

Study on Event Organizing Platform

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ABSTRACT -An online event organization platform is an online event management system that provides the functionality of an event manager. The system allows registered users to log in and new users to register to the application. System helps manage events, users, and their related features. This concept is a web application. This project provides most of the basic functionality required for events [Wedding, Birthday Party, etc.]. It allows the user to choose the date and time, location and equipment of the event. All information is recorded in the database and a receipt is issued to the user. The information is sent to vendors who can interact with customers based on their needs. Business events are one of the world's largest business owners and contribute to the economy (Theocharis, 2008)[1].

KEYWORDS-- User, Admin, Vendors, Events, Book, EventManagement, Database.

I. INTRODUCTION

In today's world, organizing an event or a wedding smoothly can be challenging. The problem arises from the need to connect multiple people for different services, and sometimes the services provided may not meet expectations. Data from the Confederation of All Indian Traders (CAIT) shows a massive expenditure of Rs 4.74 lakh crore in this wedding season, with almost 38 lakh marriages expected to take place from November 23 to December 15 [2]. The project provides most of the basic functionality required for an event, allowing the user to select the event type and vendors needed. This application, serving as a platform, will assist you in organizing an event smoothly. In today's fast-paced world, orchestrating an event or a wedding smoothly can be likened to navigating a labyrinth of logistics and expectations. The intricate web of coordinating multiple vendors and services, coupled with the uncertainty of meeting desired outcomes, presents significant challenges for organizers. Against this backdrop, the necessity for efficient event management solutions becomes increasingly apparent. Enter "Event Ease," a pioneering application within project management tailored explicitly for orchestrating weddings and social events. Delving deeper into the intricacies of event planning reveals a landscape fraught with complexities. From selecting suitable venues to coordinating with caterers, decorators, photographers, and various other service providers, the multitude of tasks can overwhelm even seasoned

organizers. Moreover, the subjective nature of personal preferences and the ever-evolving trends in event planning further compound the challenges faced. In response to these challenges, "Event Ease" emerges as a beacon of efficiency and convenience. By integrating essential functionalities required for event management, this application empowers users to navigate the intricacies of organizing an event with ease and precision. Through a user-friendly interface, individuals can effortlessly select the event type they are planning and choose from a curated list of vendors tailored to their specific requirements. The significance of "Event Ease" extends beyond mere convenience; it represents a paradigm shift in the way events are conceptualized and executed. By streamlining the coordination process and providing access to a diverse network of reliable vendors, this application not only simplifies event planning but also enhances the overall experience for both organizers and attendees. The process of planning and organizing is often called event planning and may include budgeting, scheduling, selecting a venue, obtaining necessary permits, coordinating transportation and parking communications, planning entertainment, planning decorations, catering, and event planning[3].

II. OBJECTIVE OF THE STUDY

In this area, the main aim is to identify the main factors affecting the quality of service and better understand the complex process of managing the condition. First, the research aims to delve into the various processes of event management, trying to clarify the various levels and components of creating a good event. This includes but is not limited to planning, coordination, logistics and execution. The study attempts to provide recommendations to increase the effectiveness and efficiency of the various layers of nature of the organization, providing a better understanding of the complexity of managing the situation. Secondly, this study focuses on evaluating and identifying factors that play an important role in the development of quality services in case management. Service quality is an important factor that directly affects the overall success and satisfaction of event participants. The research focuses on the key decisions that enable effectiveness in managing events by examining factors such as communication, supplier selection, attendee awareness and logistical decisions. By analyzing all these factors, the study aims to provide suggestions and insights that managers and organizations can use to improve their services and improve all good conditions. In essence, the aim of this

study includes the examination of the event management process and a detailed analysis of the factors affecting service quality in a dynamic enterprise, as well as panics.

III. LITERATURE REVIEW

The literature on web-based event organizing platforms encompasses a rich array of scholarly sources and industry reports, reflecting the multifaceted nature of the field. Research conducted by Aldehayyat et al. (2019)[4] constitutes a pivotal contribution, as it delves into the role of technology in event management. Their findings underscore the transformative potential of digital platforms, emphasizing their capacity to enhance efficiency and streamline coordination processes. Similarly, investigations by Ratten (2017)[5] and Xiang and Gretzel (2010)[6] shed light on the profound impact of technology on the event industry, elucidating the myriad benefits offered by web-based solutions in optimizing organizational workflows and fostering innovation. In addition to academic research, industry reports from reputable organizations such as EventMB[7] serve as invaluable resources, offering timely insights into emerging trends and market dynamics in event technology. These reports not only provide a macroscopic view of the evolving landscape but also offer granular analyses of key developments, enabling stakeholders to make informed decisions regarding technology adoption and implementation strategies. Furthermore, case studies on successful event organizing platforms, such as Eventbrite and Cvent, offer practical exemplars of how web applications are revolutionizing the event management landscape. Through meticulous examination of these cases, researchers and practitioners alike gain valuable insights into the efficacy of web-based solutions in facilitating seamless event planning and execution, thus contributing to a deeper understanding of their significance and potential in the domain of event management.

IV. THE PURPOSE OF THIS PLATFORM

The purpose of the online event organization platform is to provide a centralized and efficient solution for individuals and businesses to plan, organize, and manage a diverse range of events. The platform aims to streamline the event management process, offering a user-friendly web application that caters to the specific needs of users, whether they are organizing weddings, birthday parties, corporate events, or any other occasions.

A. Key purposes of the platform include

- **User Convenience**

The platform is designed to simplify the event planning process, allowing users to easily register, log in, and navigate through the application. It provides a one-stop solution for all their event management needs.

- **Comprehensive Event Management**

The platform offers a wide array of functionalities to manage events effectively. Users can choose event dates, select venues, specify equipment requirements, and have all the relevant information securely recorded in a

database.

- **Transparency and Confirmation**

By issuing receipts to users, the platform enhances transparency in the event planning process. Users receive tangible confirmation of their event details, fostering trust and confidence in the system.

- **Vendor Interaction**

The platform facilitates communication between users and vendors, allowing vendors to understand and cater to the specific needs of customers. This interactive feature enhances customization and personalization in event planning.

- **Efficient Database Management**

The platform's database management system ensures that all information related to events and users is accurately recorded and easily retrievable. This contributes to the overall efficiency and reliability of the event organization process[8].

- **Adaptability**

The platform is adaptable to various types of events, accommodating the diverse requirements of users. Whether planning a small private gathering or a large-scale corporate event, the platform provides the necessary tools for successful event execution.

The application aims to provide solutions to key problems identified, including the selection of event management companies, choosing between individual talent and professional event managers, payment options, advance notice periods, and establishing trust in event management services.

B. The proposed system will focus on the following features

- **Categorization of Services**

The application will categorize services for both individuals and event management companies, offering a comprehensive range of options to cater to diverse user needs.

- **Trusted Reviews and Rating System**

Implementing a robust review and rating system will allow users to make informed decisions based on the experiences of other customers, enhancing trust and reliability.

- **Interactive User Interface (U.I)**

The system will prioritize an interactive and responsive user interface, ensuring ease of use and quick navigation for consumers.

- **Vendor Management**

The application will facilitate easy vendor management, enabling users to efficiently communicate with and select vendors for their events.

- **Flexible Payment Options**

Integration with popular web services like PayPal will provide users with flexible and secure payment options, addressing concerns about payment flexibility.

- **Filters for Sorting and Customizing Search**

Users will have access to filters for sorting and customizing

their search, allowing them to tailor the results to their specific event requirements.

• **Methodology**

The development of the proposed system will follow a structured methodology to ensure its effectiveness and reliability. The steps include:

V. SCOPE AND METHODOLOGY

• **Scope**

The scope of this research is to design and implement an Android-based event management application that addresses the challenges faced by customers in the online event management domain and pain points[9].

• **Requirement Analysis**

Conduct a detailed analysis of customer requirements and challenges in the current online event management scenario. This will involve understanding user needs, preferences,

• **System Design**

Develop a comprehensive design for the Android-based application, outlining the architecture, user interface, and functionality. This phase will include decisions on technology stack, database design, and third-party integrations[10].

• **Implementation**

Execute the development of the application based on the finalized design. Utilize Android architecture and integrate popular web services like Facebook and PayPal for seamless functionality.

• **Testing**

Rigorous testing of the application to identify and rectify any bugs, glitches, or performance issues. Testing will cover all aspects, including user interface responsiveness, payment processing, and data security.

• **User Feedback and Iteration**

Collect feedback from potential users through beta testing and make necessary iterations to improve the application's usability, features, and overall performance.

• **Deployment**

Launch the application for public use, ensuring it is available on the Android platform. Monitor the deployment for any unforeseen issues and address them promptly.

• **Documentation**

Create comprehensive documentation outlining the system architecture, features, and guidelines for users. This will serve as a reference for both users and developers.

By following this methodology, the research aims to develop a practical and effective solution that addresses the specific challenges faced by customers in online event management, offering a user-friendly and reliable application.

VI. DISCUSSION

According to Andersson and Wesslau (2000)[11], when

using events, companies get the possibility to have their own-right to the consumer during the duration of the event. The envisioned event management application emerges as a transformative solution, strategically crafted to tackle the intricate challenges faced by customers in the online event management arena. With a comprehensive approach encompassing categorized services, dependable reviews, interactive interfaces, vendor management tools, and adaptable payment options, the application promises to reshape the landscape of event planning. By empowering users to make informed decisions and fostering transparent communication, the application aims to elevate user satisfaction and confidence. The intuitive user interface, coupled with customizable search filters, streamlines the event planning journey, offering users a seamless and efficient experience. Integration with established web services like Facebook and PayPal not only amplifies convenience but also positions the application at the forefront of accessibility in event management. While anticipating challenges such as user adoption barriers and data security concerns, the application's potential for growth lies in its ability to adapt. Future trajectories may involve the integration of cutting-edge features like AI-driven recommendations and real-time collaboration tools, ensuring the application's evolution in tandem with technological advancements and user expectations. In essence, this discussion underscores the promising prospects of the proposed application, poised to revolutionize event planning by addressing customer concerns and ushering in a new era of convenience and efficiency.

VII. CONCLUSION

In conclusion, the event organizing platform stands as a transformative solution that has redefined the way events are planned, executed, and experienced. Through its user-friendly interface, robust features, and seamless integration of technology, this platform has successfully bridged the gap between organizers and participants, fostering a more connected and engaging event landscape. The platform's core functionality revolves around event management, encompassing the crucial aspects of date and time selection, venue arrangement, and equipment preferences. The systematic recording of all information in a secure database ensures accuracy and efficiency in event planning. The issuance of receipts adds an extra layer of transparency, providing users with a tangible confirmation of their event details.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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