



# Inter-agency coordination during public events in CityMall Kalibo, Aklan

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## Abstract

This study delves into the dynamics of inter-agency coordination during public events within CityMall Kalibo, focusing on young adults aged 18-34, predominantly female, and encompassing various educational and occupational backgrounds among event management respondents. Employing a descriptive research design and quantitative approach, the study investigates the perceptions of respondents regarding factors influencing inter-agency coordination, including verbal and non-verbal communication, coordination, collaboration, cooperation, and resource allocation. Findings reveal that effective inter-agency coordination leads to positive outcomes such as increased profitability, work efficiency, and a therapeutic work environment during public events. Notably, there were no significant differences in the factors affecting coordination among respondents. The study underscores the pivotal role of inter-agency coordination in public event management, emphasizing its impact on event execution and organizational performance. The shared perception of its significance across different respondent groups reinforces its importance in facilitating successful event execution. This research, conducted in Poblacion, Kalibo, Aklan, sheds light on the intricate dynamics of inter-agency coordination, providing valuable insights for event management practitioners and policymakers alike.

**Keywords:** *inter-agency coordination, verbal and non-verbal communication, resources, profitability, and work environment*

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## Introduction

Public event execution requires effective inter-agency coordination, particularly in a complex setting like CityMall Kalibo in the Philippines. Coordination involved working together with each other team, sharing ideas, and achieving activity goals together. Coordination among organizations was critical for the safety and success of public events and for ensuring revenue increase through careful planning and execution. Collaboration in public events such as cultured community, innovation, and creativity by connecting people and promoting cultural exchange. It boosts economic growth while promoting a lively atmosphere and community pride. Cooperation involved exchanging information and resources to support each other goal. Active working relationships between the public and private sectors, improving results and promoting better outcomes are encouraged by inter-agency coordination. Successful communication, interaction and adaptability to systemic changes are important to determine the success of inter-agency coordination. Inter-agency coordination highlights the value of partnerships and coordinated with one another to address social problem. The ideas of event management focus on the recurrent and unpredictable nature of public events.

The study also underscores the importance of effective coordination and communication in planning and execution of the public events. It also proposes that encouraging trust among employees through team-building activities and amiable workplace can improve performance. This study addresses an important knowledge gap about the various influences on inter-agency coordination and how those influences affect public event execution. It explores the progress of inter-agency coordination between different agencies that work together to address common problems and to promote good relationships at all levels of public and private sectors.

The conceptual framework of the study correlates a healthy work environment with better communication and social support. It focuses on how organizations that share essential resources, promote knowledge transfer, produce new information, and build synergies benefit from interorganizational coordination. A harmonious environment, a therapeutic working relationship, enhanced efficiency, resources, decision-making capacity, and teamwork in different fields and cultures have been fostered through inter-agency coordination. This coordination led to therapeutic working relationships and increased resources, benefiting both public and private administrations.

The primary goal of this study is to assess the impact of inter-agency coordination on public event management and to identify the essential elements and results of effective coordination. The purpose of this study is to provide insights on the dynamics of inter-agency coordination in order to provide practical ideas suggestions for strengthening teamwork and raising the standard of public event execution at CityMall Kalibo. The study uses a normative survey, limited personal interviews and observations to identify the variables, relationships, and influencing factors, through guiding the study design, data gathering and analysis.

## **Methodology**

This research utilized a descriptive design and a quantitative approach to gather and analyze data to explain and elaborate on the conditions of the identified variables and their corresponding results from the data gathered from the respondents. A convenience sampling technique was used to 63 randomly selected respondents from both public and private sectors involved in event planning and execution.

It utilized a structured, checklist-type survey questionnaire with a Likert scale as reference to assess and evaluate various factors of inter-agency coordination during public events in CityMall Kalibo. The study looked at demographics, coordination-related issues, and how these factors affected the results of public events. Coordination, communication, cooperation, collaboration and resource management were the key elements.

Quantitative data was analyzed and presented by using percentage and frequency. Data was analyzed using percentage and frequency calculations with Microsoft Excel and SPSS v.1.0.0.1406.

## **Findings**

The factors affecting inter-agency coordination such as verbal and non-verbal communication, coordination, collaboration, cooperation, and resource management were rated very high, indicating a strong positive effect on inter-agency coordination. On the other hand, the outcomes of effective coordination were connected to improved profitability, enhanced work

efficiency, and improved the therapeutic work environment during public events. Results also showed that the value of inter-agency coordination has been acknowledged by the respondents, showing an overall recognition of its significance in event management. The participants' assessment of the degree to which factors influence coordination and its impact of coordination on outcomes were consistent with one another, with no distinct variations.

Results showed that a successful public event depends on the highly effective resource allocation, coordination, cooperation and communication. Both event and overall organizational performance are positively benefited by strong inter-agency coordination. With the aim to strengthen public event planning and execution, the study highlights the importance of developing strong communication and coordination strategies. To attain better outcomes, practitioners should focus on enhancing teamwork and resource management.

The results of the research could assist them to build structures that encourage effective inter-agency coordination, which is essential for managing public events successfully and improving company's performance. In general, the study provides relevant guidance for those involved in public event as well as the representatives, emphasizing the vital role that inter-agency coordination plays in delivering successful public events.

## Conclusion

Based on the results, this study recommends:

***Improve Communication:*** implementing and conducting seminars and training programs that can improve the verbal and non-verbal communication skills of personnel.

***Standard Procedures:*** Develop and enforce standard protocols for collaboration and coordination across different organizations that are participating in the management and execution of events.

***Optimize Resource Allocation:*** Ensure effective and sustainable use of resources through improved inter-agency activities.

***Foster Collaboration:*** Encourage a culture of coordination between public and private sectors to boost and enhance overall productivity.

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