Technology Conference

UBM: United Business Media group

BBA: Bachelors in Business Administration



Chapter 1: Introduction

1.1 Company Profile

Thai automotive industry remains one of the most important export sectors whereby accounting 2 percent of Thailand's economic growth and employs more than 500,000 people. (Thailand Automotive industry, 2019) As the world is now moving towards more of an eco-friendly and self-sustaining environment, the government has given higher emphasis on electric vehicles and next generation automotive technologies like plugged in electric vehicles (PHEVs) and Electric Vehicles (EV). This was the major factor which had triggered both the academic and private sectors in Thailand to discuss and establish the Electric Vehicle Association of Thailand, which was officially established on 6th November, 2015. (Electric Vehicle Association of Thailand, 2016)

Goal

The main goal of EVAT is to promote the use of electric vehicles here in Thailand be it in the terms of use or in terms of production with an aim to reduce road pollution especially in the major cities areas like Bangkok as P.M 2.5 being the major concern in today's context. In addition, EVAT tends to improve the energy efficiency in the mass transportation sector and supports industrial manufacturing and research development on EV technologies here in Thailand with an attempt to strengthen and increase the competitiveness of the Thai EV entrepreneurs in the global market.

Objective

Similarly the Association tends to work around their major objectives which are

1. Support the Knowledge exchange and innovative collaboration Electrical Vehicle (EV) and all related technologies.
2. Support and consult on regulations, standardization and operational solutions which will lead to a deployment, manufacture and development research on the electric vehicles here in Thailand.
3. Promote and advertise an appropriate and safety usage of EV to the public.

Activities

The activities that are conducted by evat are EVAT tech forum, EVAT News, Charging Station Subsidy Program, Charging Consortium, Electric Tuk tuk Conversion. But one of the major activities that it does is International Electric Vehicle Technology Conference (iEVTech).

International Electric Vehicle Technology Conference (iEVTech)

iEVTech is one of the first and only annual international conference in Thailand and ASEAN which focuses on the electric vehicle and its related technologies in order to foster a low carbon transport community. From the past four years the conference has been organized by EVAT with an attempt to provide an international platform to share and gather leading experts, researchers as well as various sponsors and exhibitors from around the world to contribute to the development of electrified transport technology towards smart and sustainable transport.

Focusing on the main aspects and emerging issues related to electric vehicles, this conference aims to provide a platform for the experts, researchers, practitioners and enthusiasts an opportunity to learn, share, network and gather the values of improving and developing the eco-friendly electric vehicle technology for a sustainable future. With this vision of providing an international platform to the enthusiasts who are inspired by the possibilities and frontiers that lie ahead, the conference tends to enhance the potential of Thai and ASEAN industries engaged with electric vehicles, and inspire researchers and developers throughout to learn reconsider the next generation technologies. (iEVTech 2019, 2019)

1.2 Organizational Structure

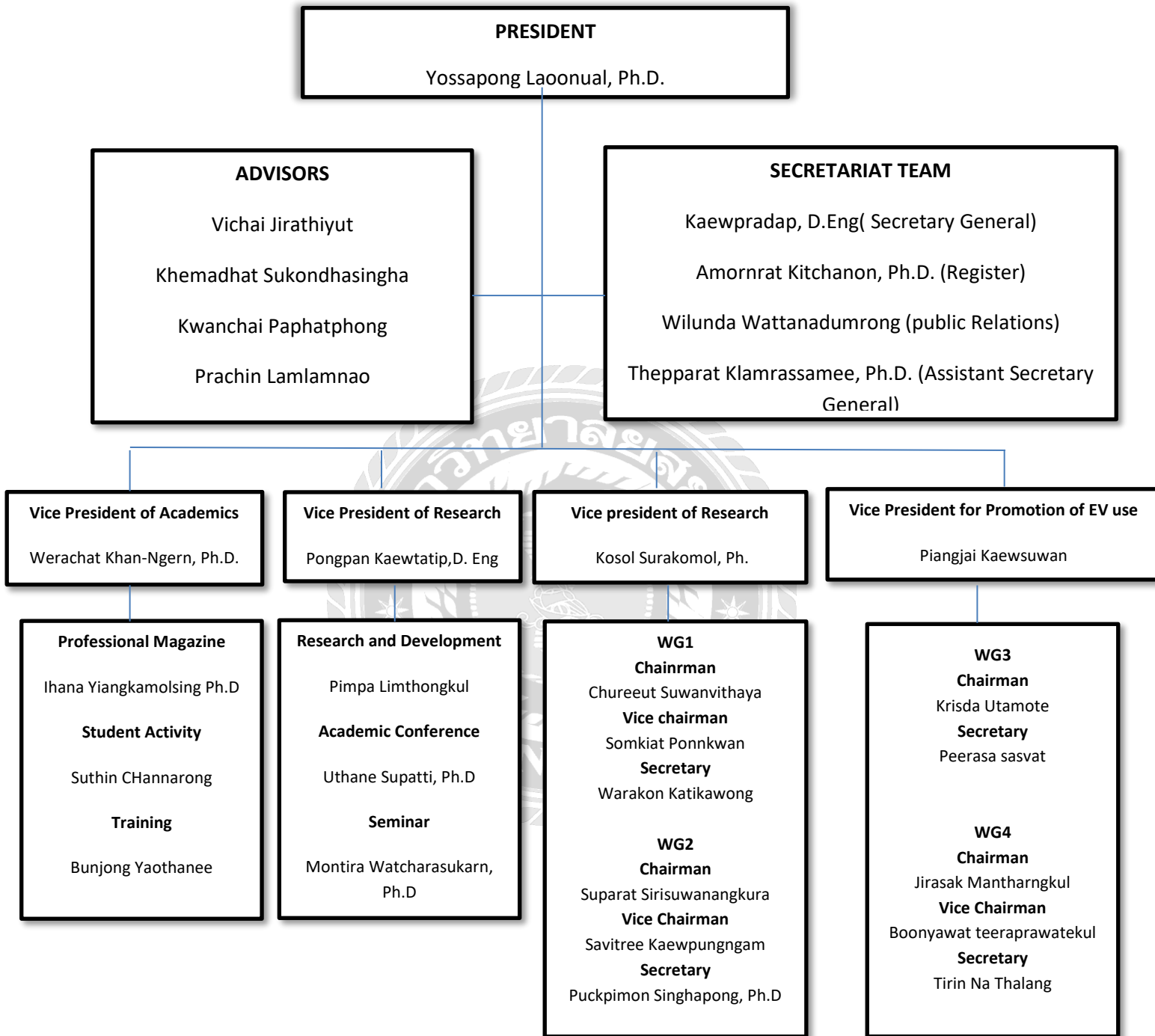


Figure 1. EVAT Organizational Structure

1.3 Statement of Report

In order to be a globally competitive for students of BBA only theoretical knowledge is not enough for handling the real life business scenario. Internship is the great opportunity for the student to know about the how the business is being operated and conducted. As per the requirement of the study I prepared this report on “2019” which includes an event management and settlement during the procedure and business analysis of the company through the event. Role of promotion is also highlighted throughout the report for the effective event. Electric Vehicle Association of Thailand is a committee which includes experts in the automobile field and also academics. Every year EVAT organizes a technical conference with all the expertise to talk about future of mobility. This report aims to find out how the proper event management and planning helps in promotion aspect of the event.

Statement of problems

1. What is role of communication for the success of the project or event management?
2. Does lack of English speaking staff causing barriers to communication?
3. How to manage an event?

Scope of study

This report will consist of understanding and evaluating marketing, event planning and promotion aspect in the field of automobile industries especially in the EV sector. Various factors are there for the aspect of balancing project constraints. Factors constraining project success are scope, Quality, stakeholders, schedule, schedule, Budget, resources, risk and finally customer satisfaction.

Considering the above constraining report also includes the details of EVAT and iEVTech event. It consists of the writer’s observation and on the job experience. Report includes the sequential activities that were carried for the purpose of the event planning. Focus of the report will be also how the sponsors for the event get benefited through the event like this and how their brand equity also increases by it. Since, iEVTech is the international event where people all over the world come and discuss the Future of EV topics, and how the organization EVAT gets benefited PR through it.

Expected outcomes

1. Successful Event Management
2. Team work is vital for the project success
3. Always room for improvement
4. Importance of digitalization for successfully spreading the content
5. Importance of skills Photoshop, Email Draft, adobe illustrator

Limitations of the study

This report cannot be said free of restrictions and problems. Some of the major limitations faced during the course of making the report are:

- Time factor is one of the major constraints. As the internship program was only for about 4 and half months.
- As I was appointed as a project management trainee could not change my department, I was unable to get knowledge about other departments and their functions.
- As the time schedule were very hectic, there was very less time for the supervisors and employees to give their first-hand experience. So, this report is mostly based on my observation.
- As EVAT is a Thai based company so the official language used was majorly Thai which caused a language barrier.
- Got limited access to the company client information.

1.4 Objective of the Study

The report is constructed with the following objectives.

General Objective

The general objective of this report is to fulfill the partial requirement as per Siam University for the completion of the degree of Bachelors in Business Administration. The internship also helped in experiencing the real working environment.

Specific Objectives

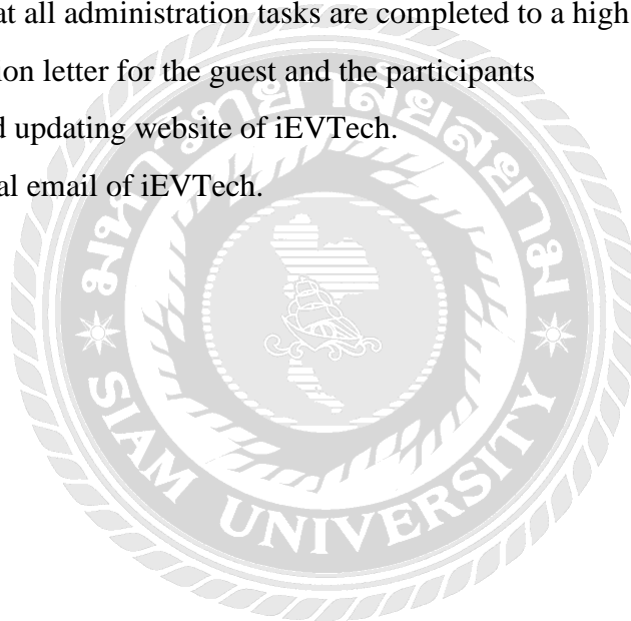
The specific objectives of this report are to provide overall view of event management and planning procedure for the successful conference and project management and how the project life cycle that is different in phases such as initiating, planning, performing and closing. Throughout this project I would like to highlight these aspects mainly for the successful project management. Also various professional and personal objectives are highlighted below:

- To explore the role of communication for the success of the project or event management
- Understanding of EV industry
- Learn how online content marketing works
- Gain insights of the EV industry

1.5 Roles and responsibility of a student

The roles and responsibilities that were assigned to me were as follows:

- Coordinate with the international guest and the speakers for the iEVTech , including the coordination of sending out invitations and collecting responses
- Work closely with the iEVTech planning committee and provide regular updates on the guest list, planning and associated matters
- Day to day coordination and provide general assistance as required to EVAT committee
- Provide clerical support to the EVAT Planning Committee, to include taking notes/minutes of meetings, arranging regular EVAT Committee Meetings, distributing minutes/reports and ensuring that all administration tasks are completed to a high standard.
- Drafting invitation letter for the guest and the participants
- Maintaining and updating website of iEVTech.
- Checking official email of iEVTech.



Chapter 2: Internship Activities

2.1 Assignment and responsibility of a student

I was assigned as a project coordinator trainee. As an intern my main responsibility was to assist the EVAT committee to organize iEVTech event which is going to be held on 5th-8th June 2019. Below I have listed the assignment and responsibility that was assigned:

1. Dealing with international clients especially tracking down guest speakers regarding EV technology for the iEVTech Conference June 2019. I was held responsible for tracking down the keynote speakers via email and LinkedIn which helped me a lot in the scenario. Their updates regarding the biography, abstract about their topic of presentation in the conference. Their status regarding the flight and accommodation was handled by me with the co-ordination of UBM.
2. I was also a part of an organizing team of iEVTech 2019. I had to think like an organizer and consider various part of event management like scope, planning, scheduling, risk and various resources.
3. Web design and update of iEVTech 2019.
4. Checking international emails of participants and the speakers of iEVTech.

Trainee job at Electric Vehicle association of Thailand was a challenging making the major obstacle as language barrier. But the task and activities performed has helped me to grow both personally and professional. These are the set of activities that are done by me a trainee for Electric Vehicle Association of Thailand.

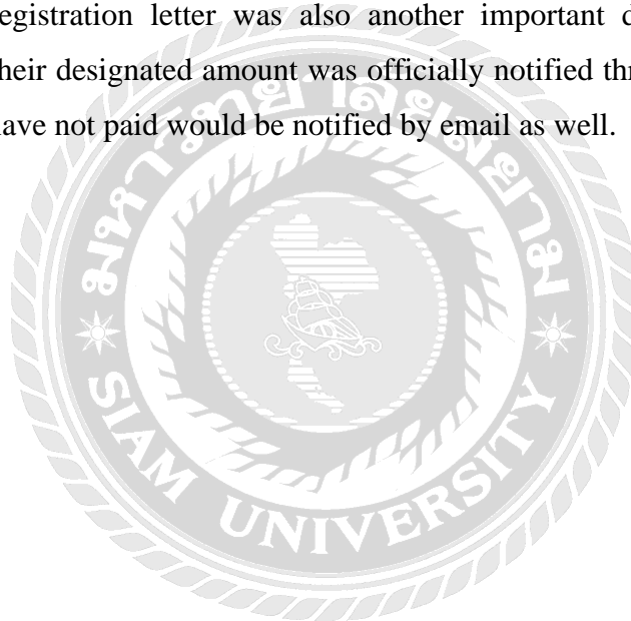
I was held responsible as the main communication part between the participants, keynote speaker, and organizing partner UBM. I have been looking for the all the emails, queries that various people asked and with the discussing with the organizing team providing feedback was one of the vital aspect that I performed during the trainee sessions with Electric Vehicle Association of Thailand.

Drafting invitation letter was the crucial documents that I executed. As many of the participants were coming from outside of Thailand. For the visa procedure they are needed official invitation letter from the event officially and with consulting with the organizing team I drafted an

official letter whose paper had been successfully accepted and sent through official website of EVAT.

Tracking keynote speakers is also very much vital. Through the personal and professional key note speakers from countries like UK, Japan, Singapore and Netherlands were being finalized. My responsibility was to track their status like flight details, presenter's biography, and abstract of the presentation they want to deliver for the purpose of the website to keep the participants and stakeholders informed and also for the purpose of proceeding. This would also include the data for the purpose of launch, reception and dinner. By this data it would be easier as an organizer to know the status of the keynote and guest speaker.

Payment and registration letter was also another important document that I drafted participants who paid their designated amount was officially notified through official website of EVAT and those who have not paid would be notified by email as well.



Chapter 3:

Identification of Problems Encountering during the Internship

Internship program organized by faculty members of Siam University helped us to work in real working environment. Working in a real-life business is not an easy task. It requires high dedication, commitment and discipline as a single carelessness hampers the overall performance of the organization.

Well as an intern in the field, I tend to face some problem as it was my first time working in an Electric Vehicle association. Some of the major problems that I encountered during my period on EVAT were:

1. Language Barriers

EVAT is the Thai based company and the official language used was Thai language there was a language barrier, even though the iEVTech 2019 is the international event, in the planning procedure maximum language that was used is Thai language. Well Language barriers can be a challenge, but working with people of different cultures and backgrounds is what drives innovation, creativity, and success

2. Communication breach

As I was a new to the internship and not yet quiet familiar with the event and its proceeding, participants had quarries about the event and I needed to answer them which turned out to be quiet a challenge for me to pass on the proper information to participants and the speakers. After a week of working in EVAT I got the basic knowledge of the working environment and mainly the necessary details about the event so therefore form here on I was able to flow the correct information to the participants by consulting with my supervisor, who was very helpful and cooperative and provide the proper information required.

3. Formulating the event schedule

The core essence of running a well-organized event is creating a proper event schedule. Under the supervision of my supervisor I was assigned to create a draft of the event schedule which

turned out to be quiet challenging as we had to develop the schedule according to the direction of the EVAT committee which included many changes and edits as we needed to decide the Speakers and the topic that they were addressing in the conference as well as schedules various program and their timing in the events to be included. Although I had to go through changes as per the instructions, due to a proper communication with the committee and also form a proper narrative from my supervisor who was really helpful and corporative. The event draft and schedule assembled as planned.

4. Creating the profile of keynote speakers

The other problem that I encountered was while creating the biography of the key note speakers. During this process I found a bit difficult to get the proper information of your guest speakers to create their biography and also as I not quiet acquainted with the knowledge on the electric vehicle so it was a bit difficult to create an abstract about the topic that they would be addressing in the conference. To solve this problem I took a help form my supervisor who gave me the general background of the speakers and their contract address(email)so by getting in touch with the speakers via email gave me a general synopsis of the topic that they were addressing in the conference and help me finished their abstract. Furthermore- as many professional delegates seemed to be active in LinkedIn and quiet responsive, this further aided me in this task.

5. Understanding the office culture

It is a common issue to get into the trouble in the beginning of the work. The first problem that the intern will face is with the system and communication. The working environment is different in every business. It sure takes time to understand the office culture. Since every organizational culture varies from office to office. Some have a rigid structure while others are flexible.

Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

- Upgrading of website

In this era of digitalization website is one of the best tool for spreading the news and communicating all the agenda to the participants. Participants who have enthusiasm could check <http://www.evat.or.th/16952782/iEVTech-2019/> for the details of the event. As iEVTech is an international event not Thai based. My responsibility was to go and give an international touch to the website so that people who were checking the website could get the information as desired.

I managed to perform the task in successful manner.



Figure 2. Official website of EVAT

- Scheduling

Scheduling is very important aspect if the event management. There all together 20 speakers with their respected topic on which they were addressing. With respect to the key note speaker and agenda the organizing committee had drafted the responsibility of me as a trainee was to update with the designated person who was responsible for the scheduling. I drafted tentative schedule for 5-8th June of the event considering participants, keynote & guest speakers, breaks etc. My drafted schedule was further reviewed by the supervisor and the person who was assigned as a task of scheduling the tentative time table.

Important Dates :	
Speaker Invitation:	15 January - 15 March 2019
Abstract Submission:	1 – 30 March 2019
Early-Bird Registration:	1 April – 12 May 2019
Online Registration:	1 April – 3 June 2019
Conference and Exhibition:	5 - 8 June 2019

Figure 3. Important dates for IEVTECH 2019

DATE	5th June 2019			6th June 2019			7th June 2019		8th June 2019		
VENUE	EH104	GH 203	GH 202	EH104	MR 210	Silk 4	MR 214	EH 104	MR210	MR 221	EH 104
8:00											
9:00		Opening Ceremony on International Conference Connecting ASEAN Smart Cities, Grids and E-mobility In Conjunction with IEVTECH & ASEAN EV Summit 2019			CharIN Asia Forum				EV Knowledge Sharing Session	Global EV Association Network (GEAN) Session (Invitation only)	
10:00	Exhibition (10:00-18:00) EV Drive & Ride (12:00-16:00)			Exhibition (10:00-18:00) EV Drive & Ride (11:00-17:00)	Mobility Taiwan Automotive Research Consortium (mTARC) Forum	Tutorial Session: Smart EV Innovation and Technologies		Exhibition (10:00-18:00) EV Drive & Ride (11:00-17:00)	Japan-Korea EV Session	Networking luncheon Room: Amber 1, BITEC (Invitation only)	
11:00											
12:00											
13:00											
14:00			ASEAN EV Summit 2019 Opening Ceremony								
15:00											
16:00											
17:00							Round Table Discussion on ASEAN EV Standardization (Invitation only)				
18:00											
19:00	Networking Reception Room GH203, BITEC			Dinner Banquet Hosted by EVAT Fahrenheit Restaurant, BITEC							
20:00											

Figure 4. Program at a Glance

- Email and content mapping

Email has been the professional medium for the exchange of information. For the purpose of the iEVTech 2019 event proceeding content were developed and sent an email to the prospect client as the part of our promotional campaign. There were basically two types of marketing material designed one for the academics like professors and other one for those who are coming at the event and other was for the sponsors and booking the booth for exhibitions (EV brochure 2019, 2016)



Figure 5. Marketing material for Participants



Figure 6. Marketing Materials for Sponsors

- Online Promotion

Electronic Marketing (E-Marketing) can be said a modern theory and a modern business practice which involves marketing of products, ideas, concepts, services and information through electronic means or as said internet of thing (IOT). Other online promotions by the website, social media platform such as Facebook page of EVAT of the latest guest speaker updates were done by me.



Figure 7. EVAT Facebook page



Figure 8. iEVTech 2019 Event page

The other crucial part of the event management is to keep updating the prospect about the recent thing that is happening. Information is the key to success for the event Planning. In this generation of IOT creating website and sharing information has been helpful to share the date and can be viewed worldwide at anywhere anytime. My task was to update official website of the iEVTech 2019 with the latest announcement, key note speaker update, visa issue update, program details, and exhibition and nearby hotel recommendation for those who needed.

4.2 Details of the related learning process and new knowledge student has received

Maintaining and updating website Information was the new thing that i had gained during the internship. I had never been involved in such sector before. Editing skills is required to update the website with the right information so that it would look attractable and eye catching.

Using of Adobe illustrator was also one of the other tools that I applied for the purpose of marketing material editing platform such as adobe illustrator is used. Through the proper guideline and supervision of my supervisor I was trained to do editing skills in the adobe illustrator for the purpose of designing content marketing material.

Email is one the frequent used tool for communication in the professional world. Before I used to think email as just a messaging tool but its beyond that. There are various functions that we can do through email such as business letters, meeting invitations, and publications. In addition, Email has been a strong medium for the promotion of the campaign and letting know the prospect of what is going on the current status and scenario of the project.

Overview of electric vehicle industry was also known through the internship period. What is happening new in the EV technology around the world through the period of internship I was able to update it. Importance of charging station network to promote electric vehicle was noticed. And most importantly policy makers (government) play a vital role in promoting EV.

With the data base of the participant and objective and agenda the campaign could be easily identified and started. For example, the campaign such as notifying participants of the payment. Due to the viable data base with the tool of email it could be send and feedback received would be the viable information for keeping up the update of the participants.

Digital marketing and social media has been the best tool for the online promotion of the content that has been developed. Email marketing is for the limited ones and social media has been the viable tool to reach a huge mass. Also with Facebook pages and website news and updates of the official program of iEVTech 2019 helped in retaining peoples attentions

Chapter 5: Conclusions and Discussions

5.1 Self-assessment as future professional

In this 3 months long internship I was able to grow professionally as well as personally. This internship was like a reality check for me, where I could know my strengths and weaknesses. I had to do many tasks and actions which were outside my comfort zone and I believe this what I believe has helped me grow. Working in EVAT had always been an interest for me and this internship definitely show me the first had experience of working in international company and an association. I had been interested in EV sector but had not known how the industry was, what are the new innovation that has been coming in this market and who are the big dominant players of EV. Working at EVAT have given me knowledge of the event management techniques as well as knowledge of EV industry in Nepal.

This was a new experience for me but I hope this internship will help me a lot in my professional career in the future. Here I also learned about the practical skills of managing one-self, being a better communicator and a professional worker. Even though I was an intern, I always saw myself as an employee and didn't cause any setback in the works I handled.

There are still many places where I have to improve and develop various skills but I believe this internship has been a kick starter to my professional career.

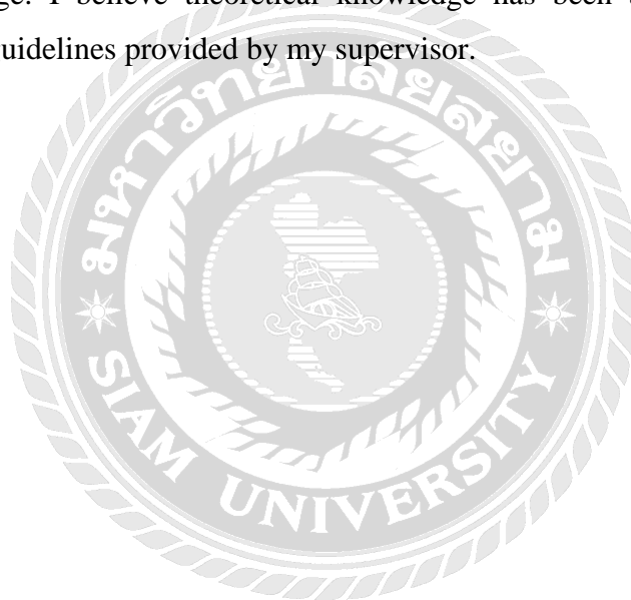
With this report the conclusion is that in this age of digitalization even though there is language barrier there are various means of communication to get the message across. As communication is the vital role for the project management success rate.

I have known core interest that I will be working in the future days. Through my internship in EVAT I have realized my skills on automobile sector and event management. Things that I have learned in Thailand I must make applicable in Nepal also. My main goal of this internship was to understand the EV sector and with that I had many challenges from which I gained much more experience and learned many set of skills.

5.2 Comparison of practical learning VS theory

During my internship I was able to gather much new knowledge by working and doing tasks. Here I was able to learn about how a media agency works on a day today basis. I was able to improve my interpersonal skills. Here I learned a lot on communication skills and also was able to make new connections in the corporate world. I learned about how a client servicing employee has to negotiate with the clients as well as handle the pressures form the clients. Practically I learnt how a client servicing executive manages both the firm people as well as the clients. Practically I believe how to deal with people better now.

Theoretical knowledge was equally important for me as it was a foundation for me to get my practical knowledge. I believe theoretical knowledge has been a base for learning the terminologies and the guidelines provided by my supervisor.



Annex:



Figure 9. KX knowledge Exchange Building



Figure 10. Co-working Space



Figure 11. Working area



Figure 12. Work space



Figure 13. iEVTech Meeting

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