

OPTIMIZING IISMA CULTURISE EVENT MANAGEMENT: INTEGRATING SCRUM FRAMEWORK, EVENT DESIGN CANVAS, AND DIGITALIZATION

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Abstract

The IISMA CULTURISE Challenge, part of the Indonesian International Student Mobility Awards (IISMA), aims to promote Indonesian culture in various countries through social impact activities. However, the management of these events is often inhibited by challenges in planning, coordination, and execution. This article proposes the implementation of the Scrum framework, a popular work management system, integrated with the Event Design Canvas (EDC) and supported by digital technology as a solution to build a structured, collaborative, and adaptive work system, thereby enhancing the efficiency and effectiveness of event management. This method combines the stages in the Scrum framework, such as task planning, requirements list management, daily team meetings, evaluation of work results, with the use of EDC to systematically design events. All of these processes are supported by digitalization through tools such as Google Docs, Drive, Spreadsheet, and Canva, which serve to address key issues related to work structure, team communication, and repeated revisions of concepts. The implementation results showed a 60% increase in the efficiency of the team's work structure, a 76% acceleration in decision-making, and a 67% reduction in the number of event concept revisions. This approach is unique in that it combines the Scrum framework with EDC and digitalization in international event management, providing greater flexibility in strategy adaptation and implementation.

Keywords: *Scrum framework, Event design canvas, digitalization, event management, IISMA CULTURISE.*

Abstrak

IISMA CULTURISE Challenge, bagian dari *Indonesian International Student Mobility Awards* (IISMA), bertujuan untuk



mempromosikan budaya Indonesia di berbagai negara melalui kegiatan yang berdampak sosial. Namun, pengelolaan acara ini seringkali terhambat oleh tantangan dalam perencanaan, koordinasi, dan eksekusi. Artikel ini mengusulkan penerapan *Scrum framework*, sebuah kerangka manajemen sistem kerja yang populer, yang diintegrasikan dengan *Event design canvas* (EDC) dan didukung oleh teknologi digital sebagai implementasi dari solusi untuk membangun sistem kerja yang terstruktur, kolaboratif, dan adaptif sehingga meningkatkan efisiensi dan efektivitas pengelolaan acara. Metode ini menggabungkan tahapan-tahapan dalam *Scrum framework*, seperti perencanaan tugas, pengelolaan daftar kebutuhan, pertemuan tim harian, evaluasi hasil kerja, dengan penggunaan EDC untuk merancang acara secara sistematis. Semua proses ini didukung oleh digitalisasi melalui alat-alat seperti Google Docs, Drive, Spreadsheet, dan Canva, yang berfungsi untuk mengatasi masalah utama terkait struktur kerja, komunikasi tim, dan revisi konsep yang berulang. Hasil implementasi menunjukkan peningkatan efisiensi struktur kerja tim sebesar 60%, percepatan pengambilan keputusan hingga 76%, serta pengurangan jumlah revisi konsep acara sebesar 67%. Pendekatan ini unik karena menggabungkan *Scrum framework* dengan EDC dan digitalisasi dalam manajemen acara internasional, sehingga memberikan fleksibilitas lebih tinggi dalam adaptasi dan implementasi strategi.

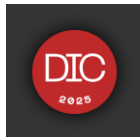
Kata Kunci: *Scrum framework*, *Event design canvas*, digitalisasi, pengelolaan acara, IISMA CULTURISE.

A. INTRODUCTION

The IISMA CULTURISE Challenge (Culture United for Reconnection, Inspiration, Sharing, and Empowerment), part of the Indonesian International Student Mobility Awards (IISMA), aims to promote Indonesian culture in various countries through activities initiated by awardees at their respective host universities during their exchange program. In this challenge, awardees are expected to introduce Indonesian culture alongside social activities such as charity, volunteering, and community service. As cultural ambassadors under the Kampus Merdeka Program of the Ministry of Education, Culture, Research, and Technology of the Republic of

Indonesia, the awardees bear the responsibility of presenting Indonesian cultural values creatively and authentically to an international audience (IISMA, 2024).

In practice, the team, consisting of 19 members, faced challenges in event management, particularly in planning, coordination, and execution. The team's diverse academic backgrounds and regions of origin led to differences in work structure, communication preferences, and decision-making methods. These differences resulted in inefficiencies in task distribution and difficulties in determining a specific and well-directed event concept. Without a clear working system, some tasks were duplicated, while ineffective communication caused delays in



decision-making and frequent concept revisions.

To address these challenges, the proposed solution is to establish a structured, collaborative, and adaptive work system that enhances overall efficiency in event management. This system aims to streamline the planning, coordination, and execution processes by providing clear task distribution, effective communication channels, and well-defined priorities. Through this approach, the team can manage ideas more effectively, accelerate decision-making, and minimize the need for repeated revisions, ensuring that each phase of the event runs smoothly and remains aligned with the project's objectives.

As an implementation of this solution, the Scrum framework was adopted as a work management method developed by Ken Schwaber and Jeff Sutherland in 1995, which is based on an iterative approach to enhance team collaboration efficiency (Schwaber, K., & Sutherland, J., 2020). Additionally, the Event Design Canvas (EDC) was implemented, a highly effective tool for designing impactful events by integrating various insights into a practical and structured planning framework (Van der Vijver, 2016). EDC enables event planners to understand the event's objectives, audience, and key elements. These methods are further supported by digitalization across various aspects, allowing event planners to be more efficient, effective, and focused on enhancing participants' experience (Anonymous, 2023). Through this approach, the management of the IISMA CULTURISE Challenge is expected to become more structured, adaptive, and aligned with the program's primary objectives.

B. IMPLEMENTATION AND METHODS

The IISMA CULTURISE Challenge was held at Prince of Songkla University, Phuket Campus, Thailand, from July 17 to October 2, 2024. This event aimed to promote Indonesian culture on the international stage through various direct interactions with the global community. Participants consisted of IISMA awardees from diverse academic backgrounds, acting as national ambassadors and introducing Indonesia's rich cultural heritage through socially impactful activities. Each awardee was expected to develop events aligned with themes set by IISMA, namely Symphony of Independence, Cultural Harmony, and Echoes of Heroism, while also adapting to the local needs of their respective universities (IISMA, 2024).

The methods applied in this challenge included planning, execution, and evaluation. During the planning phase, the team identified event objectives, analyzed audience needs, and developed effective strategies through surveys and digital research. Additionally, the Scrum framework was used to systematically divide tasks through backlogs and sprints, while the Event Design Canvas (EDC) was employed to map out key event elements, including stakeholders, participant experience, and budget planning. Digitalization was implemented through tools like Google Meet, Canva, and Google Spreadsheet to enhance coordination efficiency and document work progress in real time. After the event concluded, an evaluation was conducted by preparing a final report, presenting activity results, and publishing documentation on social media to ensure broader outreach. Through this method,

awardees not only gained hands-on experience in event management but also developed cross-cultural teamwork skills and leveraged digital technology to support program success.

C. RESULT AND DISCUSSION

The IISMA CULTURISE Challenge faced several challenges in its implementation, requiring an innovative approach to develop a more effective and efficient work system. Various obstacles, such as the lack of an organized work structure, slow decision-making processes, and repeated concept revisions, demanded a comprehensive solution. Therefore, the proposed solution was to establish a structured, collaborative, and adaptive work system. This system aimed to enhance efficiency in planning, coordination, and execution by facilitating more focused idea management, accelerating decision-making, and minimizing unnecessary concept revisions. To realize this system, the Scrum Framework and Event Design Canvas (EDC) were implemented, supported by digitalization, creating a systematic and flexible approach to event management.

The implementation of the Scrum framework and the Event Design Canvas (EDC), supported by digitalization in the IISMA CULTURISE Challenge, has brought significant improvements in event planning, coordination, and execution. This integration enabled a more systematic event management approach, enhanced team communication effectiveness, and ensured that each stage of event implementation aligned with the predetermined objectives.

The Scrum framework was implemented as a work method that helped manage task flow in a more

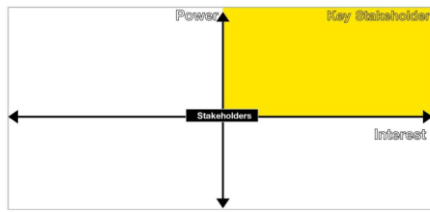
structured manner while consistently delivering high-value outputs productively and creatively (Schwaber, K., & Sutherland, J., 2020). This process began with Sprint Planning, where the team identified tasks to be completed within a specific period, resulting in a Product Backlog. The Product Backlog included key requirements identified through the Event Design Canvas (EDC), such as Needs Assessment, Stakeholder Analysis, Concept Development, Experience Journey, Event Program, Gantt Chart, and Event Budgeting (Jarumaneerat, T., 2024).

Need Assessment		
Who is the key stakeholder?	What is the content?	Why the event must be held?
When the event going to take place?	Where the event going to held at?	Remark

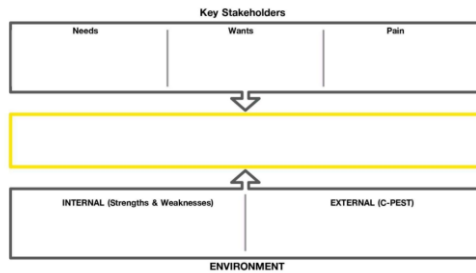
Picture 1. EDC - *Need assessment*

The EDC served as a conceptual framework for event design, which was then translated into the Scrum framework for execution. The Needs Assessment was conducted in the initial phase to identify key stakeholders, event content, the purpose of the event, the event location, and the timing of the event. Online surveys were used to collect data on venue preferences, international students' interests, and to benchmark similar events through social media. This approach helped the team gain a more comprehensive and efficient understanding of the needs, leading to a more focused planning process.

Stakeholder Analysis



Picture 2. EDC - Stakeholder analysis I



Picture 3. EDC - Stakeholder analysis II

Following this, Stakeholder Analysis was implemented to map the roles of various stakeholders, such as partners, participants, and organizers, to ensure their involvement in the planning and execution processes.

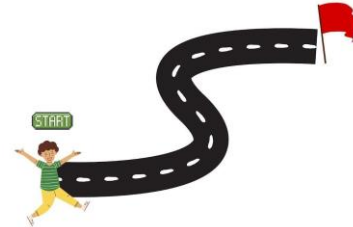


Picture 4. EDC - Concept development

In Concept Development, the team categorized activities into two main groups: Need to Have Activities (essential activities) and Nice to Have Activities (optional supporting activities). This categorization helped prioritize the Product Backlog and ensured that the primary activities could be efficiently realized within the given time and resource constraints. Digitalization supported this phase through the use of Canva for event concept visualization, making it easier

for the team to prepare compelling proposals and marketing strategies.

Experience Journey +Touch Point



Picture 5. EDC - Experience journey

Team coordination is conducted through Daily Stand-up Meetings, facilitated by Google Meet to ensure that all team members understand the progress achieved, the challenges faced, and the next steps to be taken. The Experience Journey within the EDC serves as an essential reference in these meetings, helping the team design participants' experiences comprehensively from the beginning to the end of the event. This ensures that every aspect of the participants' journey is meticulously and systematically planned.

Gantt Chart

Milestones	Timeline(Month)																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1																		
2																		
3																		
4																		
5																		
6																		
7																		
8																		

Picture 6. EDC - Gantt chart

Additionally, the team uses the Gantt Chart as a tool to manage the event preparation timeline. The Gantt Chart helps maintain consistent meetings, effectively distribute tasks, and monitor real-time progress. With a clear schedule, the planning process becomes more organized, reducing the risk of task execution delays.

Event Program (Activities + Schedule)

[illegible]

Picture 7. EDC - *Event program*

The Event program stage involves systematically organizing the series of activities to ensure smooth event execution. Each session is designed with careful attention to the sequence of activities, the duration of each segment, and the involvement of various stakeholders. Digital tools such as Google Drive and Google Docs play a crucial role in drafting and sharing the event schedule in real-time with the entire team and stakeholders. With a well-structured Event program, every team member gains a clearer understanding of their roles and responsibilities during the event, minimizing the risk of miscommunication and ensuring seamless on-site execution.

During the implementation phase, the Scrum framework enables the team to work on each event component in Sprint cycles, allowing for the gradual development and evaluation of every aspect of the event through Product Increment. Evaluation is conducted through Product Review, where the team reassesses the results achieved in each sprint to ensure alignment with the initial plan and to identify potential improvements before the event takes place.

Event Budgeting

Revenue				
ITEM	DESCRIPTION	UNIT PRICE	QUANTITY	AMOUNT
1	hours of construction			
2	hours of design			
3	materials used			
4				
5				
Expense				
ITEM	DESCRIPTION	UNIT PRICE	QUANTITY	AMOUNT
A	labor & materials			
1	1. labor (hours)			
2	2. labor (hours)			
3	3. labor (hours)			
4	4. labor (hours)			
5	5. labor (hours)			
6	6. labor (hours)			
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89	89. labor (hours)			
90				

Picture 8. EDC - *Event budgeting I*

Event Budgeting

Expenses			P&L		
Item	Amount(\$)	%	Item	Amount(\$)	%
			Total Revenue		(100%)
			Total Expenses		
Total Expense		100%	Net Profit		

Picture 9. EDC - *Event budgeting II*

Budget management became more transparent with the implementation of event budgeting, integrated with Google Spreadsheet for real-time financial record-keeping. This approach allows every expenditure-related decision to be monitored by the entire team, ensuring both efficiency and the financial sustainability of the event.

Overall, the integration of the Scrum framework with the Event Design Canvas (EDC), supported by digitalization, not only enhanced the efficiency of event planning but also provided concrete solutions to the challenges encountered, from a more organized workflow structure and more effective idea management to better-coordinated team communication. The following table presents the significant differences observed in the team's performance before and after implementing the Scrum framework and the Event Design Canvas (EDC).

Table 1. Comparison Before and After Method Implementation

Aspec	Team Performance	Imp
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t	Before	After	Improvement (%)
Work Structure	Unorganized and a lot of <i>overlap</i>	More structured with a clear backlog & sprint	60%
Idea Management	6-8 days of discussion without conclusion	2-3 days with concrete results	64%
Team Communication	1-2 weeks for tasks clarification	1-2 days through daily stand-up	86%
Decision-Making Process	5-7 days for final decisions	1-2 days with priority system	76%
Concept Revision	4-5 times major revisions	1-2 times minor revisions	67%
Times Efficiency	15-20 hours per week	6-8 hours per week	60%

Based on the data above, it is evident that the integration of the Scrum framework and the Event Design Canvas (EDC) has brought significant improvements across various aspects of event management. The workflow structure has become more systematic with the presence of backlog and sprint

planning, enabling tasks to be managed more efficiently and work priorities to be clearly defined. This approach helps minimize task overlap, ensures that all project aspects are well-documented, and enhances the overall efficiency of the team.

The effectiveness of team communication has improved through the implementation of Daily Stand-up Meetings, allowing team members to regularly update their progress and address obstacles more swiftly. With a clearer system of prioritization, strategic decisions can be made more quickly, avoiding unnecessary delays.

Moreover, the integration of the Scrum framework and EDC, supported by digitalization, has also positively impacted time efficiency. The use of Gantt charts helps the team schedule task execution more effectively, reducing time spent on extensive revisions and ensuring the smooth progression of each project phase. Event budgeting managed through Google Spreadsheet enhances transparency and accountability in financial management, ultimately supporting the financial sustainability of the event.

The successful implementation of the integrated Scrum framework with EDC and digitalization is driven by several enabling factors, though certain challenges remain as obstacles. The primary driving factors include the support of digital technologies such as Google Meet, Google Spreadsheet, Google Drive, Google Docs, and Canva, which facilitate communication, documentation, and event planning visualization. Additionally, the flexibility of the Scrum methodology allows the team to adapt swiftly and efficiently to changes, while the systematic workflow provided by backlog and sprint planning ensures



clarity in task division and responsibility. Improved team collaboration has also emerged as a positive aspect, with daily stand-up meetings fostering transparency and enhancing work effectiveness.

However, several inhibiting factors were identified during this implementation process. The team's initial lack of understanding regarding the application of the Scrum framework and EDC required an adaptation period before optimal implementation could be achieved. Furthermore, differences in work culture and team members' backgrounds occasionally affected collaboration effectiveness, particularly in decision-making and conflict resolution. By addressing these challenges through initial training, flexible work schedule adjustments, and the optimization of accessible digital tools, the integration of the Scrum framework and EDC can be further enhanced to support the success of the IISMA CULTURISE Challenge in the future.

Overall, the application of the Scrum framework integrated with EDC and digitalization has proven effective in optimizing the planning, coordination, and execution of the IISMA CULTURISE Challenge. This approach not only helps the team overcome previously encountered challenges but also creates a more adaptive, structured, and responsive work system for managing international events. With a more data-driven workflow, this event has not only successfully achieved its primary objective of introducing Indonesian culture on an international stage professionally and memorably but has also enhanced the international audience's understanding of Indonesia's rich cultural heritage.

D. CONCLUSION AND RECOMMENDATION

Conclusion

The IISMA CULTURISE Challenge encountered challenges in managing the planning, coordination, and execution of events involving a team with diverse backgrounds. To address these challenges, a structured, collaborative, and adaptive work system was essential to enhance efficiency in event management. This system facilitated more focused idea management, accelerated decision-making, and minimized unnecessary concept revisions. The implementation of this solution was realized through the application of the Scrum framework and Event Design Canvas (EDC), supported by digitalization, which proved to bring significant improvements in the effectiveness and efficiency of event management.

The application of these methods resulted in a 60% improvement in the team's work structure, a 76% acceleration in decision-making, and a 67% reduction in the number of concept revisions. The success of this implementation was supported by the team's quick adaptation to new work methods, the use of digital tools such as Google Meet, Canva, and Google Spreadsheet, and the commitment of team members to executing a more structured work system. Nevertheless, challenges such as the team's initial lack of understanding of the Scrum framework and differences in work culture remained obstacles that required further attention and adjustment.

Recommendation

Based on the implementation results, several recommendations can



be proposed to improve event management effectiveness in the future. First, initial training on the Scrum framework and Event Design Canvas should be conducted for all team members before the project begins to ensure a comprehensive understanding of these work methods. Second, cross-cultural communication should be strengthened through regular discussion sessions that not only address work-related matters but also foster understanding and openness among team members.

Moreover, the application of the Scrum framework and Event Design Canvas is not only relevant in event management but also in the business area. Many companies organize various events as part of their marketing and business development strategies. Implementing these methods can help companies enhance operational efficiency, accelerate decision-making processes, and optimize resource utilization. With a more structured and digitized work system, companies can become more adaptive to changes and better equipped to host effective and profit-oriented events. Therefore, this approach holds great potential for adoption across various industry sectors requiring flexible and efficient project management methods.

Acknowledgement

The author extends sincere gratitude to the Indonesian International Student Mobility Awards (IISMA) and Prince of Songkla University, Phuket Campus, Thailand, for the invaluable opportunity provided through this program. Special thanks are also conveyed to the entire team and all parties who contributed to organizing the IISMA CULTURISE Challenge, which has offered valuable

experience in applying the Scrum framework and Event Design Canvas-based work methods. It is hoped that the results of this study will benefit future event management practices and contribute to the development of digital-based work systems across various sectors.

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