**Chapter Two**

**LITERATURE REVIEW**

**2.0 Introduction**

This chapter provides a comprehensive review of existing research papers, articles, and information sourced from various Internet search engines related to event management systems. The aim is to understand the current state of event management systems, identify challenges and potential solutions, and offer insights into future directions and opportunities for innovation in the field.

**2.1 Related reviewed work**

Event management systems have evolved significantly over the years, incorporating advancements in technology to streamline the planning, execution, and evaluation of events. Researchers have examined various aspects of event management, from software solutions and user interfaces to stakeholder engagement and data security.

The integration of cloud-based solutions has revolutionized event management by enabling real-time collaboration, scalability, and cost-efficiency. Khan (2023) studies have shown that cloud technology enhances the flexibility and responsiveness of event planning processes, allowing organizers to adapt to changes swiftly and manage resources more effectively. Cloud platforms provide a centralized system where data can be accessed and updated by multiple stakeholders, improving communication and coordination. Furthermore, cloud-based event management systems reduce the need for physical infrastructure, resulting in significant cost savings and increased efficiency.

AI technology is increasingly being adopted in event management systems to automate tasks such as attendee registration, personalized recommendations, and real-time feedback collection. Ergen, (2021) highlights the benefits of AI in improving operational efficiency, enhancing attendee experiences, and providing valuable insights through data analytics. AI-powered chatbots and virtual assistants offer instant support to attendees, answering queries and providing information, which enhances user satisfaction. Additionally, AI algorithms analyze attendee behaviour and preferences to deliver customized experiences, thereby increasing engagement and retention.

The proliferation of mobile applications has made event management more accessible and convenient for both organizers and attendees. Mobile apps facilitate real-time updates, easy access to event information, and interactive features such as live polls and networking opportunities, significantly enhancing user engagement. Talantis, *et al.,* (2020) studies indicate that mobile apps improve communication between organizers and participants, streamline check-in processes, and provide a platform for feedback collection. These applications also offer functionalities such as personalized schedules and notifications, which contribute to a more organized and enjoyable event experience.

With the increasing amount of personal data being processed by event management systems, data security has become a critical concern. Radoglou-Grammatikis *et al.,* (2021) studies emphasize the importance of implementing robust encryption methods, regular security audits, and compliance with data protection regulations to safeguard sensitive information. Ensuring data security not only protects the privacy of attendees but also enhances the credibility and trustworthiness of the event organizers. Security breaches can have severe consequences, including financial losses and reputational damage, making it imperative for event management systems to adopt comprehensive security measures.

Effective UX design is crucial for the success of event management systems. Martiskainen (2020) research indicates that intuitive interfaces, seamless navigation, and user-friendly features significantly improve user satisfaction and engagement, leading to higher attendance and positive feedback. A well-designed user interface ensures that attendees can easily access information, register for events, and interact with other participants. Studies show that focusing on UX design not only enhances the overall event experience but also reduces the need for extensive customer support, as users can navigate the system with ease.

Sustainability practices in event management are gaining attention as organizers strive to reduce the environmental impact of their events. Wickham *et al.,* (2021) studies focus on the implementation of eco-friendly practices such as waste reduction, energy efficiency, and the use of sustainable materials, highlighting the positive outcomes for both the environment and the event's reputation. Sustainable event management involves careful planning and resource allocation to minimize carbon footprints and promote environmental stewardship. Research suggests that adopting green practices can also attract environmentally conscious attendees and sponsors, thereby boosting the event's appeal and success.

The rise of virtual and hybrid events has transformed the event management landscape, particularly in the wake of the COVID-19 pandemic. Dousay *et al.,* (2021) explores the challenges and opportunities associated with these formats, including technological requirements, attendee engagement, and the potential for reaching a global audience. Virtual events eliminate geographical barriers, allowing participants from different locations to attend without the need for travel. Hybrid events, which combine in-person and virtual elements, offer flexibility and inclusivity. Studies indicate that these formats can enhance accessibility and provide new revenue streams, although they require robust technical infrastructure and effective engagement strategies.

Social media platforms play a significant role in promoting events, engaging attendees, and facilitating real-time communication. Birdir *et al.,* (2020) studies examine the strategies for leveraging social media to boost event visibility, increase attendee interaction, and gather instant feedback, thereby enhancing the overall event experience. Social media campaigns can generate buzz and excitement around an event, encouraging participation and fostering a sense of community. Birdir *et al.,* (2020) highlights the effectiveness of using platforms like Facebook, Twitter, and Instagram for marketing, live updates, and post-event engagement, making social media an indispensable tool in modern event management.

The integration of various software solutions within an event management system can streamline operations and enhance functionality. Muhammad *et al.,* (2023) discuss the benefits of integrating CRM systems, marketing automation tools, and financial management software to provide a holistic approach to event planning and execution. Integrated software solutions enable seamless data sharing and synchronization across different platforms, reducing manual efforts and minimizing errors. Research indicates that such integration improves efficiency, facilitates better communication among team members, and provides comprehensive insights into the event's performance, helping organizers to achieve their goals more effectively.

**2.2 Conceptual frameworks**

The conceptual framework for this study is based on the integration of advanced technologies in event management systems to address identified challenges and leverage potential opportunities. The framework encompasses the following components:

1. User Experience (UX) Design: Emphasizes the importance of intuitive interfaces and seamless navigation to enhance user satisfaction.

2. Real-Time Collaboration: Incorporates cloud-based solutions to facilitate real-time communication and coordination among event organizers, vendors, and attendees.

3. Artificial Intelligence (AI): Utilizes AI for automating administrative tasks, providing personalized recommendations, and improving decision-making processes.

4. Data Security: Focuses on implementing stringent security measures to protect sensitive information and ensure compliance with data protection regulations.

5. Analytics and Reporting: Involves the use of advanced analytics tools to gather insights from event data, helping organizers to measure success and identify areas for improvement.

**2.3 Summary**

This literature review provided a thorough overview of the current state of event management systems. The literature shows that the key challenges such as increased collaboration, better user experiences, and strong data security. Potential solutions, such as the integration of cloud-based technologies, artificial intelligence, and advanced analytics, have been discussed. The conceptual framework presented here provides a structured approach to addressing these challenges and capitalizing on opportunities for innovation. Future event management system research and development directions include further exploration of AI capabilities, improved security protocols, and continuous improvement of user interfaces to meet the changing needs of event organizers and attendees.

**2.4 References**

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