**Kamala Education Society’s**

**Pratibha College of Commerce & Computer Studies,Chinchwad, Pune-19**

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**Project Report On**

**“Event Management System”**

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**TYBBA (CA)**

Under

**SavitribaiPhulePuneUniversity**

**(2021-2022)**

**Kamala Education Society’s Pratibha College of Commerce & Computer Studies, Chinchwad, Pune-19**

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# Certificate

This is to certify that **“Mr VIPUL SUSUNDRE AND Mr AMAIR PATEL ”** has**/** have satisfactorily completed the **Web Base Project** titled  **“ KaLabour Management System”** for **T.Y.BCA** under the **SavitribaiPhule Pune University**in the academic year **2021-2022.**

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| **Internal Examiner** | **External Examiner** |

**Date:**

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Any efforts to produce successful creation require the help Guidance and support of many people and their experience. We would like to express our sincere and heartfelt gratitude to all of them.

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## Mr. Vipul Susundre

## Mr. Amair Patel

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# INRODUCTION

Event management is a process of organizing a professional and focused event, for a particular target audience. It involves visualizing concepts, planning, budgeting, organizing and executing events such as wedding, musical concerts, corporate seminars, exhibitions, birthday celebrations, theme parties, etc. Event Management is a multi-million dollar industry, growing rapidly, with events hosted regularly. Surprisingly, there is no formalized research conducted to access the growth of this industry. The industry includes fields such as the MICE (Meetings, Incentives and Events), exhibitions, conferences and seminars as well as live music and sporting events. On the profession side, event management is a glamorous and exciting profession that demands a lot of hard work and dynamism. The logistics side of the industry is paid less than the sales/sponsorship side, though some may say that these are two different industries. Event management is the application of project management to the creation and development of large scale events. 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 decor, event security, catering, coordinating with third party vendors, and emergency plans. The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, charitable organizations, and interest groups hold events in order to market themselves, build business relationships, raise money, or celebrate achievement. An event refers to a social gathering or activity, such as a festival,( for example a musical festival), a ceremony( for example a marriage ) and a party(for example a birthday party).

**MOTIVATION.**

Events planning and management is a complex, detail oriented business. “To ensure you are planning an event successfully, it’s imperative that you keep your eye on the big picture”. Wise words to live by, and a positive reminder describes events planning and management as “having a dozen balls simultaneously in the air”. While we aren’t professional jugglers, we recognize exactly how organized events planning and management is vital to success.

While we help our clients shape their events from all different levels, we like to remind people it’s okay to ask for help! Choosing to partner with a professional and/or agency can provide a level of cohesion and support, that only comes with years of experience. And if you find that “right fit”, they can help you to build a positive brand image. As always, we’re here to be a voice in the community and share our expertise. So, let us walk you through the three most important reasons why proper events planning and management is so important to any event.

**PROBLEM STATEMENT**.

Every Organization, whether big or small, has

challenges to overcome and managing the every event.

Management System has different event needs,

so we design exclusive Event Management System.

This is designed to assist in strategic planning and it will

help to ensure that your organization is equipped with the

right level of information and details of your future goals. Also for those busy executive who are always on the go, Our system come with remote access features, which will allow you to manage your workforce anytime. These system will ultimately allow you to better manage resources.

**PURPOSE / OBJECTIVE AND GOALS**.

The terms “goals” and “objectives” are often used interchangeably. However, they each have distinct meanings:

Goals are usually specific and measurable.

Objectives are the strategies and steps that you use to reach your goals.

Define key performance goals :

# Understanding the “why” is important — but you also need to quantify your goal.

# When working with performance goals, focus on what you can control. For example, you can’t really control how many of your attendees choose to return for next year’s conference. But you can assess the number of sales made before, during, and after the conference. And how many qualified leads you obtained. And how many of those leads your team followed up with in the months after. The list can go on and on.

# It may seem obvious, but when decision-makers look to measure the success of the event, they may suggest things that are simply out of your control. That’s why the way you phrase your goals can be so important when communicating expectations to your higher-ups.

# Make your event goals “smart”:

# When setting goals, work with SMART goals, which are:

# Specific

# Measurable

# Attainable

# Realistic

* Time based

**LITERATURE SURVEY.**

We have referred the following papers and apps for our project:

[1] AE Organizer App reviewed the literature on

professional associations and explored the strategic

direction of event management committee.

[2] Event Planner app proposed a innovative approach for specifying events based on that to predicate that an event hustle bustle right from deciding the theme to deciding the venue and events.

Literature Websites: http://www.w3schools.com/sql http://www.javatpoint.com/hibernate-tutorial http://en.wikipedia.org/wiki/Freelancer https://www.guru.com https://www.odesk.com <https://www.peopleperhour.com>

**PROJECT SCOPE AND LIMITATIONS.**

Today, there are a number of companies hosting and organizing events on a regular basis. These range from the small time private events to the large-scale international events. A good number of young people are entering in this field because they realize the potential of the market and the demand and supply situation. In fact, the most profitable aspect of this field is the need for creativity. And that is how and where one earns. The management of events calls, largely for coordination, from stage one. The first thing required is to get the orders for the event. This process is also known as pitching for an event. Usually, whether it is for small time events (birthday parties and weddings), or then for the larger ones assigned by companies (exhibitions and trade fairs), or the international concerts; the event manager/company is asked to submit a project report, with the finances involved. The objective of this application is to develop a system that effectively manages all the data related to the various events that take place in an organization. The purpose is to maintain a centralized database of all event related information. The goal is to support various functions and processes necessary to manage the data efficiently.

**System Analysis**

**EXISTING SYSTEM.**

This existing system is not providing secure registration and profile management of all the users properly. This system is not providing on-line Help. This system doesn’t provide tracking of users activities and their progress. This manual system gives us very less security for saving data and some data may be lost due to mismanagement. This system is not providing event management through internet. This system is not providing proper events information .The system is giving manual information through the event management executer.

**SCOPE AND LIMITATIONS OF EXISTING SYSTEM**.

In the present scenario, existing system has many

drawbacks which make it inefficient to carry on with it.

The present working system of the referred company is

manual. It is difficult to maintain all details of events,

customers and the services. The execution of the event

sometimes delays due to unmanaged planning. As far as quality is concerned it is ok but not as good when handled using computerized system. Now the inefficiency of the existing system can be stated in terms as follows:

o The manually handled system is time consuming

o Data security is not assured.

o It is difficult to maintain records in long run.

o Large number of manpower is required.

o It is hectic to handle huge transaction.

**PROPOSED SYSTEM.**

The development of this new system contains the following activities, which try to automate the entire process keeping in the view of database integration approach. This system maintains employee’s personal, address, and contact details .This system will provide on line help and search capabilities. User friendliness is provided in the application with various controls provided by system rich user interface .Authentication is provided for this application only registered users can access. event information files can be stored in centralized database which can be maintained by the system. This system provides the employees to manage the events systematically

**REQUIREMENT ANAYLSIS.**

**FUNCTIONAL REQUIREMENTS**.

R1 : Registration Description : To enter into this site user has to register himself first. Requirements of registration are first name, last name, user name, email-id, password, confirm password etc. Input: User Details Output: Filled Registration Details. Processing: User details are checked with database. Password constraint is checked as per validation.

R2: User Login Description: The System provides facility to login into the system. Input: Enter username and password Output: User Profile page Processing: The system will check the input of user and if valid then login is done. Otherwise user will be asked to re-enter the username and password.

**IMPLEMENTATION DETAILS.**

**SOFTWARE SPECIFICATIONS:**

* **XAMPP (APACHE MYSOL PHP).**
* **NOTEPAD++ OR OTHER TEXT EDITORS.**
* **CHROME OR ANY OTHER BROWSER.**

**FRONTEND LANGUAGE USED:**

* **HTML (HYPERTEXT MARKUP LANGUAGE).**
* **CSS (CASCADING STYLE SHEET).**
* **BOOTSTRAP (FRAAMEWORK OF CSS & JAVA).**

**BACKEND LANGUAGE USED:**

* **PHP (HYPERTEXT PREPROCESSER).**
* **MYSQL(DATABASE).**

**CONCLUSION.**

There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer--to--peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it

right. To approach communities and engage in dialogue that seems relevant and motivating for an audience of extremely sophisticated and literate users.Therefore, for building up a brand, a marketer must remember to:-

* Be personal
* Be in dialogue
* Be a Product
* Be a community
* Be social now

**RECOMMENDATIONS.**

1) Adopt Guerrilla marketing strategies which involve the use of unorthodox

and sometimes unusual methods whereby marketers try to get attention for

their events in front of a built-in audience.

2) A new concept - Eye tracking technique should be adopted by the Event

Management Company which is a sophisticated device that tracks and

record where people look and how they move their gaze. This will help the

company to evaluate their performance of the event organized.

3) Making use of Event apps which is an innovative tool to the Event industry

that makes things easier, quicker and more interactive about the Event. For

example Eventmobi, an app which is incorporated in Toronto, Canada in

2006 and it is the first event app platform worldwide reaching thousands of

event planners and millions of attendees in over 40 countries and the first

event was on baby boomers conference and secondly double dutch event app

in 2012, having its headquarters in San Francisco, U.S.

4) Innovative marketing methods can be used for promotion like Content

Marketing.

5) Collaboration with NGO’s to organize functions for Social Welfare.

6) Emphasis should be given on promotion through Information Technology

Like Web marketing.

o Creating websites and blogs for suggestions and feedback.

7) Steps should be taken to fulfill the Corporate Social Responsibility (CSR) by

Event Management Organizers

o Offer discounts for military personnel, veterans and their families.

o Discount to single mother.

o Fund Raising Events for Differently abled people/children

8) With the innovative marketing tool, use of some Traditional Marketing tools

are also important like;

o Road Shows

o Trade Fares

o Street Promotion.

**FUTURE SCOPE.**

Every research should end with further questions to be answered by the future researchers. Therefore, it is in order to point out the areas in which further researchers can be conducted I Event sector. It is suggested that further

researchers be conducted in the respect following:

1) Role of Government to promote Event Management Companies.

2) Marketing and Branding of Event Management Companies through

Information Technology.

3) Comparison of marketing of Event Management Companies

with that in other states.

4) Promotion and Marketing of Event Management Companies at

National and International Level.

While conducting such researches proper methodology should be followed. This

involves exploratory work, review of literature, identification of problem,

sample design, hypothesis formulation, preparation of questionnaire, collection

of data, editing and tabulation of data, analysis and interpretation of data and

hypothesis testing.

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**FOR PHP, CSS, APACHE INSTALLATION :**

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**FOR XAMPP INSTALLATION :**

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**THANK YOU !**

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