

PROJECT REPORT TEMPLATE

BUILD AN EVENT MANAGEMENT SYSTEM

1. INTRODUCTION:

1.1 Overview:

Event management is the process of creating and maintaining an event. Event management is the application of project management to the creation and development of small and/ or large scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The event industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations and interest groups hold events in order to market their label, build business relationships, raise money or celebrate achievement.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting , scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging décor, event security, catering, coordinating with third party vendors and emergency plans. Each event is different in its nature so process of planning and execution of each event differs on basis of the type of event.

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical and logistical elements. The includes overall event design, brand building, marketing and communication strategy, audio visual production, script writing, logistics, budgeting, negotiation and client service.

Due to the complexities involved, the extensive body of knowledge required and the rapidly changing environment, event management is frequently cited as one of the most stressful career paths, in line next to surgeons.

Event management might be a tool for strategic marketing and communication used by companies of every size. Companies can benefit from promotional events as a way to communicate with current and potential customers. For instance these advertising focused events can occur as press conferences, promotional events, or product launches.

An event venue may be an onsite or offsite location. The event manager is responsible for operations at a rented event or entertainment venue as they are coordinating

directly with the property owner. An event manager will monitor all aspects of the event on site. Some of the tasks listed in the introduction may pass to the venue.

1.2 : Purpose

USES:

- ❖ An event management system minimizes the steps needed to manage your events, creating a much more efficient administrative process. This way event planners can focus more on details, without getting lost in administrative task.

1. ALL-IN-ONE EVENT MANAGEMENT SOFTWARE

It'll offer you many ways to [delight your attendees](#) but also your event management team and exhibitors. From importing attendees' databases, sending bulk invitation emails, or customized event page branding, you'll have every tool to boost your event participation rate. Grant your team access to track key performance indicators in real-time and adjust your event accordingly. Perform every single task in one place without having to opt for multiple different solutions.

2. TIME-SAVING

Event management software saves you time by having all of your tasks centralized in a single platform. This saves time for the event organizer, the team of professionals involved, and even attendees or exhibitors, making the whole experience more enjoyable. Also, if you want to focus more on the attendee experience, and less on the technical details, don't forget [your event should have onsite hardware support](#). That's the only way your on-site event technology becomes one less thing to worry about.

3. EVENT AUTOMATION

Event planners have a lot to think about to organize remarkable events. It usually takes an entire team of professionals to do the job. When you can automate tasks that are necessary but in reality don't differentiate yourself from the competition, you'll have the possibility to focus on what really matters, by releasing your team into more creative tasks so you can highlight your uniqueness.

4. INCREASE ENGAGEMENT RATE AT EVENTS

The right event management software includes all the tools to engage with your audience. Before the event, you can send registration confirmation emails or more details about the event sessions to keep your attendees excited.

At in-person events, you can use contactless technology with real-time data input to boost interactions and analyze your performance in the event management software. At a virtual event or hybrid event, you can ask for feedback via live chat tools or even use a [virtual product showcasing](#) feature that attendees can interact with.

5. ACCESS TO VALUABLE REAL-TIME DATA

When [choosing an event management platform](#), you should make sure that valuable data about the event can be backed up and displayed in dashboards in a user-friendly way. Real-time data enables real-time action. Gather conclusions throughout the life-cycle of your event and make strategic decisions in every phase to reach your desired goals.

6. PERSONALIZED REPORTS FOR CONTINUOUS IMPROVEMENT

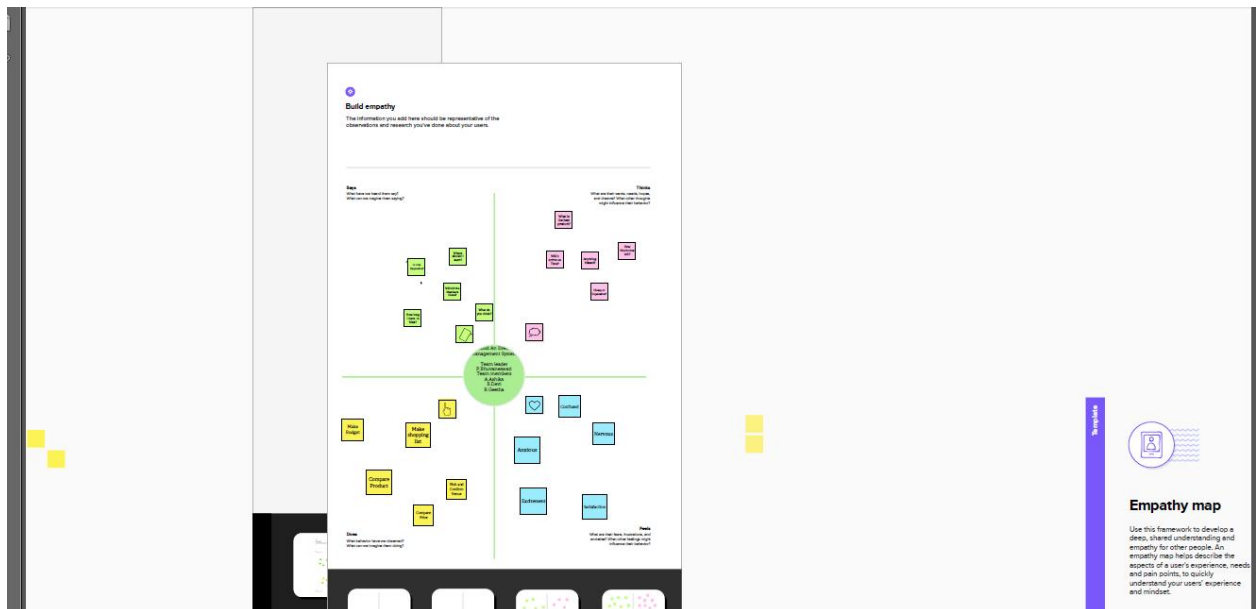
When the event is over, you can access personalized reports with lots of valuable information. This can be useful to follow up with a potential lead, understanding which sessions had the most engagement, or even which products have the most potential based on interactions by the audience.

An event management software with the right features will allow you to organize memorable events and facilitate the job that needs to be done. It'll give you the ability to perform all actions in

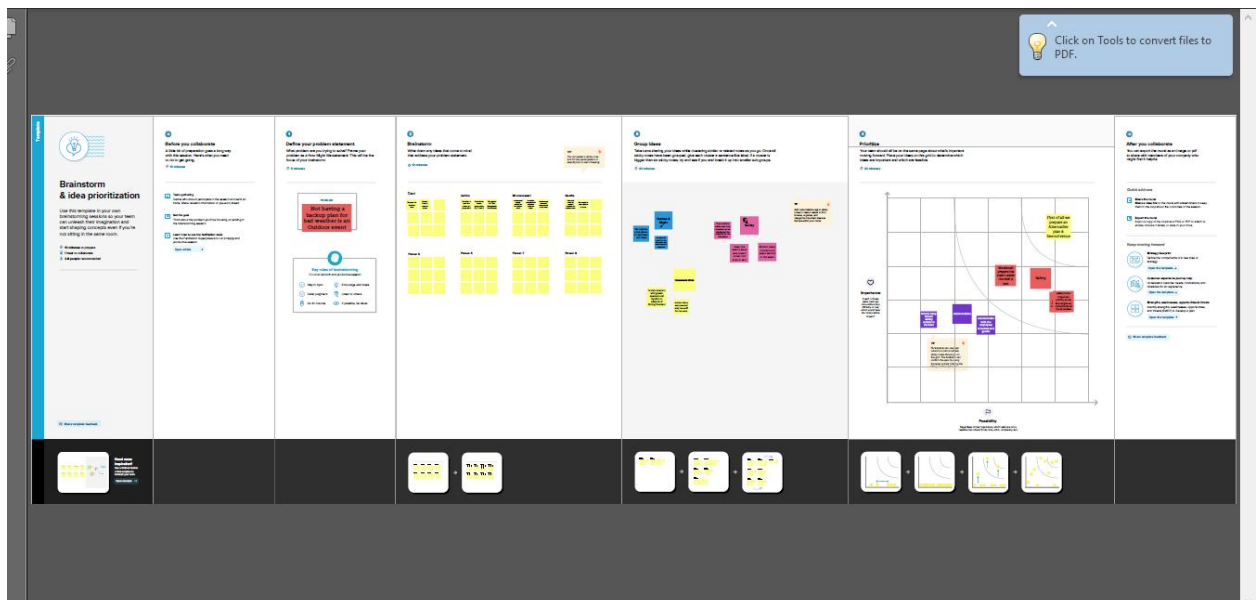
one place, making it more efficient, and you'll also have access to all the information that you need so you can continue to improve your events.

2. Problem Definition & Design thinking

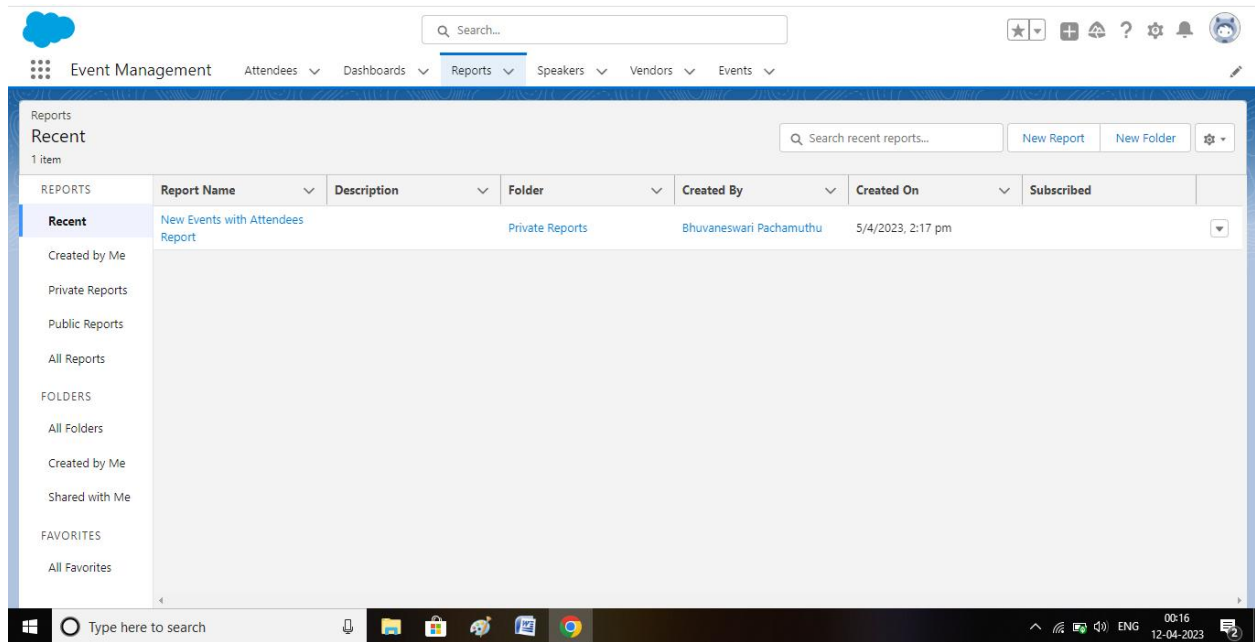
2.1: Empathy map;



2.2: Ideation & Brainstorming Map



3. RESULT:



4. Advantages & Disadvantages:

Advantages:

- ❖ Registration for an event can be within the time
- ❖ Complete work on time
- ❖ Management of workflow can be done easily
- ❖ Increase the accessibility
- ❖ Collaborative work environment
- ❖ Budgeting for your wedding
- ❖ Planning reduces uncertainty
- ❖ Focused on objectives
- ❖ Planning facilities control

Disadvantages:

- ❖ Difficult to handle Work manually
- ❖ Time consuming process
- ❖ Planning could lead to lack of reliable data
- ❖ Planning could be costly process

- ❖ More human power required

5. APPLICATIONS:

Large hotel chains, conference venues and wedding organisers all offer opportunities for events management graduates. Some courses give students the chance to specialise in festival or cultural and arts events, so museums, large galleries and festival organisers are possible source of vacancies.

6. CONCLUSION:

Event management system could be terribly effective applications which might be accustomed an excellent extent. We have created a nine milestones. These are create a salesforce developer account, object, tab, Application, Fields, Profile, User, Permission set and Reports. An every milestones we create the object, tabs and fields. Event management system (EMS) have several benefits over the normal system. A number of these blessings are centralized knowledge, up-to- date standing coverage, E-mail notification, simple use, backups etc. the employment of this application reduces the additional time and efforts needed to manage and monitor the events.

7. FUTURE SCOPE:

- ❖ The web application includes the IT fields
- ❖ Secure Administrative panel.
- ❖ Normal users are the participants
- ❖ They have to register for the events
- ❖ Users will have following the functions
 - Easy communication with the manager
 - Event time
 - Get instant message about any change updates easily
 - Will get winner certificate directly by downloading

8. APPENDIX



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