**CHAPTER 1:**

**INTRODUCTION**

**CHAPTER 1: INTROUCTION**

* 1. **PROBLEM STATEMENT:**

The main problem with event marketing is the fact that not all the people get knowledge about the particular events. Many of times, people wish to participate in many events, but cannot because of either lack of knowledge of the particular events, or late registration. This makes them miss out on events they could have participated into.

Another common issue with existing web applications or websites for e-marketing is the fact that the user interface is not clean and organized. This means that the participants and the users have to scroll through all events that do not matter to them, just to find those events that do. Hence, this makes the task very cumbersome.

The biggest problem that organizers face is the fact that advertising and marketing events is very costly, and not a lot of people become aware of the fact that the events are occurring. This makes their task full of strife, and yet does not provide a wide reach for the events.

* 1. **MOTIVATION:**

Due to issues such as lack of awareness and reach of events, and the cumbersome process of registering in events, we have decided to create a web application that can solve all these issues under one web application.

Here, the organizers can easily approach us to market their events, and they can be ensured that all the participants registered on our web application can get information about what events are occurring. This means the organizers get a much wider reach.

The benefits of the users and participants is the fact that they can get easy registration on our web application, and also get many financial benefits. Also, this means that the participants can select the events they want to participate in under one web application. Hence, the participants do not have to roam around for event participation.

* 1. **OBJECTIVES:**

Create a dynamic web application.

A web application which provides clean, minimalist user interface.

Provides e-marketing and e-advertising for organizers.

Provides categorized events for users.

Provides financial benefits to the users.

Enables the user to get e-notification through E-Mails.

* 1. **SCOPE OF THE PROJECT:**

Organizers are provided with e-marketing services.

Users can apply for online registration.

All users can get their history and reports.

Participants who have registered through our web application get financial benefits.

All users/participants get notifications through E-Mails.

In case or occurrence of future expansion, our web application requires only new changes, without tampering with the crux of the web application.

Dynamic/Responsive web application approach.