



## **COOPERATIVE EDUCATION REPORT**

“From strategic planning to seamless execution as Event Manager at Reta World.”

WRITTEN BY:

Tilak Raj Joshi

Student ID: 6508040005

This report is submitted in Partial Fulfillment of the  
Requirements for Cooperative Education

Faculty of Business Administration

Academic Year 3/2024

Siam University

**Title:** From strategic planning to seamless execution as Event Manager at Reta World.

**Written By:** Tilak Raj Joshi

**Department:** Bachelor of Business Administration (Finance and Investment)

**Academic Advisor:** Mr. Raj Sanskrit

**Oral Presentation Committee:**

*Raj Sanskrit*

(Mr. Raj Sanskrit)

Academic Advisor

*Rupesh Joshi*

(Rupesh Joshi)

Job Advisor

*Ashutosh Mishra*

(Mr. Ashutosh Mishra)

Cooperative Education Committee

*Maruj Limpawattana*

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education Department

**Project Title:** From strategic planning to seamless execution as Event Manager at Reta World.

**Credits:** 5

**Author:** Mr. Tilak Raj Joshi

**Advisor:** Mr. Raj Sankrit

**Degree:** Bachelor of Business Administration

**Major:** Finance and Investment

**Faculty:** Business Administration Semester/Academic Year: 3/2024

### **Abstract**

This report offers a comprehensive account of my 16-week internship at Reta World Pvt. Ltd., a Nepal-based organization dedicated to enriching lives by harmonizing spiritual wisdom with contemporary scientific understanding.

As an **Event Manager Intern**, I supported the planning and execution of events—including seminars and spiritual-discourse programs—designed to foster personal growth and self-awareness. My responsibilities encompassed event coordination, speaker liaison, venue logistics, promotional support, and participant experience management. The internship served as an opportunity to apply theoretical knowledge from academic disciplines such as event operations, communication, and purpose-driven leadership. Throughout the experience, I gained valuable insight into organizing spiritually themed programs, enhancing engagement, and integrating purpose-driven objectives into event planning. These experiences helped me develop skills in logistical coordination, thoughtful communication, and audience experience design—strengthening my readiness for a career in experiential programming and holistic event management.

**Keywords:** event coordination, spiritual programming, experiential learning, logistics, participant engagement, integrations of science and spirituality.

## **Acknowledgement**

I extend my heartfelt gratitude to Siam University and Kathmandu College of Management for providing me with this invaluable opportunity to bridge theoretical learning with practical industry experience. My sincere appreciation goes to my job supervisor, Dr. Rahul Sarawagi, whose mentorship, guidance, and unwavering support have been instrumental in enhancing my professional growth.

I am deeply thankful to the entire Reta World Pvt. Ltd. team for their encouragement, cooperation, and for fostering an environment conducive to learning and development. I also express my profound gratitude to my academic supervisor, Mr. Raj Sankrit, whose constructive feedback and insightful guidance have been pivotal in the successful completion of this report. Finally, I acknowledge the unwavering support of my family and peers, who continuously motivated me throughout this internship journey.

**Tilak Raj Joshi**

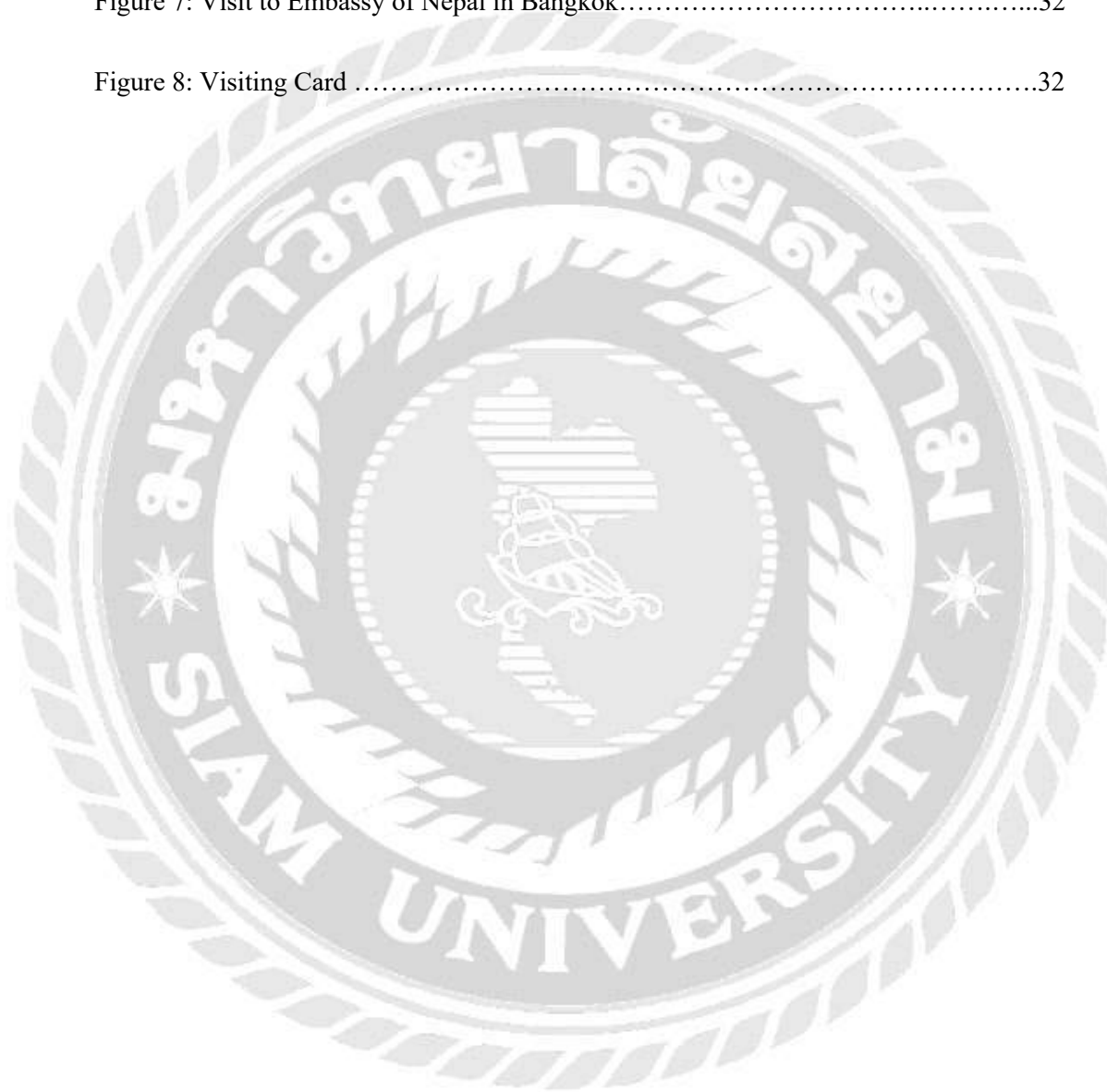
**6508040005**

## Table of Contents

<b>Abstract.....</b>	<b>3</b>
<b>Acknowledgement.....</b>	<b>4</b>
<b>Table of Contents.....</b>	<b>5</b>
<b>List of Tables.....</b>	<b>6</b>
<b>List of Figures.....</b>	<b>7</b>
<b>Chapter 1: Introduction .....</b>	<b>8</b>
1.1 Company Profile .....	8
1.1.1 History and Evolution.....	8
1.1.2 Vision.....	9
1.1.3 Mission.....	9
1.1.4 Core Values.....	9
1.1.5 Product Ranges and Descriptions.....	9 - 10
1.1.6 Strategic Alignment and Partnerships.....	12
1.2 Organizational Structure.....	12
1.2.1 Organizational Overview.....	12
1.2.2 Functional Divisions and Key Roles.....	12 - 13
1.2.3 Strategic Partnerships and External Resources.....	13
1.2.4 My Position in the Organization.....	13
1.2.5 My Job Position in the Company's Organizational Structure.....	13
1.3 My Intention and Motivation to Join Reta World Pvt.Ltd.....	14
1.4 Strategic Analysis of Reta World Pvt.Ltd (SWOT Analysis) .....	14 - 15
1.5 Statement of the Report .....	15
1.6 Objectives of the Co-operative Studies.....	15 - 16
<b>Chapter 2: Co-op Study Activities.....</b>	<b>17</b>
2.1 Job Description .....	17
2.2 My Duties and Responsibilities.....	17 - 18
2.3 Activities in Coordination with Co-Workers.....	18 - 19

2.4 My Job Processes.....	19 - 20
2.5 Contributions as a Co-op Student in the Company.....	20
<b>Chapter 3: Learning Process and Outcomes.....</b>	<b>21</b>
3.1 Challenges Encountered.....	21
3.2 Problem-Solving Approaches Used.....	21 - 22
3.3 Examples of Problem Resolution.....	22
3.4 Recommendations to the Company .....	22 - 23
3.5 Technical and Soft Skills Acquired .....	23
3.6 Implementation/Application of Coursework to Real Working Situations.....	23 - 24
3.7 Co-op Learning Experience and Outcomes.....	24
<b>Chapter 4: Conclusion.....</b>	<b>25</b>
4.1 Summary of Highlights from my Co-op experience at Reta World Pvt. Ltd.....	25
4.2 Self-assessment of Professional development.....	25
4.3 Benefits from the internship for future career.....	26
4.4 Limitation of the Co-op Studies.....	26
4.5 Recommendations for the Co-op studies.....	27
4.6 Final Reflections.....	27
References.....	27
Appendices.....	29
Appendix A: Weekly Log.....	29 - 31
Appendix B: Some Memorable Pictures.....	31
<b>List of Tables</b>	
Table 1: Technical and Soft Skills Acquired. ....	23
Table 2: Self-assessment of Professional development.....	25
Table 3: Appendix A.....	29-31
<b>List of Figures</b>	
Figure 1: Reta World -Greater thinking.....	8
Figure 2: Reta World Courses.....	10

Figure 4: Reta World Upcoming Courses.....	10
Figure 4: Reta World Upcoming Courses.....	11
Figure 5: Reta World Services.....	11
Figure 6: Organizational Structure.....	12
Figure 7: Visit to Embassy of Nepal in Bangkok.....	32
Figure 8: Visiting Card .....	32





## **Chapter 1: Introduction**

### **1.1 Company Profile**

#### **RETA World – Greater Thinking for a Better Life**

Reta World Pvt. Ltd., established in Nepal, is a purpose-driven organization dedicated to harmonizing spiritual wisdom with scientific understanding to enrich modern life. Through seminars, publications, workshops, and experiential programs, the company creates platforms for individuals to explore holistic growth—integrating insights from philosophy, psychology, and spirituality with practical applications for personal and professional development.

Within a short span of operation, Reta World has positioned itself as a unique contributor to Nepal's knowledge-sharing ecosystem, focusing on transformational learning, community engagement, and purpose-driven events that inspire individuals to lead more balanced, meaningful lives.



Figure 1: Reta World -Greater thinking for a Better Life (Logo)

#### **1.1.1 History and Evolution**

Reta World Pvt. Ltd. was founded with the vision of addressing the increasing need for guidance in a rapidly changing world. Recognizing the gap between spiritual knowledge and scientific reasoning, the company began organizing small-scale seminars and discussions in Kathmandu. Over time, it expanded into broader initiatives—curating workshops, publishing content, and collaborating with thought leaders to share wisdom in an accessible, practical



format. This evolution reflects its commitment to making ancient knowledge relevant in modern contexts.

### **1.1.2 Vision**

To be a leading platform that bridges science and spirituality, empowering individuals to achieve holistic well-being and purposeful living.

### **1.1.3 Mission**

Our mission is to create meaningful learning experiences that combine timeless wisdom with modern knowledge, fostering self-awareness, resilience, and positive change in individuals and society.

### **1.1.4 Core Values**

The company is guided by principles that reflect its philosophy and purpose:

*Integrity* – Upholding honesty and authenticity in all initiatives.

*Wisdom* – Drawing from both spiritual traditions and modern science.

*Service* – Contributing positively to individuals and communities.

*Excellence* – Delivering high-quality, impactful programs and events.

*Collaboration* – Partnering with thought leaders, organizations, and communities to expand reach and impact.

### **1.1.5 Product Ranges and Descriptions**

Reta World primarily focuses on:

- *Seminars and Workshops* – Themed around self-development, mental well-being, and spiritual-scientific integration.
- *Publications and Content Creation* – Books, articles, and digital media sharing knowledge and insights.

- Experiential Programs – Retreats, discussions, and practical sessions that foster learning through experience.
- Community Events – Large-scale conferences, cultural programs, and collaborations aimed at public engagement.

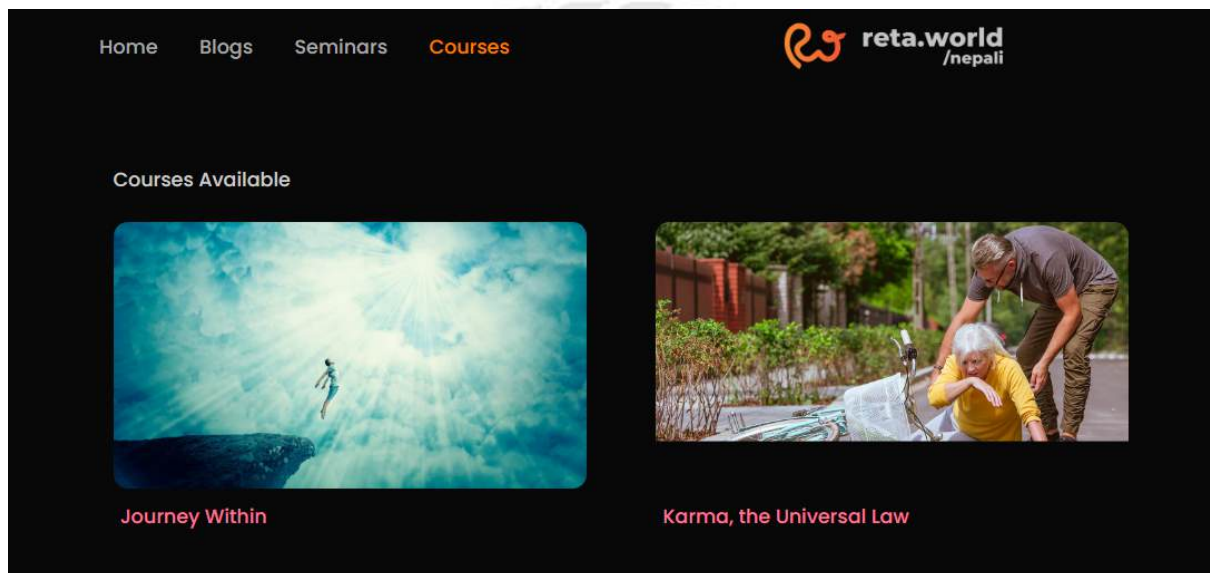


Figure 2: Reta World Courses

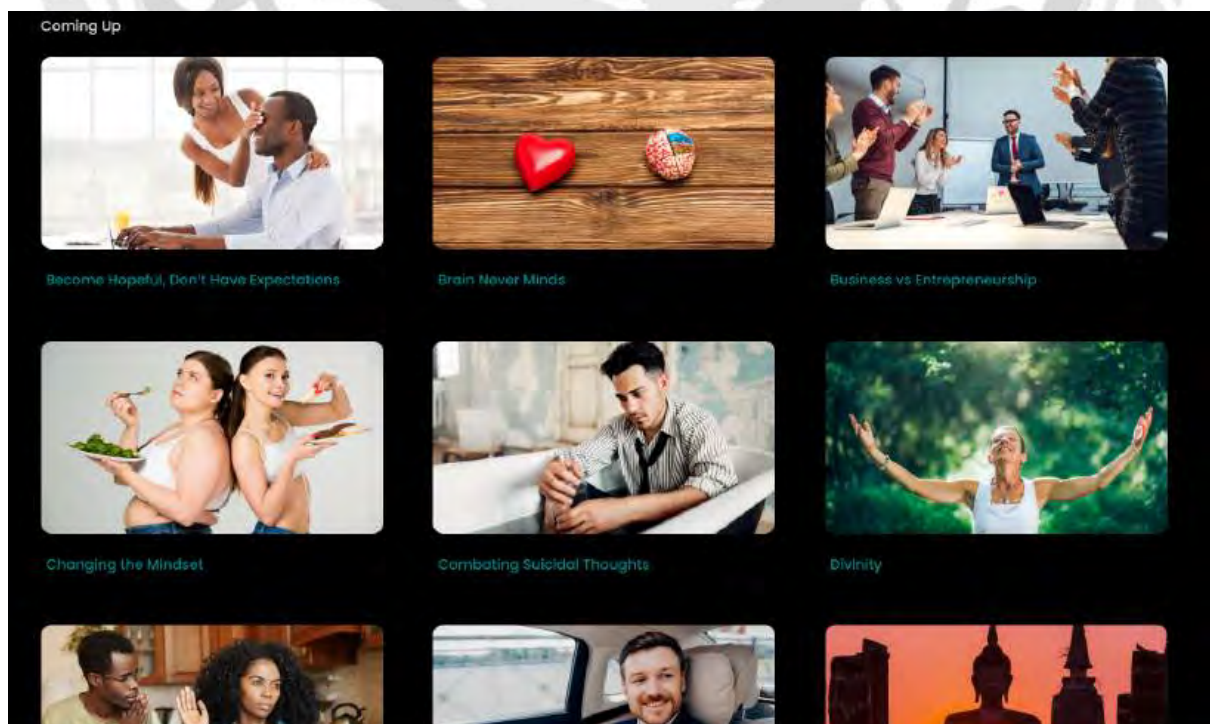


Figure 3: Reta World Upcoming Courses

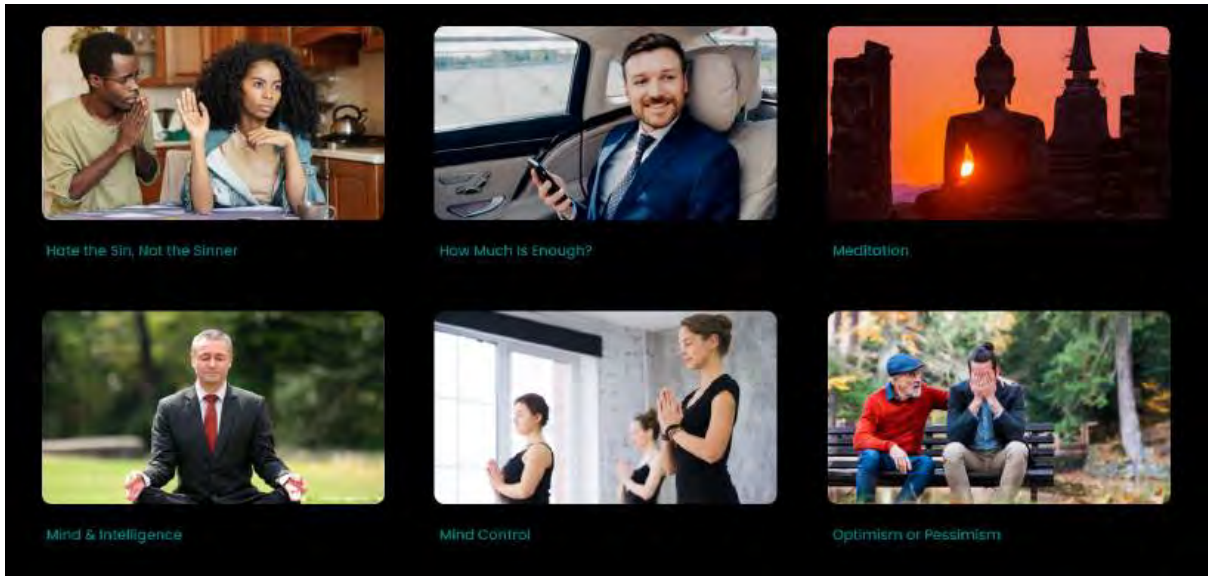


Figure 4: Reta World Upcoming Courses

**our services**

astrological analysis	standard analysis	premium analysis
<b>Rs. 5,500</b> <del>RS. 11,000</del>	<b>Rs. 11,000</b> <del>RS. 22,000</del>	<b>Rs. 99,000</b> <del>RS. 198,000</del>
Your Kundali Analysis	Your Basic Analysis	Your Complete Analysis
<a href="#">Yes, Let's Analyze Now</a>	<a href="#">Yes, Let's Analyze Now</a>	<a href="#">Yes, Let's Analyze Now</a>

Figure 5: Reta World Services

### 1.1.6 Strategic Alignment and Partnerships

Reta World aligns itself with educators, spiritual practitioners, scientists, and thought leaders both locally and internationally. Collaborations with NGOs, universities, and cultural organizations strengthen its reach and impact. External partnerships are often formed for event logistics, digital marketing, technical production, and publishing services, allowing the company to stay lean while ensuring professional execution of its programs.

## 1.2 Organizational Structure

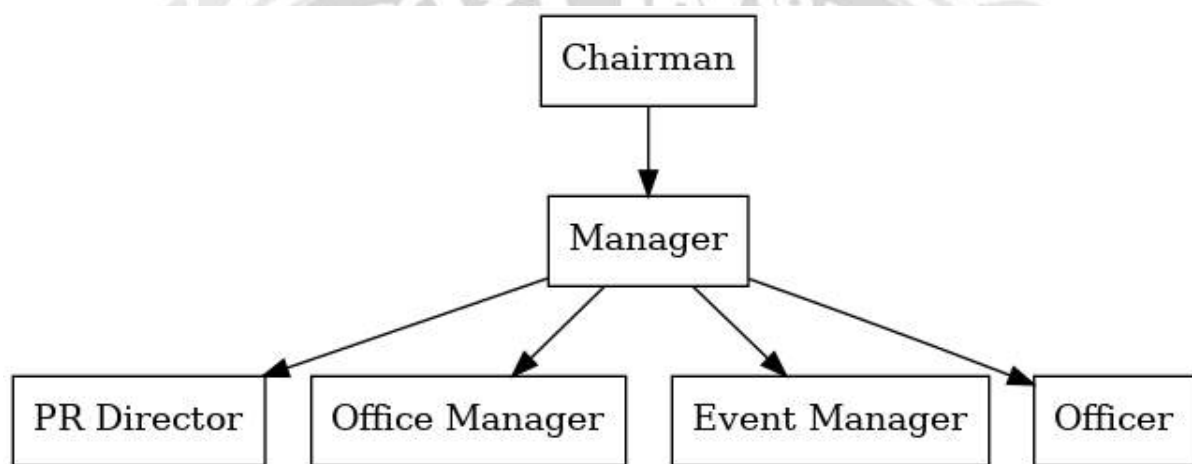


Figure 6: Organizational Structure

### 1.2.1 Organizational Overview

Reta World operates with a collaborative and flexible organizational structure suited to its purpose-driven activities. At the top sits the Managing Director, who provides vision and oversight across projects. Supporting the leadership are divisions that focus on event planning, content development, communications, and administration. The structure encourages teamwork and cross-functional collaboration, as many projects require inputs from multiple areas simultaneously.

### 1.2.2 Functional Divisions and Key Roles

Program & Event Management – Designing, planning, and executing seminars, workshops, and retreats.

Content Development & Publications – Research, writing, and dissemination of spiritual and scientific insights.

Communications & Outreach – Marketing, social media, community engagement, and partnerships.

Administration & Support – Finance, logistics, and operational coordination.

### **1.2.3 Strategic Partnerships and External Resources**

The company frequently collaborates with experts, speakers, and facilitators in the fields of science, philosophy, psychology, and spirituality. For operational excellence, it also outsources specialized functions such as venue logistics, event production, technical media support, and legal compliance. These external resources ensure that the organization can deliver impactful programs without building heavy in-house structures.

### **1.2.4 My Position in the Organization**

I joined Reta World Pvt. Ltd. as an Event Manager Intern, working under the guidance of the PR Director and Chairman.

### **1.2.5 My Job Position in the Company's Organizational Structure**

I reported directly to the PR Director and Chairman. My primary responsibilities included:

- Assisting in the planning and coordination of events, seminars, and workshops.
- Managing logistics, including venue arrangements, vendor coordination, and scheduling.
- Supporting communication with speakers, facilitators, and participants.
- Overseeing on-site execution and ensuring smooth flow of events.
- Contributing to post-event evaluations and reporting.
- Collaborating with the communications team for outreach and promotional activities.



### **1.3 My Intention and Motivation to Join Reta World Pvt. Ltd.**

As a bachelor student, I was motivated to join Reta World Pvt. Ltd. because of its unique focus on integrating spirituality with modern scientific approaches—a rare and meaningful domain in today’s professional landscape. Unlike conventional event management firms, Reta World emphasizes purpose-driven programming, allowing interns to experience how events can be designed not only for engagement but also for transformation.

I sought this internship because it offered:

- Exposure to holistic event management that goes beyond entertainment to deliver meaningful impact.
- Cross-disciplinary learning involving event logistics, communication, psychology, and spiritual studies.
- Hands-on experience in planning, coordination, and participant engagement.
- Networking opportunities with thought leaders, educators, and community influencers.
- A growth-oriented environment where interns contribute actively to planning and execution rather than performing routine clerical tasks.

### **1.4 Strategic Analysis of Reta World Pvt. Ltd. (SWOT Analysis)**

#### **Strengths**

- Unique positioning by integrating science and spirituality.
- Agile and flexible organizational structure.
- Strong community engagement and cultural relevance.
- Collaborations with thought leaders and facilitators.

#### **Weaknesses**

- Limited financial resources compared to larger event or cultural organizations.
- Small workforce with broad responsibilities.
- Reliance on external partnerships for technical and logistical expertise.
- Lower global visibility at present.

## Opportunities

- Growing interest in mindfulness, well-being, and spiritual-scientific integration.
- Rising demand for purpose-driven events and experiential learning.
- Potential partnerships with educational institutions and NGOs.
- Digital platforms for scaling programs globally.

## Threats

- Economic and political uncertainties in Nepal.
- Competition from established event organizers or spiritual organizations.
- Risk of being perceived as niche or limited in scope.
- Dependence on external experts for specialized programs.

## 1.5 Statement of the Report

This report is prepared as part of my undergraduate co-operative studies program. It presents an overview of Reta World Pvt. Ltd., its organizational structure, my role and responsibilities, and a strategic analysis of the company. The report further reflects my motivations, learning objectives, and professional experiences during my internship as an Event Manager Intern.

## 1.6 Objectives of the Co-operative Studies

The key objectives of this co-operative study are:

A. Apply theoretical knowledge: To implement finance, strategic management, and real estate investment concepts learned in the classroom to real-world property investment and development scenarios in Nepal.

B. Gain industry-specific knowledge: To develop a practical understanding of the Nepalese real estate sector, including market trends, property valuation, investment risks, and development processes.

C. Develop cross-disciplinary business skills: To acquire hands-on experience in integrating finance, law, and property development knowledge in strategic decision-making for real estate investments.

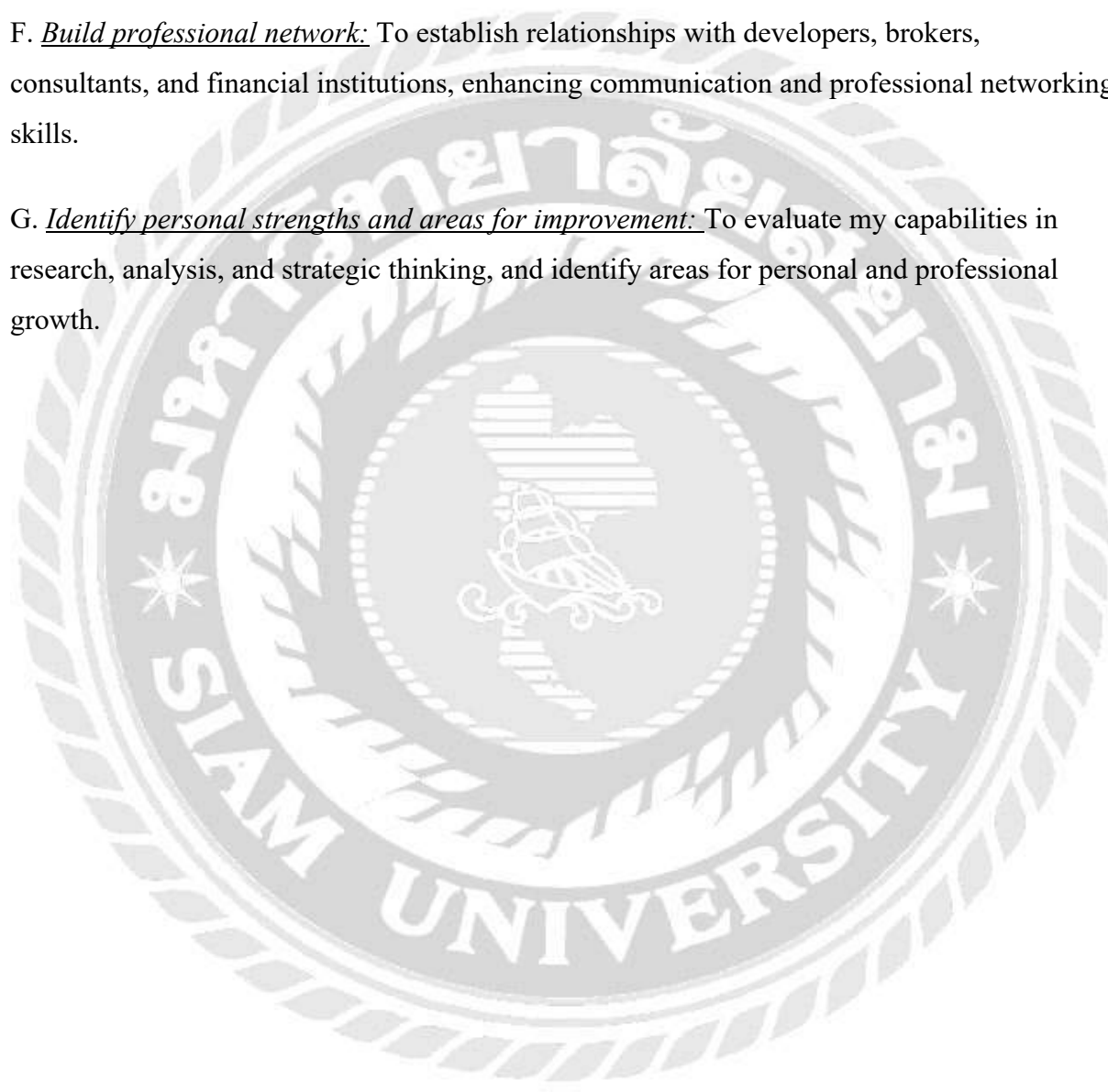


D. Enhance analytical competencies: To build practical skills in market research, financial modeling, feasibility analysis, and portfolio evaluation.

E. Contribute to business growth: To support strategic investment decisions, property acquisitions, and development projects, while learning from experienced professionals in the field.

F. Build professional network: To establish relationships with developers, brokers, consultants, and financial institutions, enhancing communication and professional networking skills.

G. Identify personal strengths and areas for improvement: To evaluate my capabilities in research, analysis, and strategic thinking, and identify areas for personal and professional growth.



## Chapter 2: Co-op Study Activities

### 2.1 Job Description

As the Event Manager Intern at Reta World Pvt. Ltd., my role was a dynamic combination of logistical coordination, administrative support, and on-site execution for purpose-driven programs. The core objective was to support the planning and seamless execution of events—including seminars, workshops, and spiritual discourse programs—designed for holistic personal growth and self-awareness.

My responsibilities, reported under the guidance of the PR Director and Chairman, primarily focused on:

- Logistical Coordination: Managing venue selection, vendor management, and ensuring all technical and physical arrangements were in place for events.
- Speaker and Participant Liaison: Supporting communication with speakers, facilitators, and managing the overall participant experience, from registration to post-event follow-up.
- Promotional Support: Collaborating with the communications team on outreach, managing registration processes, and supporting digital marketing efforts.
- On-site Execution: Overseeing the day-of flow of events, troubleshooting unexpected issues, and managing volunteer teams to ensure high-quality, impactful programs.

### 2.2 My Duties and Responsibilities

During the 16-week internship, my duties evolved from administrative tasks to active project coordination, reflecting my hands-on exposure to all phases of event lifecycle management.

#### A. Event Planning and Logistics

- Venue Management: Researched and shortlisted suitable venues for upcoming seminars and workshops based on capacity, accessibility, and alignment with the event's spiritual and intellectual theme.
- Vendor Coordination: Assisted in liaising with external vendors for sound and technical production, catering, and printing of materials.

- Budget Tracking: Maintained event expenditure logs and assisted the Administration team in preliminary cost-benefit analysis for smaller programs.

## **B. Communication and Outreach Support**

- Speaker Liaison: Managed communication flow with external thought leaders, educators, and spiritual practitioners regarding their travel, accommodation, and presentation needs.
- Participant Management: Handled participant queries, managed the online registration platform, and ensured a smooth check-in process on event days.
- Promotional Content: Supported the Communications team by compiling event details and speaker biographies for digital brochures and social media announcements.

## **C. On-Site Execution and Quality Control**

- Event Setup & Teardown: Directly supervised the physical setup of the stage, seating, technical equipment, and promotional booths.
- Flow Management: Acted as a key point person on event days, managing the schedule, introducing speakers, and directing volunteer staff to ensure the seamless flow of the program.
- Post-Event Evaluation: Distributed feedback forms to attendees and compiled key data points for post-event evaluation reports.

## **D. Content and Publication Support**

- Workshop Material Preparation: Assisted in proofreading and formatting support materials for experiential programs and publications.

## **2.3 Activities in Coordination with Co-Workers**

The flexible and collaborative structure of Reta World necessitated constant cross-functional collaboration. I worked closely with:

- *Program and Event Management Team*: Collaborating on event design, scheduling, and overall thematic planning of seminars and retreats.
- *Communications and Outreach Team*: Sharing event updates, coordinating promotional timelines, and ensuring consistent messaging across digital and print media.
- *Administration and Support Team*: Ensuring logistical tasks such as contracts, payments to vendors, and venue arrangements were handled efficiently.
- *External Partners*: Coordinating on-site with outsourced technical and production teams to maintain high standards of execution.
- *Speakers and Facilitators*: Serving as the direct point of contact to ensure their session requirements were met, which involved clear, thoughtful communication.

## **2.4 My Job Processes**

My day-to-day workflow followed structured processes tailored to event management:

### **1. Event Initiation & Planning:**

- *Process*: Concept Finalization - Venue Scouting/Shortlisting - Preliminary Budgeting - Speaker Contact.
- *Goal*: Establishing the foundation and scope of the event.

### **2. Execution and Logistics Coordination:**

- *Process*: Vendor Quotations - Contract Finalization - Technical Run-Through - Volunteer Briefing.
- *Goal*: Transforming the plan into a ready-to-execute schedule.

### **3. Participant and Outreach Management:**

- *Process*: Promotional Material Support - Online Registration Setup - Query Management - Pre-event Reminder Communication.
- *Goal*: Maximizing attendance and preparing participants for the experience.

### **4. On-Site Management (Day of Event):**

- Process: On-Site Setup Supervision - Registration Management - Speaker Support - Time Management - Troubleshooting and Problem Resolution - Teardown and Cleanup.
- Goal: Ensuring a seamless, high-quality event experience.

## 2.5 Contributions as a Co-op Student in the Company

Despite being an intern, I made several contributions that enhanced Reta World's operational efficiency and event quality:

- Streamlined Logistics Database: I organized a database of preferred vendors, venues, and their pricing structures, which significantly reduced the time spent on initial research for recurring programs.
- Enhanced Participant Experience: By designing a standardized communication checklist, I improved the clarity and timeliness of information shared with participants, resulting in positive feedback regarding event organization.
- Improved On-Site Flow: I took ownership of the on-site volunteer briefing process, clearly delegating roles and responsibilities. This ensured that event flow—from registration to technical transitions—was executed with greater efficiency and fewer interruptions.
- Support for Purpose-Driven Content: I actively assisted in the meticulous checking of presentation slides and handout materials to ensure the content accurately and authentically balanced spiritual wisdom with contemporary scientific understanding.
- Efficient Problem-Solving: My ability to rapidly troubleshoot minor technical and logistical issues on-site (e.g., sound hiccups, last-minute vendor delays) helped maintain the professional image and seamless experience of the programs.

## Chapter 3: Learning Process and Outcomes

### 3.1 Challenges Encountered

My internship presented unique challenges inherent to the event management industry and the specific context of Reta World:

- *Managing Complex Logistics*: Coordinating multiple external vendors and ensuring their timelines aligned perfectly with the spiritual discourse schedule proved challenging, especially when relying on outsourced services for critical functions like A/V production.
- *Balancing Science and Spirituality*: The nature of Reta World required event designs to integrate science and spiritual wisdom. It was challenging to ensure the presentation of complex, cross-disciplinary ideas remained accessible, engaging, and non-dogmatic for a diverse audience.
- *Limited Financial Resources*: Operating with a smaller budget compared to larger event firms meant constantly seeking creative, cost-effective solutions without compromising the quality of the program's production value.
- *Rapid Problem-Solving Under Pressure*: On-site events often involved high-pressure situations where quick, calm decisions were needed to manage unexpected issues, such as venue-specific technical failures or presenter delays.

### 3.2 Problem-Solving Approaches Used

To address these challenges, I adopted several problem-solving methodologies:

- *Contingency Planning (Scenario Analysis)*: For logistical challenges, I proactively developed Plan B scenarios for key resources (e.g., backup technical provider, alternative catering options) and ensured all contracts included clear clauses for last-minute changes.
- *Stakeholder-Centric Communication*: To manage the content balance, I consulted frequently with the Program Team and the facilitators to ensure all materials were vetted for clarity, sensitivity, and thematic integrity before publication or presentation.
- *Resource Leveraging*: To mitigate the small-budget challenge, I focused on leveraging in-kind and non-financial partnerships (e.g., securing volunteers through

community outreach) and used detailed cost breakdowns to justify necessary expenditures to management.

- *Systems Thinking*: By viewing the event as an integrated system, I understood how a delay in one area (e.g., venue setup) impacted others (e.g., speaker rehearsal), enabling holistic and prioritized troubleshooting when issues arose.

### 3.3 Examples of Problem Resolution

- *Challenge*: During a large-scale seminar, the pre-booked technical vendor failed to deliver a critical piece of audio equipment necessary for the speaker's on-stage demonstration. This was discovered 90 minutes before the event start, threatening the core program flow.

#### Resolution:

- *Immediate Contact*: I immediately contacted the backup vendor listed in the Contingency Plan (a relationship I had previously established during the vendor shortlisting phase), confirming their availability and transport time.
- *Resource Reallocation*: Simultaneously, I utilized Reta World's in-house Office Manager to secure an alternate, non-specialized component from a nearby shop as a short-term patch while the backup vendor prepared the main equipment.
- *Prioritization*: The setup was prioritized, focusing only on the critical audio link first, allowing the speaker to start on time. The fully specialized equipment was delivered and integrated smoothly 15 minutes into the program, resulting in a seamless execution that was largely undetected by the audience.

### 3.4 Recommendations to the Company

Based on my observations as an Event Manager Intern, I offer the following recommendations to Reta World Pvt. Ltd. to support its continued growth and efficiency:

- *Develop a Formal Volunteer Management System*: Currently, volunteer coordination is ad-hoc. Implementing a formal system for recruitment, training, and recognition will professionalize on-site execution, reduce staff burden, and improve volunteer retention.



- **Standardize Technical Rider Documentation:** Given the reliance on outsourced technical expertise, I recommend creating a standardized and detailed Technical Rider for all Reta World events. This ensures that third-party vendors are explicitly aware of minimum audio-visual and stage requirements, reducing on-site setup delays and confusion.
- **Expand Digital Experiential Programs:** Leveraging the increasing market interest in mindfulness and spiritual integration, the company should invest in high-quality, pre-recorded or live digital retreat/seminar formats. This aligns with the "Digital platforms for scaling programs globally" opportunity identified in the SWOT analysis.

### 3.5 Technical and Soft Skills Acquired

The internship provided an intensive platform for developing both technical and soft skills:

Technical Skills Acquired	Soft Skills Acquired
<b>Event Logistics &amp; Planning:</b> End-to-end management of venue, catering, and technical resources.	<b>Thoughtful Communication:</b> Liaising with high-profile speakers and diverse participants with sensitivity and clarity.
<b>Budgeting and Financial Tracking:</b> Practical experience in event-specific cost management and expenditure recording.	<b>High-Pressure Problem Solving:</b> Rapidly identifying and resolving on-site issues with composure and efficiency.
<b>Vendor and Contract Management:</b> Negotiating and coordinating deliverables with multiple external service providers.	<b>Audience Experience Design:</b> Understanding how physical, technical, and communication elements shape the participant's holistic learning experience.

Table 1: Technical and Soft Skills Acquired

### 3.6 Implementation/Application of Coursework to Real Working Situations

Although my major is Finance and Investment, I successfully applied concepts from adjacent academic disciplines to my Event Management role:

- **Strategic Management:** Applied SWOT analysis principles in evaluating event themes and marketing plans to capitalize on the growing interest in well-being. This ensured events aligned with Reta World's mission and competitive advantages.

- *Business Communication*: Directly applied communication theories to draft professional correspondences with high-profile speakers and to manage participant expectations, which is crucial for a business focused on purpose-driven service and collaboration.
- *Operations Management*: Utilized principles of workflow design and quality control to streamline the event setup and execution processes, ensuring the delivery of high-quality programs with maximum efficiency.
- *Introduction to Finance*: Applied basic budgeting and cost management concepts to track vendor invoices and perform simple cost-benefit analyses for different logistical options.

### **3.7 Co-op Learning Experience and Outcomes**

The co-operative experience at Reta World was transformative, bridging my theoretical knowledge with the nuances of experiential programming and holistic event management. I achieved the following key outcomes:

- I gained practical mastery in the full cycle of event management, from strategic planning to seamless on-site execution.
- I developed a unique perspective on purpose-driven leadership and how to integrate non-traditional fields like science and spirituality into a commercially viable and socially impactful business model.
- I significantly enhanced my soft skills, particularly thoughtful communication and high-pressure problem-solving, which are essential for any business role.
- The experience reinforced the value of collaboration and service in achieving operational excellence, which will be vital for any future career path.

## Chapter 4: Conclusion

### 4.1 Summary of Highlights from my Co-op experience at Reta World Pvt. Ltd.

My 16-week internship as an Event Manager Intern at Reta World Pvt. Ltd. was a holistic learning experience. Key highlights included my direct contribution to the seamless execution of seminars and spiritual-discourse programs, and the successful coordination of multiple external vendors and high-profile speakers. The internship provided practical exposure to the company's unique mission of harmonizing spiritual wisdom with scientific understanding, allowing me to apply business principles to a purpose-driven organization. My involvement in logistics, participant experience design, and on-site troubleshooting were the most rewarding aspects, affirming my ability to manage complex projects under pressure.

### 4.2 Self-assessment of Professional development

Based on the professional objectives established for this co-operative study, I assess my development as follows:

Original Objective (Adapted for Role)	Self-Assessment (Met/Exceeded/Partially Met)
<b>Apply theoretical knowledge</b> (communication, operations, business strategy) to real-world event planning.	<b>Exceeded.</b> Applied operations and communication principles daily, particularly in vendor coordination and participant management, exceeding initial expectations for logistical complexity.
<b>Gain industry-specific knowledge</b> of purpose-driven, spiritual-scientific programming.	<b>Exceeded.</b> Developed a deep understanding of the requirements for content sensitivity and managing diverse speaker/audience needs, which is unique to this sector.
<b>Develop cross-functional business skills</b> (Logistics, Communications, Budgeting).	<b>Met.</b> Acquired hands-on experience in all three areas, strengthening my logistical planning and communication skills significantly in a resource-conscious environment.
<b>Identify personal strengths and areas for improvement</b> (e.g., composure under pressure, attention to detail).	<b>Met.</b> Strength confirmed: Composure during on-site crisis management. Area for improvement: Long-term strategic marketing/outreach planning for event growth.

Table 2: Self-assessment of Professional Development

#### 4.3 Benefits from the internship for future career

This internship provides significant benefits for my future career, especially as a graduate with a Finance and Investment major looking for a strategic business role:

- *Project Management Expertise*: Event management is intensive project management. I gained undeniable proof of my ability to manage multiple tasks, deadlines, and external teams simultaneously, a core competency for any managerial role.
- *Stakeholder Management*: My experience as a liaison for speakers, vendors, and the Chairman enhanced my professional networking and negotiation skills.
- *Experiential Business Model Insight*: I gained critical insight into a purpose-driven business model. This understanding of how to manage operations and finances for a company focused on intellectual and experiential value will be highly relevant in a global economy increasingly focused on ESG (Environmental, Social, and Governance) and social impact.
- *Adaptability and Agility*: The small and flexible structure of Reta World forced me to be agile and manage broad responsibilities. This versatility will make me a more valuable candidate in fast-paced corporate environments.

#### 4.4 Limitation of the Co-op Studies

The primary limitations encountered during this co-op study were:

- *Short Duration*: The 16-week internship limited my exposure to the full long-term strategic planning and financial cycle of Reta World, especially the annual budgeting for major conferences or publications.
- *Focus on Execution over Strategy*: The urgent, short-cycle nature of event execution meant less time was spent on high-level strategic planning, detailed content marketing strategy, or deep financial analysis of the company's capital allocation.
- *Niche Market Context*: The unique focus on spiritual-scientific integration provided deep, but niche, industry knowledge. While highly valuable, the specific operational demands differ significantly from traditional, purely profit-maximization enterprises.

#### 4.5 Recommendations for the Co-op studies

To enhance the co-operative program for future students, I recommend:

- *Mandatory Cross-Disciplinary Case Studies*: Incorporate specialized case studies into the curriculum that require students to apply Finance/Budgeting concepts to non-traditional fields (e.g., event, non-profit, or service-based organizations).
- *Specialized Internship Support*: Create a dedicated resource or mentorship track for students placed in non-traditional or highly specialized roles (like Event Manager Intern with a Finance major) to help them better align and translate their experience, focusing on transferable skills.

#### 4.6 Final Reflections

My journey at Reta World was a profound lesson in how strategic planning leads to seamless execution. It proved that the most effective business skills—analytical rigor, precise communication, and logistical coordination—are transferable across all sectors, from finance to purpose-driven events. I am immensely grateful to Siam University and the Reta World team for this opportunity, which has fundamentally shaped my professional trajectory.

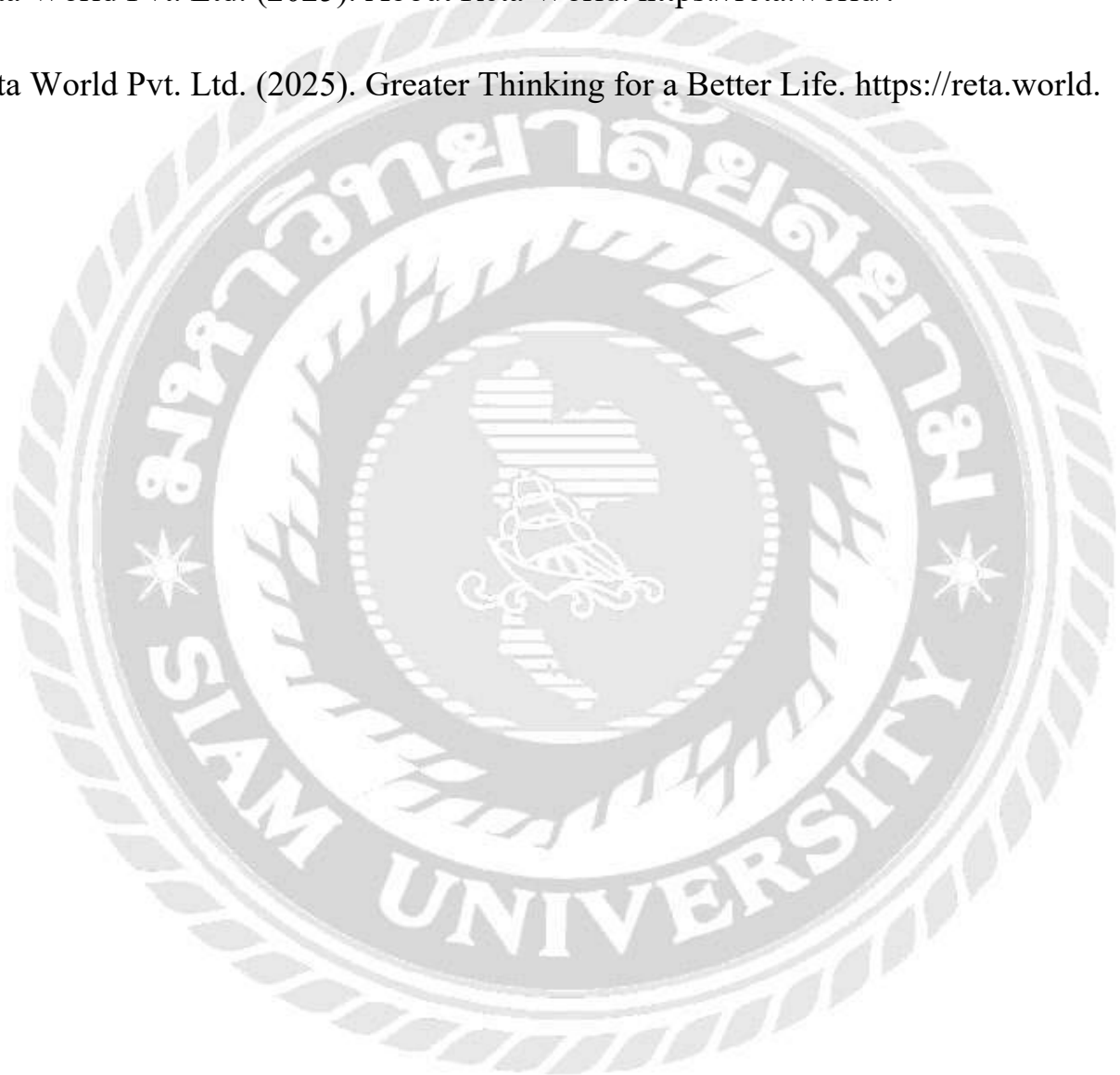
## References

Reta World Pvt. Ltd. (2025). 5 Clear Signs of Your Positive Energy.

<https://reta.world/blogs/positive-energy/>.

Reta World Pvt. Ltd. (2025). About Reta World. <https://reta.world/>.

Reta World Pvt. Ltd. (2025). Greater Thinking for a Better Life. <https://reta.world>.



## Appendices

### Appendix A: Weekly Log

Week	Key Activities and Duties Performed	Skills Applied/Learned

1	On-boarding, review of Reta World's mission and event history. Assisted the Program Team in initial concept brainstorming for upcoming seminars. Organized and digitalized the existing vendor/venue contact database.	Organizational skills, Mission alignment.
2	Continued database organization. Assisted the PR Director in initial outreach calls to potential venue contacts for the "Journey Within" seminar. Began researching average technical production costs in Kathmandu.	Research, Professional outreach.
3	Focus on "Journey Within" seminar. Venue scouting and comparative analysis for two short-listed locations. Drafted initial budget breakdown and collected vendor quotes for A/V and catering.	Cost analysis, Vendor negotiation, Logistics.
4	Finalized venue booking and signed off on initial vendor contracts. Began setting up the online participant registration portal. Developed a Contingency Plan checklist for equipment and staffing.	Contract review, Contingency planning.
5	Speaker liaison and correspondence for two key facilitators, coordinating their presentation needs and travel. Developed a standardized participant communication template for pre-event emails.	Professional communication, Stakeholder management.
6	Coordinated with the Communications Team on promotional material design and approval. Handled inbound participant queries via email and phone.	Cross-functional teamwork, Query management.
7	Finalized event seating chart and security arrangements. Conducted a rehearsal with the core event team and assigned volunteer roles and responsibilities.	Team delegation, Event safety planning.
8	Execution Week Preparation. Final checks with all vendors (A/V, catering). Pre-event reminder communication sent to all registered participants. Printed all necessary badges and materials.	Quality control, Time management.



9	Execution Week: "Journey Within" Seminar. On-site setup supervision, managing the registration desk, and directing the volunteer team. Successfully managed and resolved a minor sound system issue during the main session (as detailed in 3.3).	High-pressure problem-solving, On-site execution.
10	Post-event wrap-up: compiled participant feedback and attendance reports. Finalized vendor payments and expense reports with the Administration team.	Data analysis, financial reconciliation.
11	Initiated planning for a long-term Experiential Program/Retreat. Researched retreat centers and specialized catering requirements (e.g., dietary restrictions) for a multi-day event.	Specialized logistics, multi-day planning.
12	Supported the Content Development team in proofreading and formatting a new publication related to spiritual-scientific integration. Assisted in creating internal guidelines for speaker requirements.	Attention to detail, Content review.
13	Drafted an internal proposal for improved volunteer management, outlining a formal recruitment and retention process based on observations from previous events.	Business proposal writing, Process improvement.
14	Conducted a market review of competitor event pricing and service offerings in the experiential learning sector. Assisted in preliminary budget forecasting for the next quarter.	Market research, Budget forecasting.
15	Participated in a mid-quarter strategy review meeting with the senior management, presenting findings from the participant feedback report. Prepared handover documentation for the ongoing Experiential Program.	Professional presentation, Strategic reporting.
16	Finalized all documentation, completed the self-assessment for the co-op report. Thanked the team and completed the final reflection on the entire internship experience.	Self-reflection, Report finalization.

Table 3: Weekly Log

## Appendix B: Some Pictures



Figure 7: Visit to Embassy of Nepal at Bangkok



Figure 8: Visiting Card Tilak Joshi