



FALL 2024

DAMG6210 (CRN 14307)

Data Management and Database Design

P1. Topic and Objectives

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Topic: On-Campus Event Management System

1) Background

The clubs, chapters, and organizations across Northeastern University conduct various workshops, seminars, meetups, speaker sessions, hackathons, etc. Many of these events need centralized management software to make the whole organization, registration, marketing, and financing process. With a centralized system, carefully weaving through participant data, communicating with attendees, and keeping track of logistics such as venue availability, attendee capacity, and promotional efforts can be easier for event organizers. A well-developed event management system does the same. It overcomes this by digitalizing each part of event management and offering a universal platform to fix all the hurdles that event organizers and participants face. It will also adhere to data privacy and security, protecting participants' data.

2) Purpose

Our Event Management System is designed with the user in mind. It aims to produce an extensive database that will serve as an effective tool for handling other events taking place on the campus. The system is intuitive and easy to use, allowing event hosts to easily add details about an event, manage participant lists, and handle logistics such as location and capacity. It will also capture the demographics of attendees and learn what they want to get out of an event so organizers can enhance their programming and tell that narrative back to sponsors. In addition, it strives to streamline the complete procedure for event management, making it accessible to all.

3) Scope

This will include anything from small meetups to schoolwide conferences – everything that happens on campus. The following features will be developed:

- Event creation, management, and scheduling
- Participant enrolment and follow-up
- Finance management, budgeting, and ticketing (where relevant)
- Marketing: Notifying and reminding participants
- Data analysis for organizers to track the performance of their events

The program is designed to be inclusive, catering to all on-campus events, from small meetups to schoolwide conferences. It is not bound by off-campus events or non-university explaining engagements, ensuring that all events within the university community can benefit from this comprehensive system.