

Study on Event Management Applications

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Abstract— The aim of this paper is to discuss the services that will provide quality in processes of event management. Our goal is not only to provide quality, but also to make it customized. This is something other papers have often failed to focus upon. A user understands quality in the terms of its customizability, and that's where we will lay our stress. Data in the study was collected from primary as well as secondary data sources (observations, internet resources, press and visual media). The proposed system aims to use android application to effectively manage all the phases of event management process and provide user the ability to customize quality of event according to his/her taste or needs.

Keywords— quality, event management, customized, services, android.

I. INTRODUCTION

The event industry is one of the world's largest employers and contributes major positive economic impact (Theocharis, 2008) [1]. Event management is a multi-million dollar industry which is growing at the rate of 150% per annum with events being hosted almost daily. Organizing a perfectly synchronized, well planned, well conducted and memorable event, requires the supervision and services of well trained and experienced professionals. The process of planning and coordinating the event is usually referred to as event planning and can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for entertainers, arranging decor, catering and emergency plans [2]. As of today, everyone has a different definition of "quality". Everyone has customized their favorite E-commerce sites according to their comfort and needs.

II. OBJECTIVES OF THE STUDY

- A. To understand the process of event management.
- B. To determine the factors affecting quality of service in event management.

III. LITERATURE REVIEW

The spectrum used for the review of literature focuses upon the definition of an event, quality and difficulty to manage an event.

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. An event can be a social / lifecycle event like a birthday party, engagement, wedding, funeral etc. or an education and career event like an education fair, job fair, workshop, seminar, debate, contest, competition etc. [3]. Quality in terms of event management can be described as the degree of excellence of an event [4]. The quality of service provided is dependent upon many parameters which should answer the question "Is this good enough?"

According to Andersson and Wesslau (2000), when using events, companies get the possibility to have their own-right to the consumer during the duration of the event [5]. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential "product" is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control [6]. The arguments presented by the literature reviews do run parallel with its empirical counter-part most of the time. However, irrespective of its size and contents, events always have the knack of surprising people. Even though they are planned and every settings of an event are monitored, but the event itself will always provide the physical experience that is entirely new and different from the previous ones [7]. The process of event management is best described in the figure given below

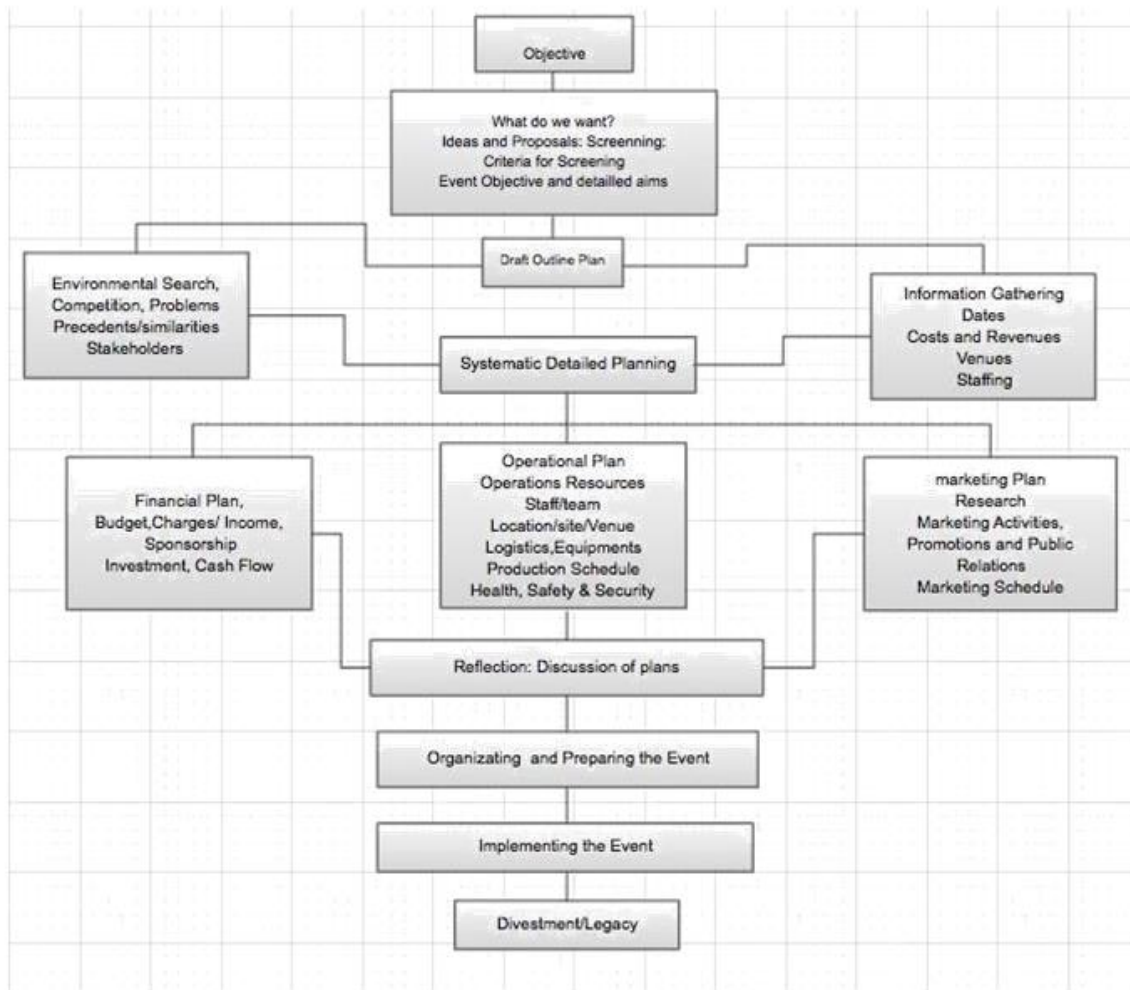


Figure 1: The planning process of Events Management (Shone & Parry 2010, 92) [8]

IV. SCOPE AND METHODOLOGY

The market currently boasts of various event management companies and websites and the customer has a lot of options to choose from, however there are various problems which are faced by them during such activity. Some of the problems faced by customers in online event management are as follows:

- A. Which event management company to choose?
- B. Should I choose individual talent over event managers?
- C. What are the options for payment, Is it flexible or hard bound?
- D. What should be the advance period of notice, should it be small like a week or big like month or years?
- E. How to trust any event management company?

The proposed system uses android architecture and builds upon it an application which shall be able to answer some of these questions and provide user interface which is more interactive and responsive for consumers and can seamlessly integrate popular web services like Facebook, PayPal to use their services for managing an event from scratch. The proposed system shall provide the following features:

- A. Categorization of services for Individuals as well as Event Management Companies
- B. Trusted reviews and rating system
- C. Interactive U.I for easy and quick operations
- D. Easy Vendor Management
- E. Flexible payment options
- F. Filters for sorting and customizing search

V. DESIGN OF PROPOSED SYSTEM

Research suggests that Word of mouth (WoM) is the main driver for 20% to 50% of all decisions made by consumers. Due to our social nature people are heavily influenced by the behavior and opinions of others. This is especially the case when faced with uncertainty, such as when buying something for the first time. This is why displaying ratings for products or services can be so powerful.

A large number of ratings helps build trust and credibility of our app and provides guidance for customers on which products people are most satisfied with. This helps to reduce anxiety about services we provide.

According to survey clients see an average 65% lift in revenue per visit and 52% uplift in conversion on product pages with ratings and reviews. They also see a 98% average conversion uplift when shoppers engage in Q&A on site/app.

Currently the market boasts of a few event management applications like Wedmegood, etc. However these applications are not able to provide user satisfaction since they don't have any special measures or parameter to customize the performance of event managers beforehand and thus lack in the process of providing quality of service. The proposed model takes into consideration these shortcomings and is made on android platform to reach a larger group of audience. The proposed model provides the public commenting as well as chatting option for effective interaction and transparency [9]. It uses the following modules to provide the ability of customizing quality of services to consumers.

A. Search and Select Module

Once the user has logged inside the application, they can use the search bar to search for a specific vendor or they can use categorized buttons to search for a specific category. The sort button allows the user to sort the search results according to consumer's needs. Upon tapping any button a new screen will appear which will show the search results.



Figure 2: Search and Select Module

B. Review & Rating Module

After the completion of an event the user will be able to rate vendors and write reviews regarding the work ethics of the vendor. These ratings and reviews are then uploaded in database. The database is implemented using MySQL and is

hosted on webserver. Users can easily read these ratings and reviews from the application and then compare vendors according to their ratings. This will allow the consumer to prioritize and customize his options and select a vendor accordingly.



Figure 3: Ratings and Review Module

C. Messaging Module

The consumers will have the ability to send messages to vendors with the use of In-app messaging feature. The application uses Google’s GCM service to

provide the ability of sending and receiving messages between users. The GCM service handles all aspects of queuing of messages and delivers it to client [10]. This will provide users with a communication medium which can allow them to share and customize their plan of action and decide schedule of event.



Figure 4: Messaging Module

D. Booking & Payment Module

PayPal’s REST API is used for handling payment and other transaction history details. The REST API enables customers to make PayPal and credit card payments with only a few taps [11]. Once the buyer has selected a vendor, the application will

allow them to book that vendor by using the flexible payment scheme which allows the consumer to pay only a 2-5% amount of the total sum as advance payment for booking a vendor. The remaining amount can be later paid in the ratio of 45% and 50% to the vendor through offline or online transactions.

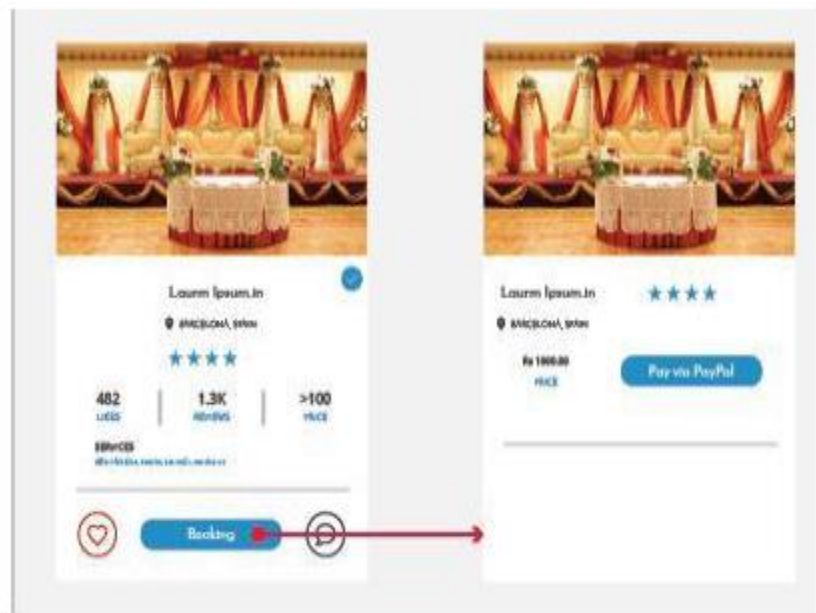


Figure 5: Booking and Payment Module

VI. CONCLUSIONS

Mobile applications are of utmost importance when companies market their products or services. The proposed system aims to bridge the gap between vendors and users and provide them a platform to interact and manage events. The proposed system can be said to be a successful when it delivers a proper channel to easily and effectively manage their event and provide a good quality of service to the customers in real time.

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