

CHAPTER 1

INTRODUCTION

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).There are mainly 4 types of event management:

1. Corporate Event Management
2. Traditional Event Management
3. Product Launch Event Management
4. Special Event Management

1.1 Event manager

The Event Manager is the person who plans and executes the event. Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager is an expert at the creative, technical and logistical elements that help an event succeed. This includes event design, audiovisual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service. It is a multidimensional profession.

1.2 Event Management Process

There are 2 stages of event management process namely, Event planning and Event control.

- 1.2.1 Event Planning: To plan an event we must consider the following areas of an event, viz, feasibility, event proposal.
- 1.2.2 Event Control: To control an event we must look on the following areas logistics, negotiations, costing & cash flow, event manual, I.T, decision making and change, risk management.

1.3 Scope of the Project

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.

1.4 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.

1.5 Feasibility Study

A feasibility study is a high-level capsule version of the entire System analysis and Design Process. The study begins by classifying the problem definition. Feasibility is to determine if it's worth doing. Once an acceptance problem definition has been generated, the analyst develops a logical model of the system. A search for alternatives is analyzed carefully. There are 3 parts in feasibility study.

1.6 Operational Feasibility

Operational feasibility is the measure of how well a proposed system solves the problems, and takes advantage of the opportunities identified during scope definition and how it satisfies the requirements identified in the requirements analysis phase of system development. The operational feasibility assessment focuses on the degree to which the proposed development projects fits in with the existing business environment and objectives with regard to development schedule, delivery date, corporate culture and existing business processes.

1.6.1 Technical Feasibility

This involves questions such as whether the technology needed for the system exists, how difficult it will be to build, and whether the firm has enough experience using that technology.

1.6.2 Economic Feasibility

Establishing the cost-effectiveness of the proposed system i.e. if the benefits do not outweigh the costs then it is not worth going ahead. In the fast paced world today there is a great need of online social networking facilities. Thus the benefits of this project in the current scenario make it economically feasible. The purpose of the economic feasibility assessment is to determine the positive economic benefits to the organization that the proposed system will provide. It includes quantification and identification of all the benefits expected. This assessment typically involves a cost/benefits analysis.

1.7 The Testing Spectrum

The term implementation has different meanings ranging from the conversion of a basic application to a complete replacement of a computer system. The procedures however, are virtually the same. Implementation includes all those activities that take place to convert from old system to new. The new system may be totally new replacing an existing manual or automated system or it may be major modification to an existing system. The method of implementation and time scale to be adopted is found out initially. Proper implementation is essential to provide a reliable system to meet organization requirement.

1.7.1 Unit Testing

In computer programming, unit testing is a software testing method by which individual units of source code, sets of one or more computer program modules together with associated control data, usage procedures, and operating procedures, are tested to determine whether they are fit for use. Intuitively, one can view a unit as the smallest testable part of an application. In procedural programming, a unit could be an entire module, but it is more commonly an individual function or procedure. In object-oriented programming, a unit is often an entire interface, such as a class, but could be an individual method. Unit tests are short code fragments created by programmers or occasionally by white box testers during the development process. It forms the basis for component testing. Ideally, each test case is independent from the others. Substitutes such as method stubs, mock objects, fakes, and test harnesses can be used to assist testing a module in isolation. Unit tests are typically written and run by software developers to ensure that code meets its design and behaves as intended.

1.8 Benefits

The goal of unit testing is to isolate each part of the program and show that the individual parts are correct. A unit test provides a strict, written contract that the piece of code must satisfy. As a result, it affords several benefits.

1.9 Literature Survey

Survey of the project is done based on Event Management System.

First survey is done by name, “Barcode Enabled Event Management System for Logistics and Consumables Management” which was published by Aswin Chandrasekharan, Nikhil Venkat, Aniruddha P.B, and Siva Rama Krishnan Somayaji. In this survey authentication is provided by barcode. The outcome of this is quick and secured registration.[1]

The second survey is done by name, “Smart Event Management System” which was published by Assistant Prof. Khalil Pinjari and Khan Nur. This survey introduced a system which will be computerized and has been developed using advanced language. It was a web application. Now a day’s, the events such as festivals, wedding etc. have become a core part of life which has resulted in event planning and Management Company to rise.[2]

The third survey is done by name, “ Event Management System” which was published by M. Mahalakshmi, S. Gomathi and S. Krithika. The main idea of this survey is to maintain the College Event information and organize the event and to send the Student Registration time through sms with verification code to the student using mobile application based on Android App. The tools constitutes Android SDK development, Java.[2]

1.10 Objectives:

The 5 Objectives of the Event Management System,

1. Identifying and determining corresponding control measures.
2. Programming events in such a way that operational information is transferred.
3. Forming the base of many routine activities in operations management.
4. Providing the entry point for many process and activities of Service Operation.
5. Providing a basis for service assurance, reporting and service improvement.[3]

CHAPTER 2

REQUIREMENT ANALYSIS

2.1 Hardware Requirements

1 Hardware	: Processor Intel dual core and above
2 Clock speed	: 3.0 GHz +
3 RAM size	: 512 MB +
4 Hard Disk capacity	: 400 GB and Above

2.2 Software Requirements

1 Operating System	: Windows XP, Windows 7, Windows 8, Windows 10
2 Browser	: Google chrome latest version
3 Database	: MySQL.
4 Documentation	: MS-Office

2.3 Functional Requirements:

1. Registration:

i) 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.

2. User Login:

i) The System provides facility to login into the system.

ii) Enter username and password

iii) User Profile page

3. Select the Event:

i) The user can select the event and also select payment method.

4. Forgot Password

i) The user can send reset link to the mail id to reset password.

ii) Input: Email id

iii) Output: Reset link send to Email id.

5. Logout:

i) The system provides the facility to logout from the site.

ii) Input : Select logout option.

iii) Output : Logout from the system.

iv) Processing : User will logout.

6. Online packages:

i) Online various payment packages will available to see.

7. Time Slots:

i) Time slots for availability of a place or venue on which event going too held.

8. Notification/updates:

i) User will get to know any notification, recent update or important messages through e-mail.[4]

2.4 Non-Functional Requirements:

1. Performance Requirements:

i) The system need to be reliable.

ii) If unable to process the request then appropriate error message.

iii) Web pages are loaded within few seconds.

2. Safety Requirements:

i) The details need to be maintained properly.

ii) Users must be authenticated.

iii) The database must be kept backed up.

3. Security Requirements:

i) After entering the password and user id the user can access his profile.

ii) The details of user must be safe and secure.

iii) Sharing of details.[4]

2.5 List of Actors:

Following are the actors;

1. Event organizer/manager:
 - * Event organizer is responsible for planning events and ensuring that they run as smoothly as possible.

2. Event Administrator:
 - * Processing conference and events bookings.
 - * Chasing up calls.

3. Sponsor:
 - * Financial or in-kind support in return for acknowledgement and exposure to audiences.

4. Service and contract provider:
 - * Catering.
 - * Merchandise.
 - * Amusement structure and equipment etc.

5. Emergency service providers:
 - * Ambulance services.
 - * Police.
 - * Metropolitan Fire Service etc.

6. Regulator:
 - * Regulator is responsible for control and supervision of a particular activity or event related public interest area.

7. Social media:
 - * Word of mouth/viral propagation.
 - * Continuous engagement before, during and after the event.
 - * Search Engine Visibility.[4]

CHAPTER 3

DESIGN AND ARCHITECTURES

3.1 Design

Design is the first step in development phase for any techniques and principles for the purpose of defining a device, a process or system in sufficient detail to permit its physical realization. Once the software requirements have been analyzed and specified the software design involves three technical activities-Design, Coding, Implementation, Testing that are required to build and verify the software. The design activities are of main importance in this phase, because in these activities decisions ultimately affecting the success of the software implementation and its ease of maintenance are made. These decisions have the final bearing upon reliability and maintainability of the system. Design is the only way to accurately transfer the customer's requirements into finished software or system. Design is the place where quality is fostered in development. Software design is the process through which requirements are translated into a representation of software. Software design is conducted in two steps. Preliminary design is concerned with the transformation of requirements into data.

3.2 Module Description

The system after careful analysis has been identified to be presented with the following modules.

3.2.1 User Module

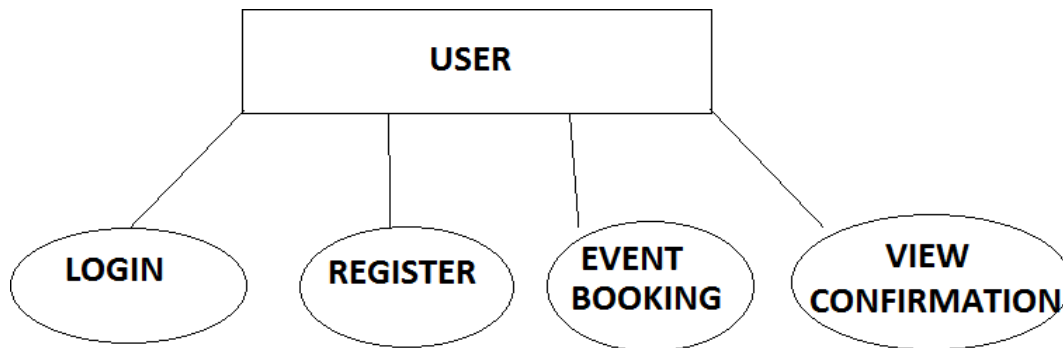


Figure 3.2.1 User Module

3.2.2 Administrator Module

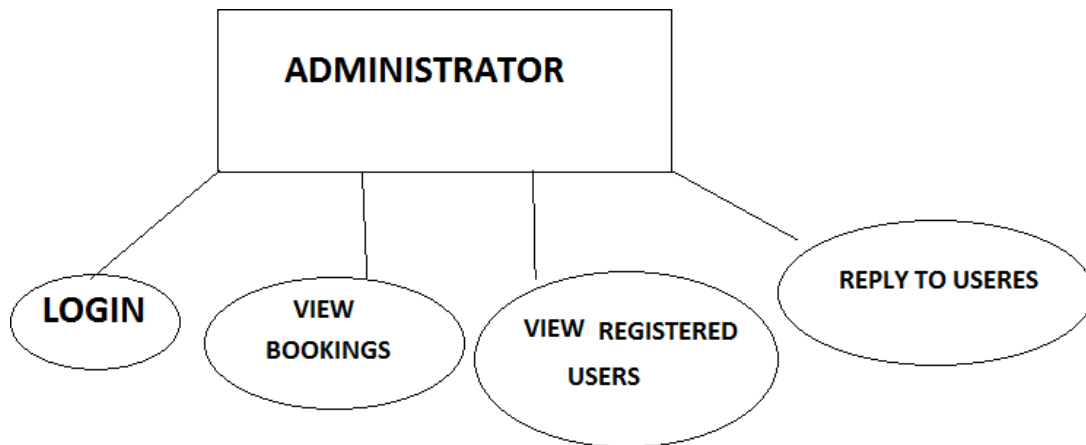


Figure 3.2.2 Administrator Module

3.3 Architecture

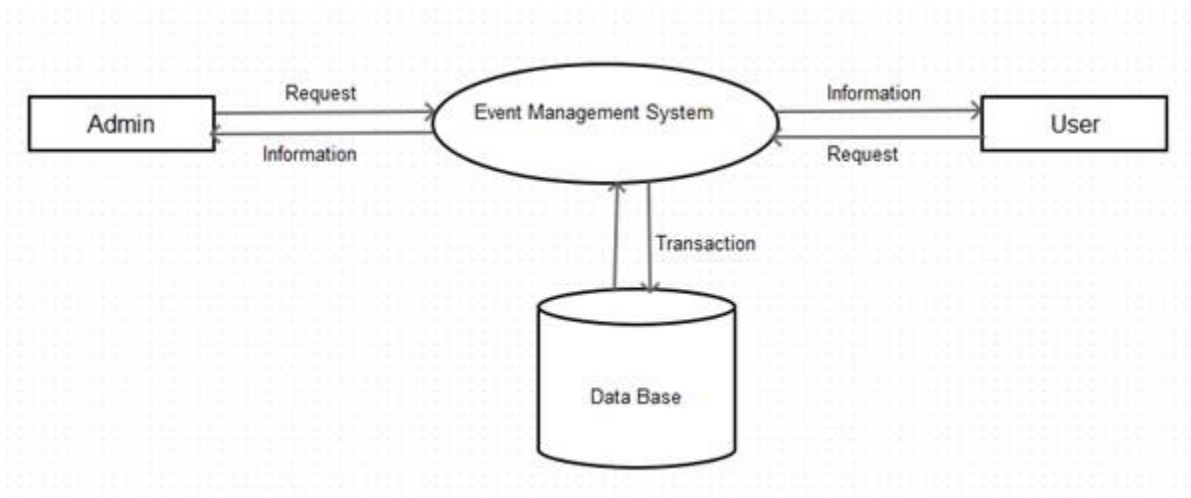


Figure 3.3 Architecture of Event Management System

3.4 Database Design

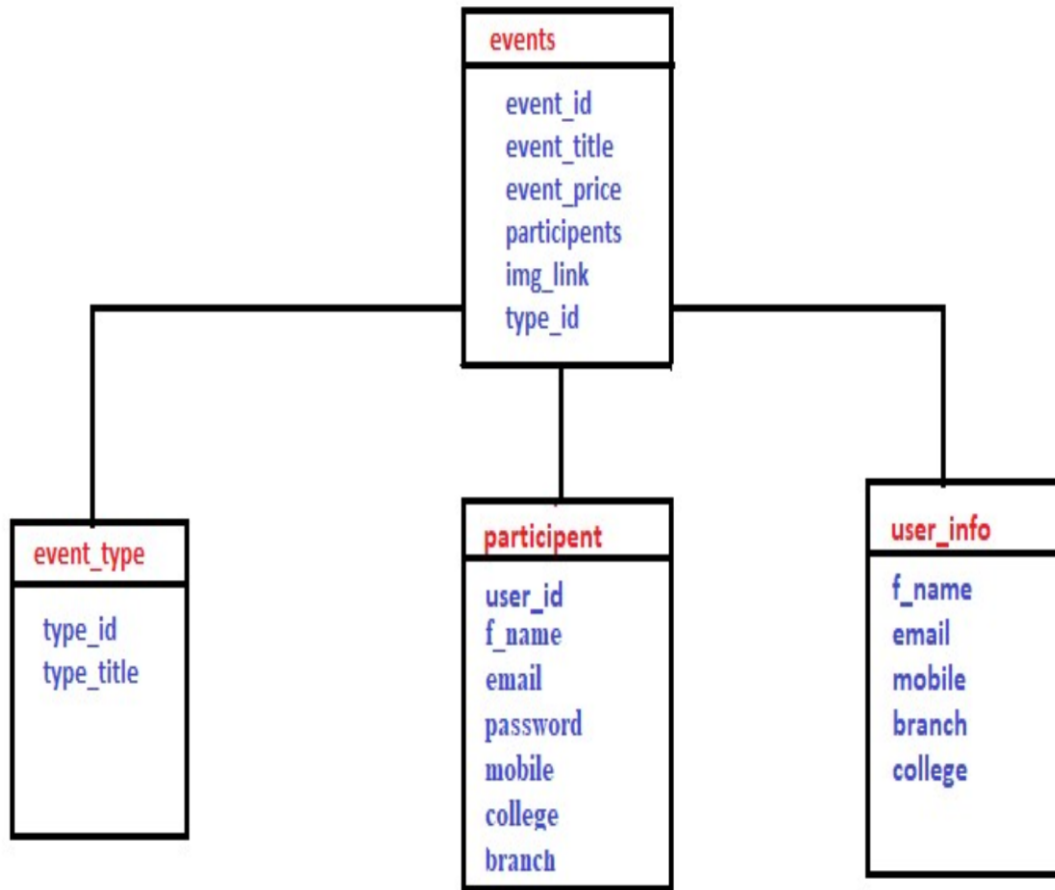


Figure 3.4 Database Design

3.5 ER-Diagram

An Entity Relationship Diagram (ERD) is a graphical tool to express the overall structure of a database. It is based on a perception of a real world which consists of a set of basic objects. An entity is a person, place, thing or event of interest to the organization and about which data are captured, stored or processed. The attributes are various kinds of data that describes an entity. An association of several entities in an Entity-Relationship model is called relationship.

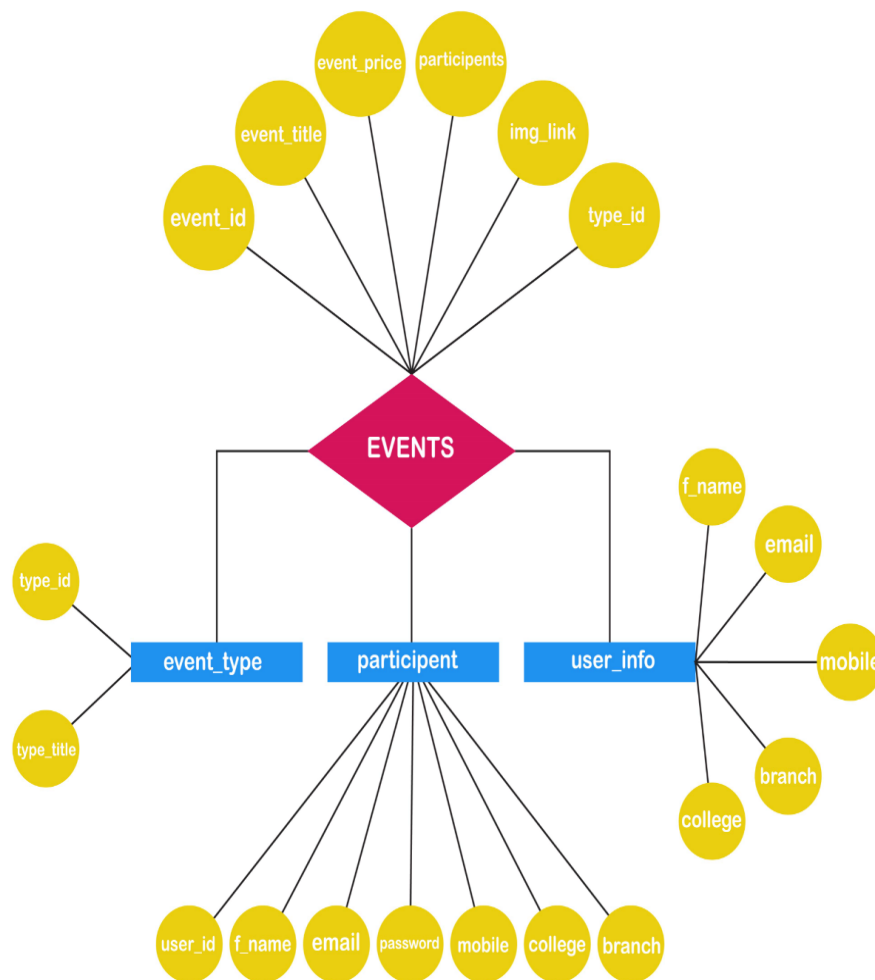


Figure 3.5 ER - Diagram

3.6 Schema Design

events

<u>event_id</u>	event_title	event_price	participants	img_link	<u>type_id</u>
-----------------	-------------	-------------	--------------	----------	----------------

event_type

<u>type_id</u>	type_title
----------------	------------

participant

<u>user_id</u>	f_name	email	password	mobile	college	branch
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user_info

f_name	email	mobile	branch	college
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Figure 3.6 Schema Diagram

CHAPTER 4

DEVELOPMENT AND CODING

4.1 Technology Description

4.1.1 Php

PHP is a server-side scripting language designed primarily for web development but also used as a general-purpose programming language. PHP code may be embedded into HTML or HTML5 code, or it can be used in combination with various web template systems, web content management systems and web frameworks. PHP code is usually processed by a PHP interpreter implemented as a module in the web server or as a Common Gateway Interface (CGI) executable. The web server combines the results of the interpreted and executed PHP code, which may be any type of data, including images, with the generated web page. PHP code may also be executed with a command-line interface (CLI) and can be used to implement standalone graphical applications.[5]

4.1.2 MySQL

MySQL is an open-source relational database management system (RDBMS). Its name is a combination of "My", the name of co-founder daughter, and "SQL", the abbreviation for Structured Query Language. The MySQL development project has made its source code available under the terms of the GNU General Public License, as well as under a variety of proprietary agreements. MySQL was owned and sponsored by a single for-profit firm, the Swedish company MySQL AB, now owned by Oracle Corporation.[5]

```
CREATE TABLE `events` (  
  `event_id` int(100) NOT NULL,  
  `event_title` text NOT NULL,  
  `event_price` int(20) NOT NULL,  
  `participants` int(100) NOT NULL,  
  `img_link` text NOT NULL,  
  `type_id` int(100) NOT NULL  
)
```

```
CREATE TABLE `event_type` (  
  `type_id` int(10) NOT NULL,  
  `type_title` text NOT NULL  
)
```

```
CREATE TABLE `participant` (  
  `user_id` int(10) NOT NULL,  
  `fullname` varchar(100) NOT NULL,  
  `email` varchar(300) NOT NULL,  
  `password` varchar(300) NOT NULL,  
  `mobile` varchar(10) NOT NULL,  
  `college` varchar(300) NOT NULL,  
  `branch` varchar(11) NOT NULL  
)
```

```
CREATE TABLE `user_info` (  
  `f_name` varchar(30) NOT NULL,  
  `email` varchar(30) NOT NULL,  
  `mobile` int( 10) NOT NULL,  
  `branch` varchar(5) NOT NULL,  
  `college` varchar(15) NOT NULL  
)
```

CHAPTER 5**TESTING AND IMPLEMENTATION****Table 5.1****Test case 1:**

Test case id:	Test Scenario:	Test Steps:	Test Data:	Expected results:	Actual results:	Pass/Fail
TCID 1	Check customer login with valid data	1. Go to site 2. Enter user id 3. Enter user password 4. Check submit	User id: Siri User password: R6524	User should login into application.	As expected	Pass

Table 5.2**Test case 2:**

Test case id:	Test Scenario:	Test Steps:	Test Data:	Expected results:	Actual results:	Pass/Fail
TCID2	Check customer login with invalid data	1. Go to site 2. Enter user id 3. Enter user password 4. Check submit	User id: John User password: 567h	User should not login into application.	As expected	Pass

Table 5.3

Test case 3:

Test case id:	Test Scenario :	Test Steps:	Test Data:	Expected results:	Actual results:	Pass/Fail
TCID3	Test User forgot password	1. Go to site 2. Enter user id 3. Enter user password: "password forgot" 4. Enter verification code 5. Enter new password. 6. Check submit	User id: Pinky User password : "Empty" Verification code: 8899 Enter new password : bhalli	User should not login into application	As expected	Pass

Table 5.4

Test case 4:

Test case id:	Test Scenario:	Test Steps:	Test Data:	Expected results:	Actual results:	Pass/Fail
TCID4	To view the timing slots of venue.	1. Go to site 2. Click on hall name. 3. Check timing slots	-----	User can see the timing slots of venue.	As expected	Pass

Table 5.5

Test case 5:

Test case id:	Test Scenario:	Test Steps:	Test Data:	Actual results:	Pass/Fail
TCID5	To view the packages venue.	1. Go to site 2. Click on hall name. 3. Check packages	User can see packages of entire venue/hall.	As expected	Pass

5.6 Advantages

White-box testing is one of the two biggest testing methodologies used today. It has several major advantages:

1. A side effect of having the knowledge of the source code is beneficial to thorough testing.
2. Optimization of code by revealing hidden errors and being able to remove these possible defects.
3. Gives the programmer introspection because developers carefully describe any new implementation.
4. Provides traceability of tests from the source, allowing future changes to the software to be easily captured in changes to the tests.
5. White box tests are easy to automate.
6. White box testing gives clear, engineering-based, rules for when to stop testing.[4]

5.7 Disadvantages

Although white-box testing has great advantages, it is not perfect and contains some disadvantages:

1. White-box testing brings complexity to testing because the tester must have knowledge of the program, including being a programmer. White-box testing requires a programmer with a high level of knowledge due to the complexity of the level of testing that needs to be done.
2. On some occasions, it is not realistic to be able to test every single existing condition of the application and some conditions will be untested.
3. The tests focus on the software as it exists, and missing functionality may not be discovered.[4]

CHAPTER 6

RESULT AND DISCUSSIONS

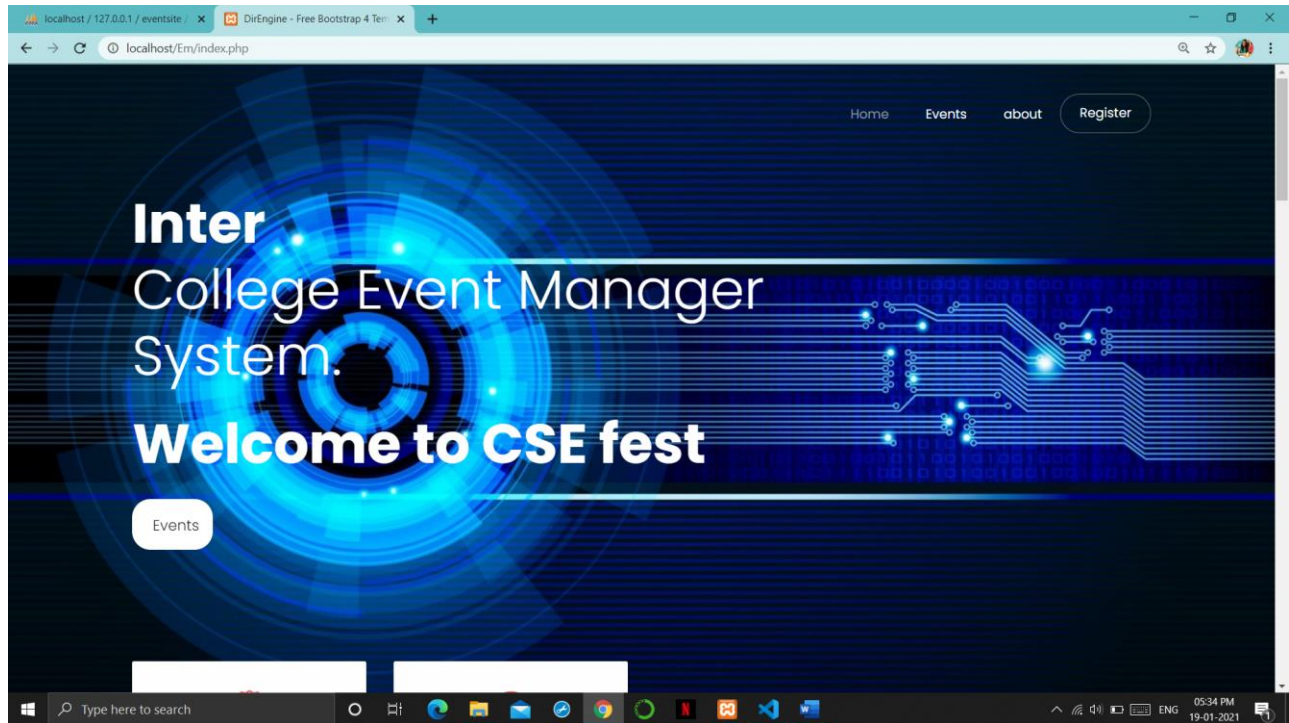


Figure 6.1

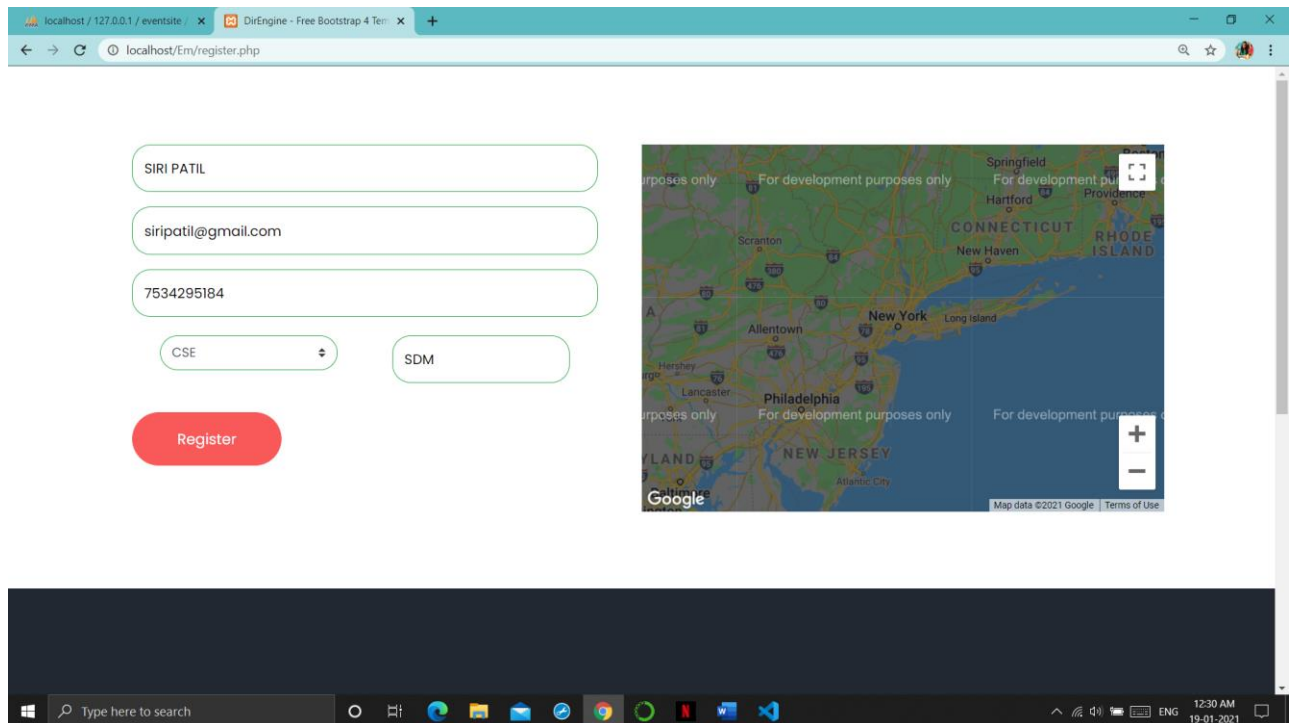
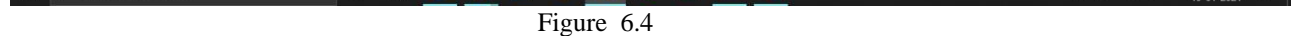
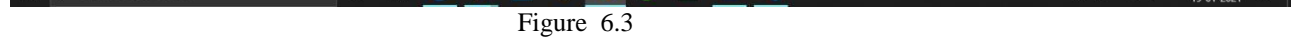


Figure 6.2



Event Management System

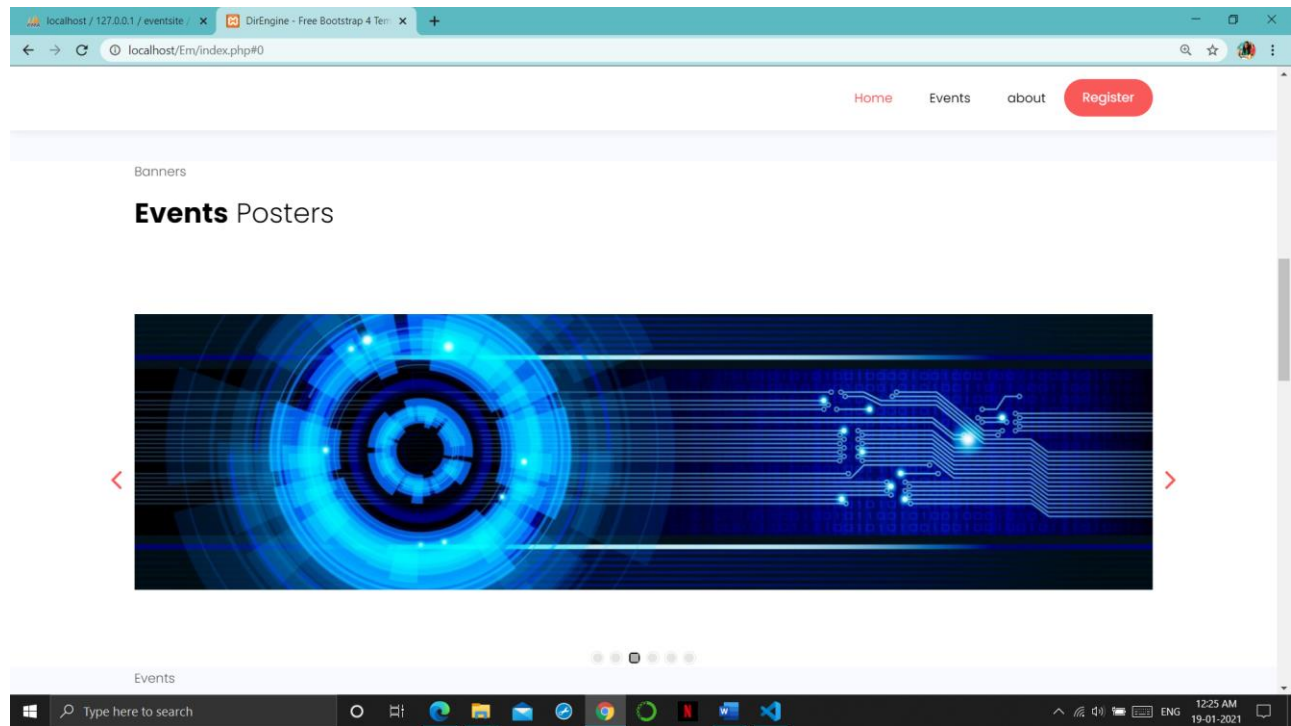


Figure 6.5

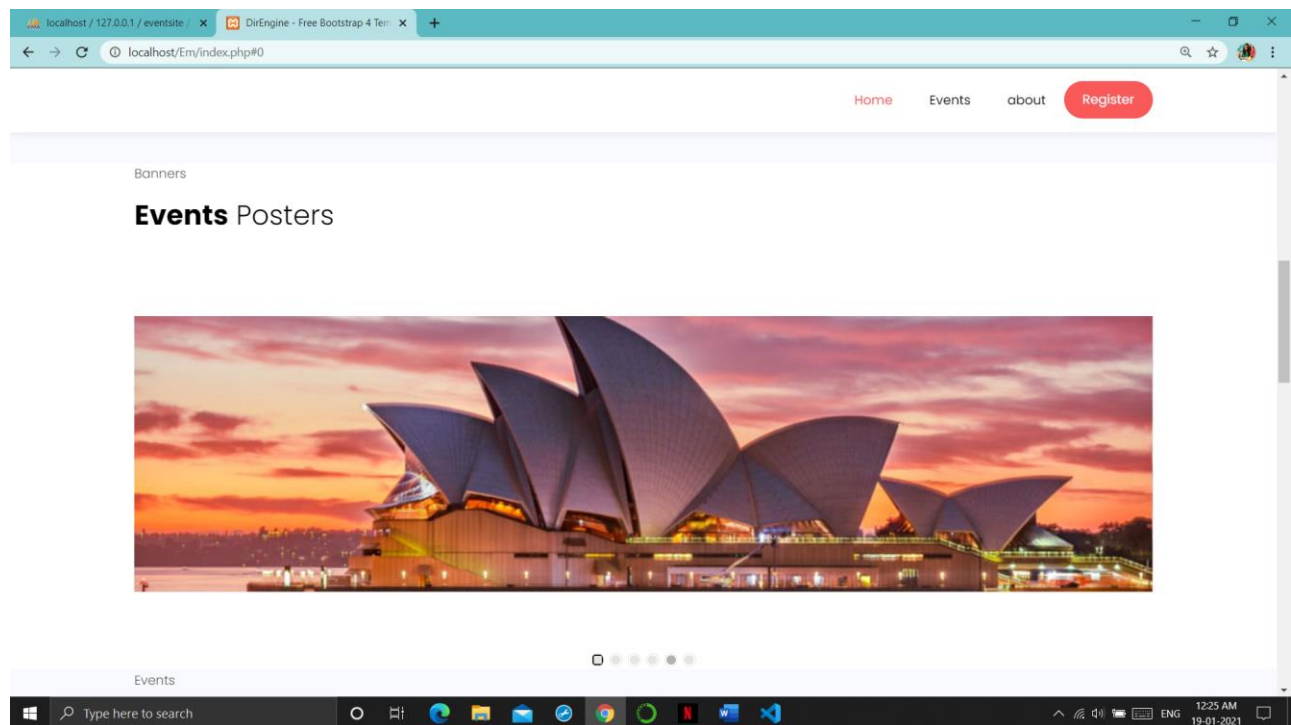


Figure 6.6

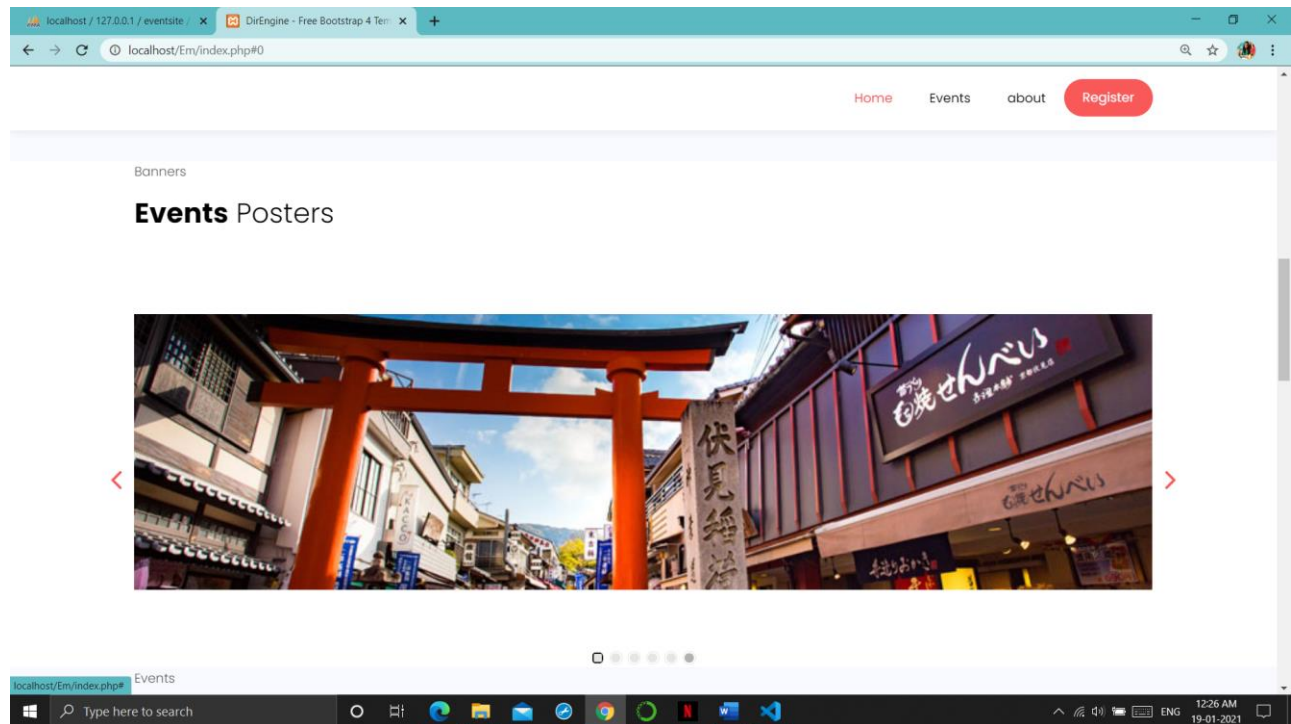


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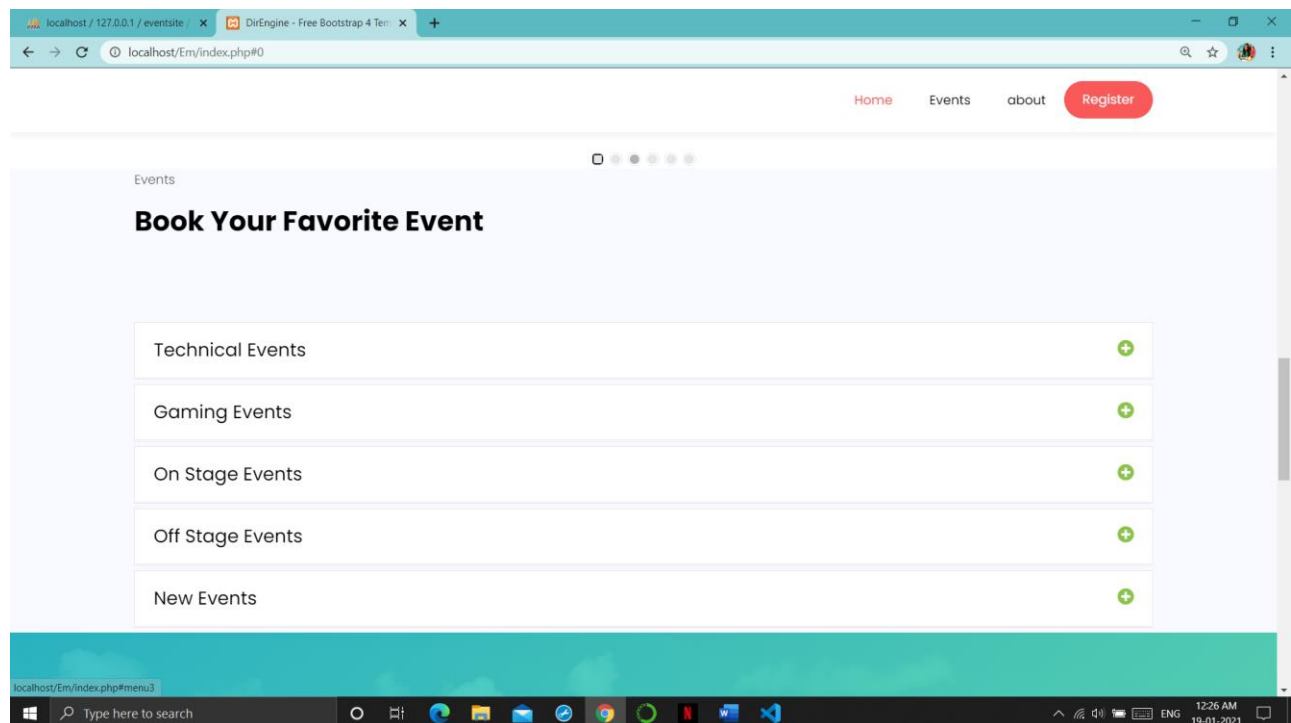


Figure 6.8

Event Management System

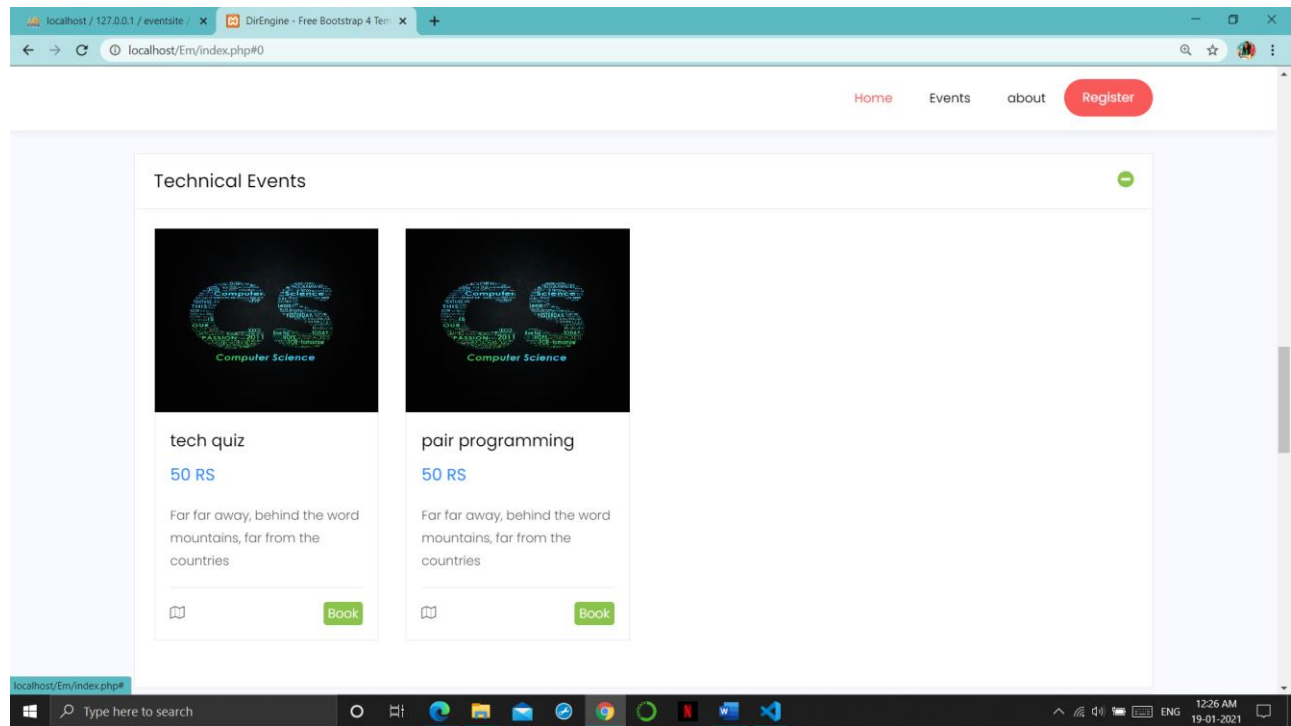


Figure 6.9

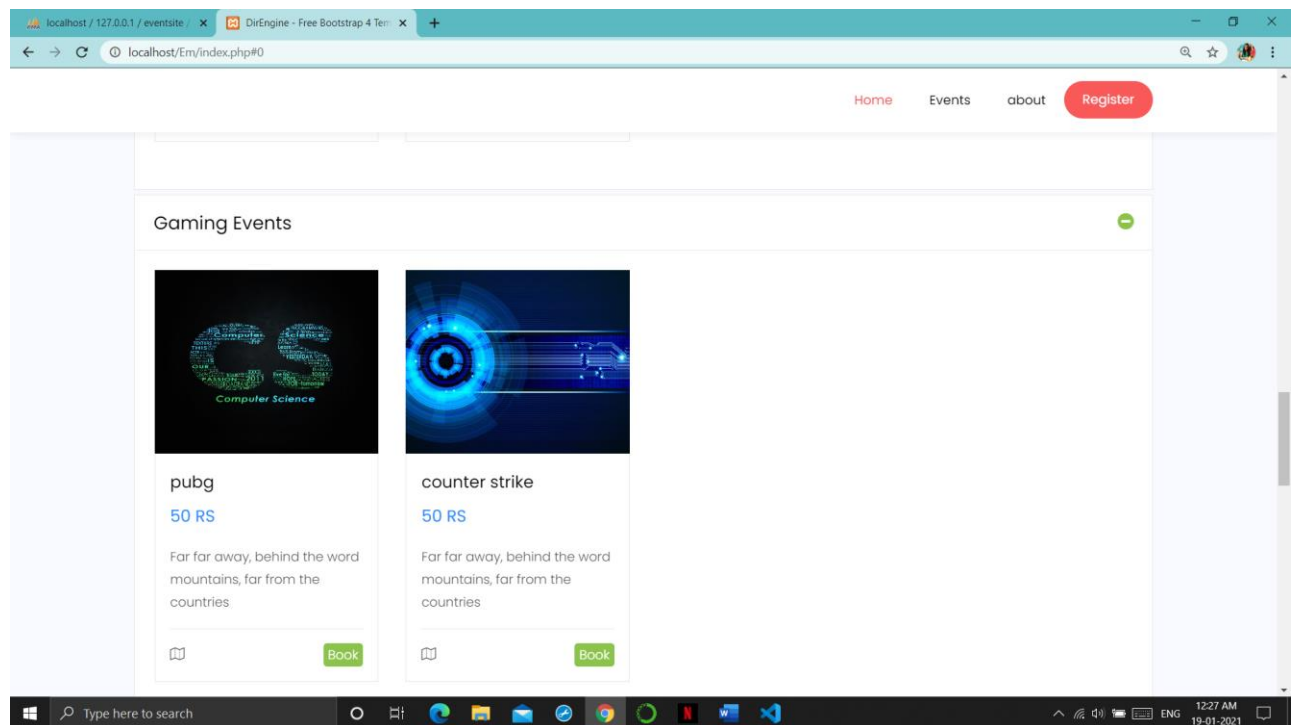


Figure 6.10

Event Management System

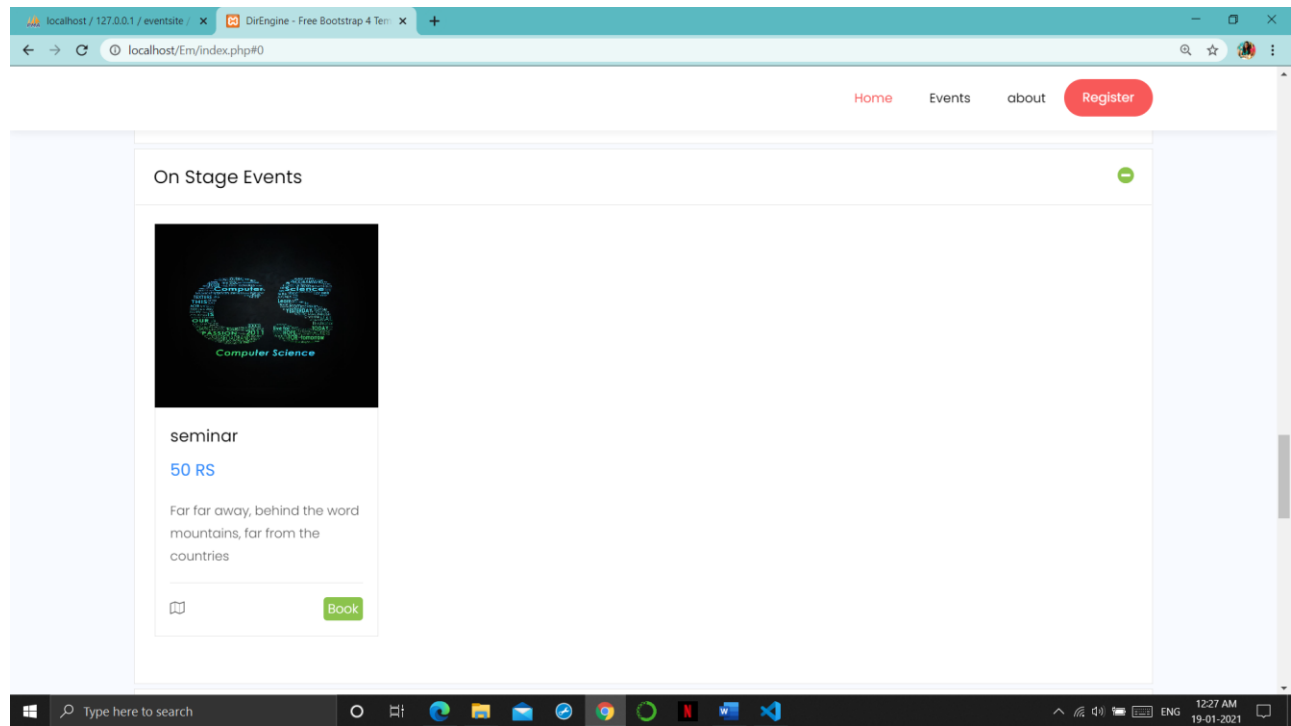


Figure 6.11

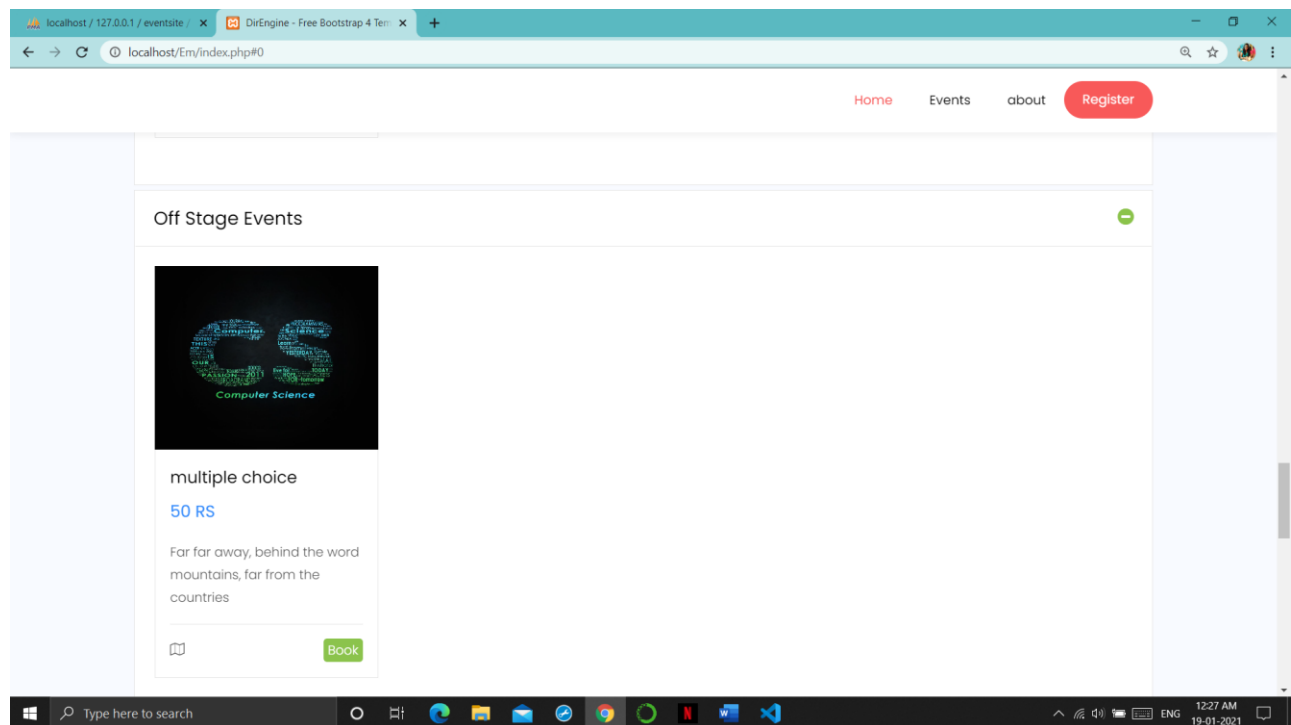


Figure 6.12

Event Management System

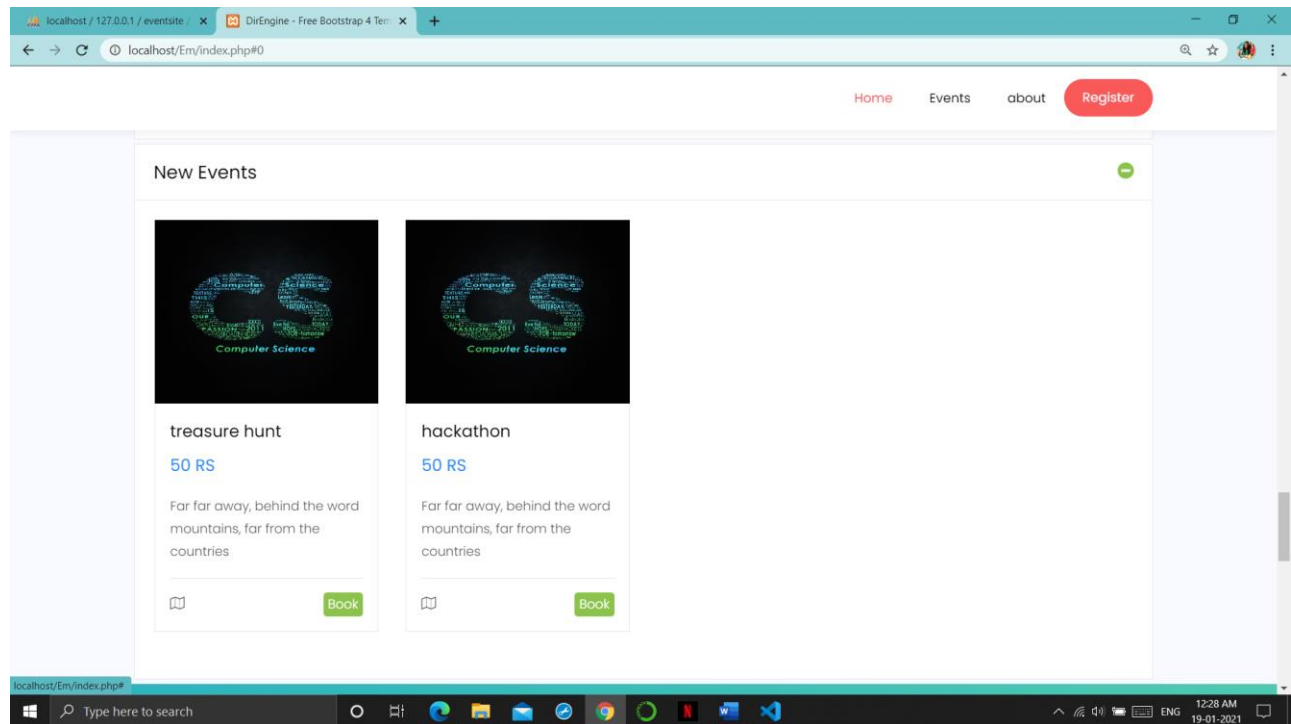


Figure 6.13

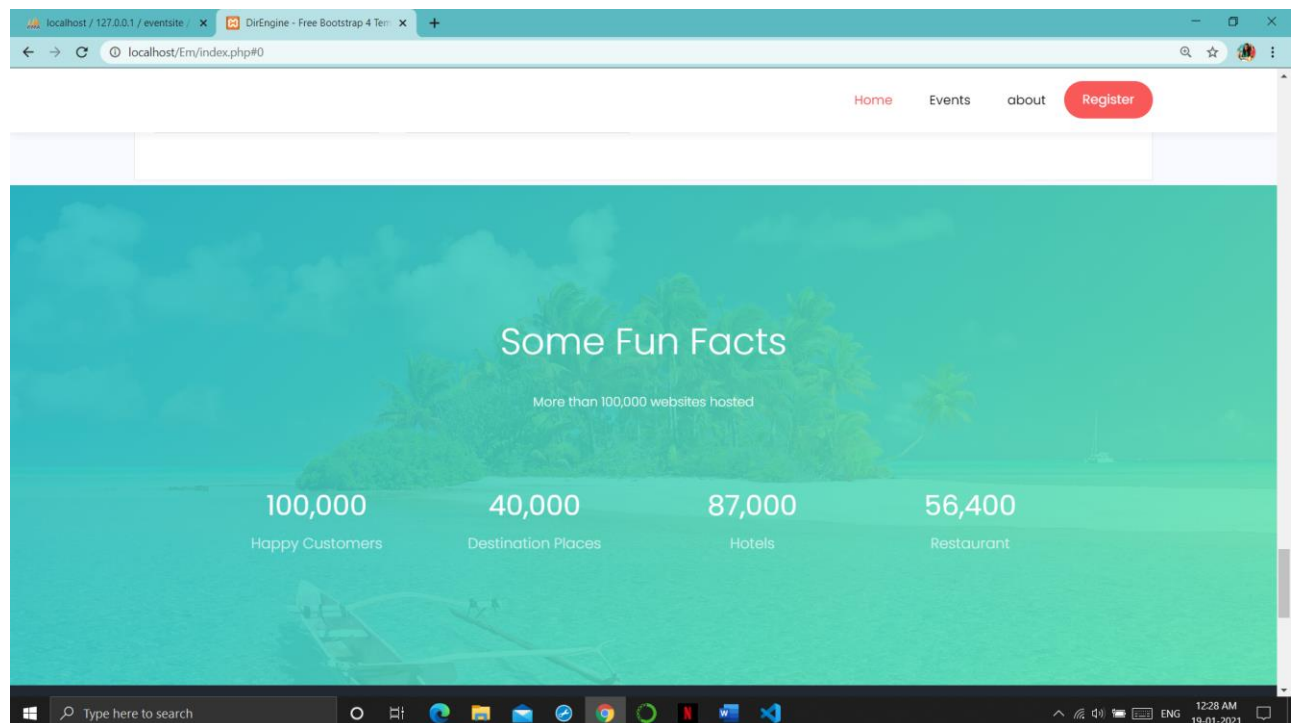


Figure 6.14

Event Management System

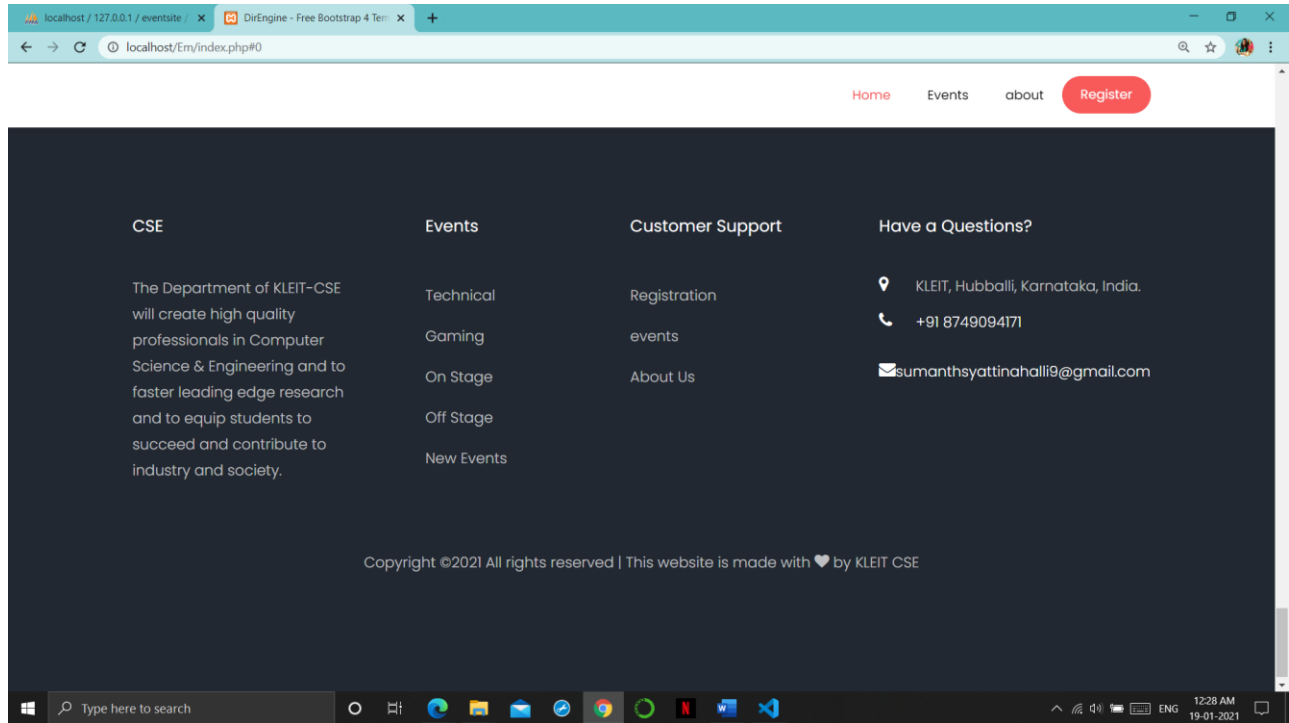


Figure 6.15

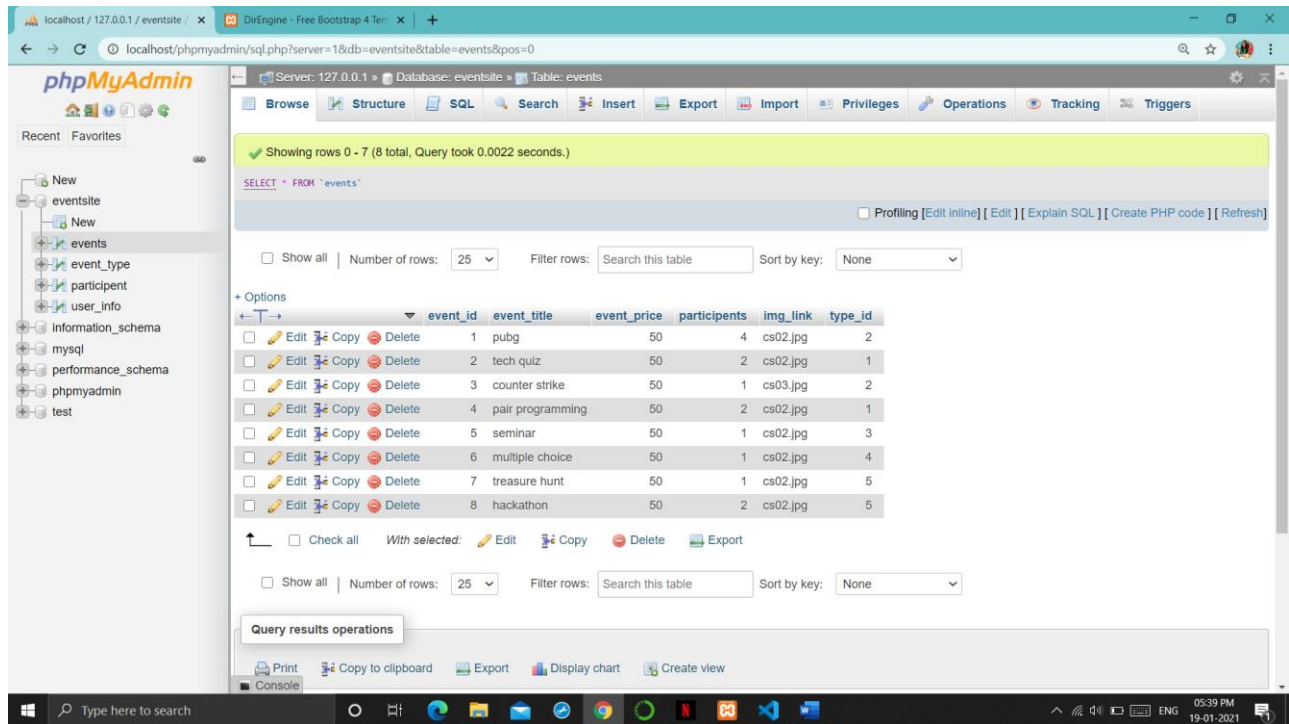


Figure 6.16

Event Management System

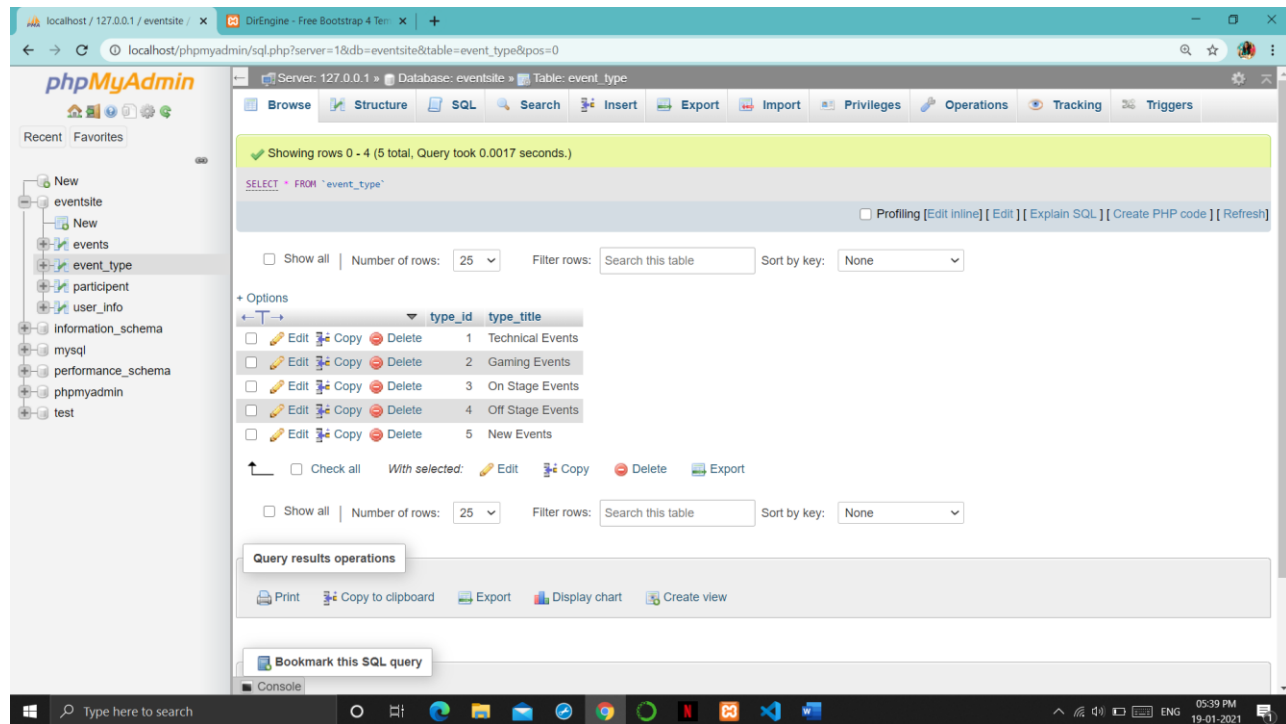


Figure 6.17

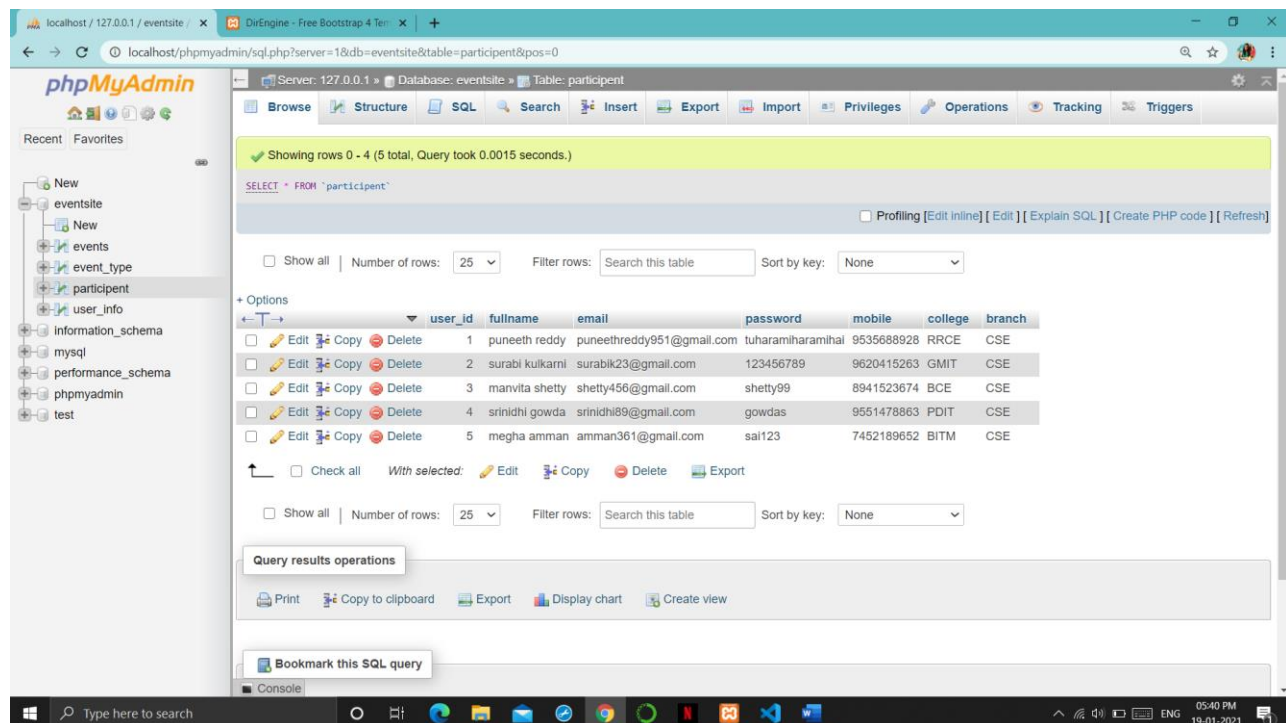


Figure 6.18

Event Management System

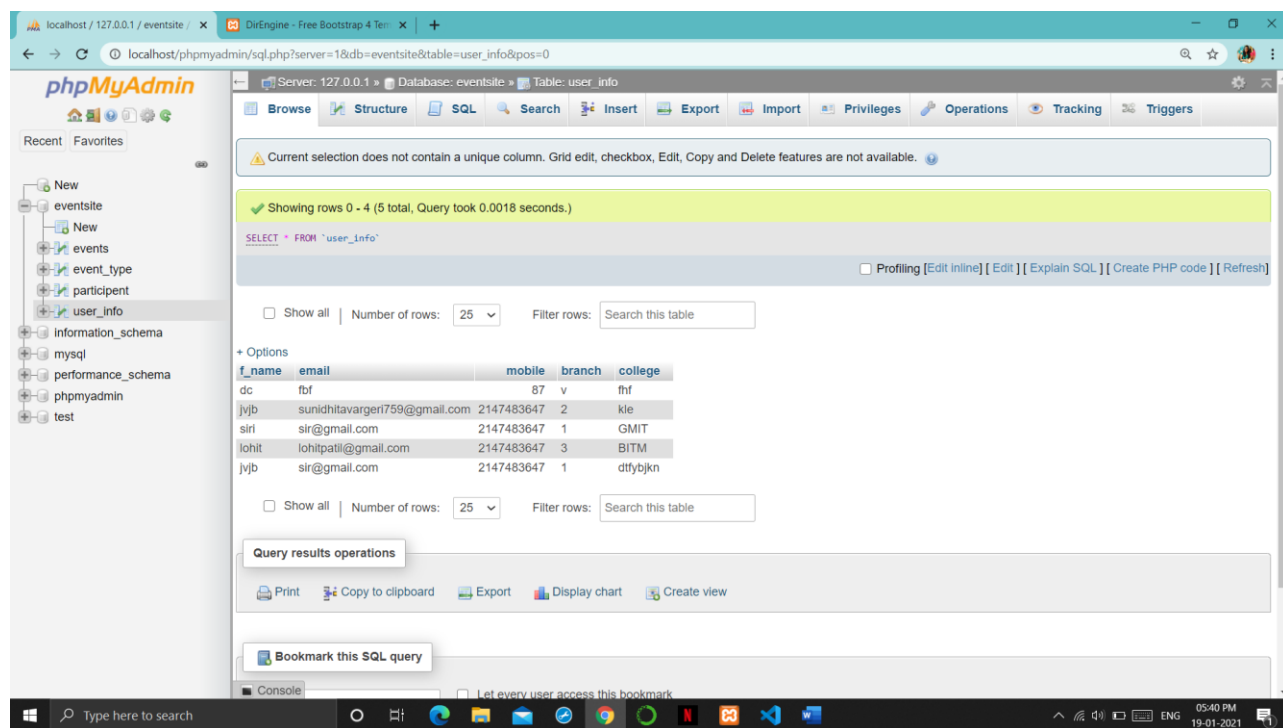


Figure 6.19

CONCLUSION

Our project is only a humble venture to satisfy the needs to manage their project work. Several user friendly coding have also adopted. This package shall prove to be a powerful package in satisfy all requirements of the user. The objective of software planning is to provide a frame work that enable the manager to make reasonable estimate made within a limited time frame at the beginning of the software project and should be update regularly as the project regularly. At the end it is concluded that we have made effort on following points...

1. A description of background and context of the project and its relation to work already done in the area.
2. Made statement of the aims and objectives of the project.
3. The description of the purpose, scope and applicability.
4. We define the project on which we are working in project.
5. We describe the requirement specifications of the system and actions that can be done on these things.
6. We designed user interface and security issues related to system.
7. Finally the system is implemented and tested according to the test cases.

It can be summarizing that the future scope of the project circles around maintaining information regarding:

- a. We can add advance software for event management system including more facilities.
- b. We will host the platform on online servers to make it accessible worldwide
- c. Integrate multiple load balancers to distribute the loads of the system.
- d. Create the master and slave database structure to reduce the overload of the database queries.

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