

Abstract

This study examines how AKG Entertainment applies the 4C's Event Operations Management Framework—Conceptualization, Coordination, Control, and Close-Out—in managing live entertainment events. Using a qualitative case study design, primary data were gathered through semi-structured interviews with five AKG Entertainment employees, supplemented by secondary data such as organizational documents, event reports, and operational records. Thematic analysis revealed that Conceptualization is guided by client objectives, licensing requirements, community preferences, and available resources; Coordination relies on structured communication, stakeholder alignment, and documentation; Control is maintained through technical meetings, operational manuals, communication systems, and escalation procedures; and Close-Out involves evaluating performance and satisfaction while documenting lessons learned for continuous improvement. Findings also point to sustained long-term planning, strong stakeholder collaboration, and growing event participation. Overall, the study confirms that the 4C's Framework is effectively integrated into AKG Entertainment's operations, offering both academic insight and practical value for the live entertainment industry.

Keywords: Event Operations Management, 4C's Framework, AKG Entertainment, Live Entertainment Events, Qualitative Case Study.