

EVENT MANAGEMENT SYSTEM USING SALESFORCE

PROJECT NAME:

EVENT MANAGEMENT SYSTEM USING SALESFORCE



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TASK-1

CONTENT OF THE PAPER:

- SPECIFY THE BUSINESS PROBLEM
- BUSINESS REQUIREMENT
- LITERATURE SURVEY
- SOCIAL OR BUSINESS IMPACT

Event Management System

Abstract: Event management is the application of project management to the creation and development of large or small scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. The last few years have seen a rapid growth in the event management industry. Considering the existing system problems related to event management we are developing an android application for event management. This application will be accessible only for android. Application will mainly focus on birthday party, marriage functions and social events. The application will be developed using Android studio and back end will be managed in SQL database. Application will have easy and feasible GUI for all type of users. User needs to Login at the initial phase, set his/her profile details including location, choices, email-id, etc. User can modify or change His/her profile at any stage. The core phase of the application will display list of events based on the user profile details. This event will further contain description about event, its exact location, ticket rates (if any), date and time. These details will be firstly verified by the administrator to fulfill the security protocols. In this paper we present an android mobile phone application to make it easier for a layman to plan an event in a hassle-free manner. This application will assist him/her in planning a successful and fun event.

INTRODUCTION

Events play an important role in our society. Any happening or an activity can be referred as an event. Individuals often find they lack the expertise and time to plan events themselves. Independent planners are needed to step in and give these special events the attention they deserve. In the current scenario, planning an event requires a lot of patience and hustle bustle right from deciding the theme to deciding venue and events. Lots of factors need to be considered while making each decision. Also once the party is planned lot of on the day issues such as maintaining low noise levels after a particular time, or neighbors complaining about the noise levels etc take the fun out of the party/event. In order to manage such issues we require an easy to use app that will help in effectively tracking such problems. In this research work, we are going to make use of the aforementioned smart phone through which the event management is made feasible with the help of a customized android application.

LITERATURE SURVEY

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

[1] AE Organizerapp reviewed the literature on professional associations and explored the strategic direction of event management committee. [2] Event Planner app proposed 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.

[3] Sandeep Misal¹, Segar Jadhav², Tushar Jore³, Archana Ugale⁴ in this paper it review Review on College Event Organizer to reduce the overhead of the organizing committee and Accuracy in workOrganizing all event in a better way .

PROBLEM STATEMENT AND SOLUTION

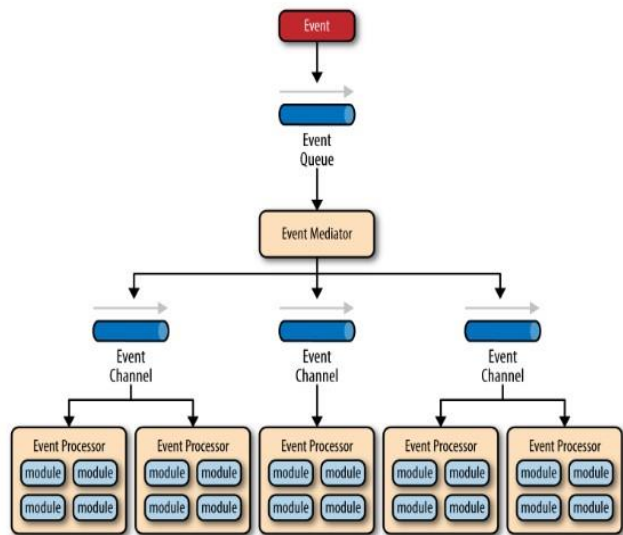
Problem- Every Organization, whether big or small, has challenges to overcome and managing the every event. Solution- Management System has different event needs, so we design exclusive Event Management System.

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

SYSTEM IMPLEMENTATION

There are two types of events within this pattern: an initial event and a processing event. The initial event is the original event received by the User whereas the processing events are ones that are generated by the event manager and received by the event-processing components. Event channels are used by the event manager to asynchronously pass specific processing events related to each step in the initial event to the event processors. Event processors are self-contained,

independent, highly decoupled architecture components that perform a specific task in the application or system. The pattern does not specify the implementation of the event queue component; it can be a message queue, a web service endpoint, or any combination thereof.



WORKING PRINCIPLE

The software architectural pattern of the proposed selective event optimizer invokes the major use of the user interfaces for the selection of the events. The pattern for the event management in the android application is breakdown into three elements. They are application model where the data resides, User interface viewing model where the user views and selects the events, and the kernel control model which serve as the controller for the application with the assistance of the sql database. Initially by opening the application window, it will ask for the user authorization where the user needs to login. Upon successful entering, the user needs to select the event which he/she want to book for. After the choice selection, the app itself will allocates the event management companies with best ratings, price etc for the user by optimizing every choice of the user. For all this data retrieval and interpretation, the sql database management is used in the proposed research work. The sample for the event window is illustrated in figure.



Fig 1- Login Process

About Login Process –

Initially by opening the application window, it will ask for the user authorization where User logs in via user name and password. Security questions needs to be answered. The user is allowed to login.

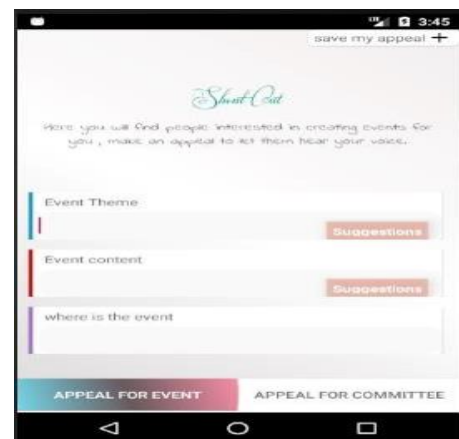


Fig 2 –

Selection Process

About Selection of Event Process –

Upon successful entering, the user needs to select the event which he/she want to book for. After the choice selection, the app it shows the event management companies with best ratings, price etc for the user by

For all this data retrieval and interpretation, the database management is used in the proposed research work.

EXISTING SYSTEM

Not Widely adopted because of less social networking interactions.
Does not use modern frameworks for app efficiency. Does not
incentive end

PROPOSED SYSTEM

Will be widely adopted as we will integrate face book,
Instagram etc
Uses latest development technologies.
Incentives for users who uses the app.

CONCLUSION

In this paper, The project “ Event Management System”
has been designed and tested. Integrating features of all
the software components used have developed it. With
the help of growing technology the project has been
successfully implemented. Project will definitely reduce
the human effort and make the task of user, customer and
administrator easier. It is efficient to use and easy to work
on it. Thus keeping in mind the advantages and
applications.
we are developing an Event management software which
has total management control of customer and respective
service of different events

FUTURE WORK

Manage different organizer profile that you have created
for different types of events. You can also share each one
of them with your contacts on various platforms. Keep a
record for each and every attendee that shows at the
event. Search by id or scan via QR code that is sent to the
attendees when they register.

PROBLEMS IDENTIFIED IN EVENT MANAGEMENTBUSINESS SYSTEM:

*People cannot approach event management companies flexibly during these pandemic times.

*People also cannot spend time to meet event managers during that critical times because they need to manage lot of things so browsing website will make them free to approach.

USER STORIES :

* As a user, I want to be able to filter veg and non-veg cuisine. So that I can specify my preferences.

*As a user, I want to be able to contact the person who look over the event to know the status.

* As a user, I need to ask questions about special needs – dietary seating.

MILESTONES :

- Book the venue. Reserve dates for the entire year if you host regular, periodic meetings. Or put next year's annual event on the calendar.

- Begin building your contact list if you haven't already. Collect emails and other important info.

- Develop a publicity strategy, including marketing and advertising, social media, and public relations. Be sure to create a good reason to attend your event and lead with it.

- Update your website with the latest information.

FEATURES :

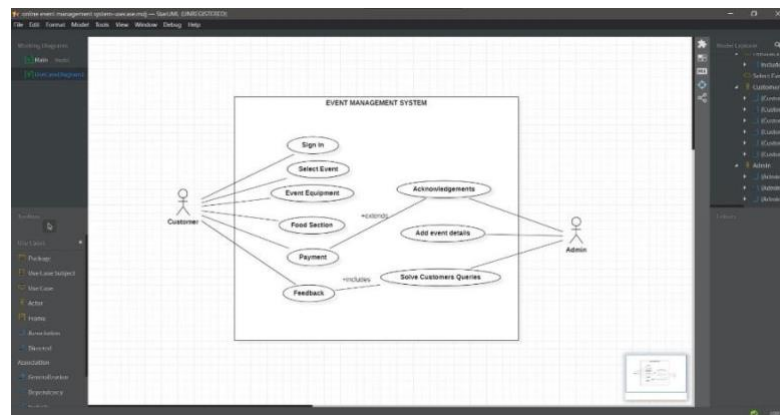
- User Registration/Login.

- Admin Login

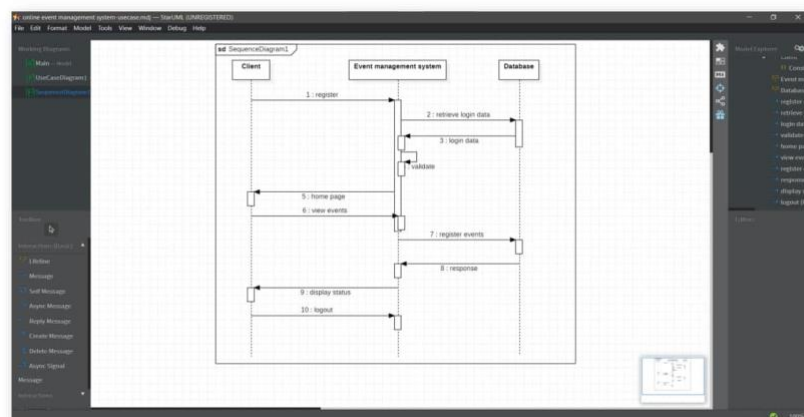
- Event Selection (User may select type of event)

- Event place selection (A list of places available and associated rent is given on website to select from)
- Event equipment selection (A list of equipments including stages, mikes, speakers lighting, seats is displayed on website to select from)
- Food Package Selection.
- Cost calculation(The final cost is calculated by adding event place, equipment and expertise cost)
- Receipt mailing

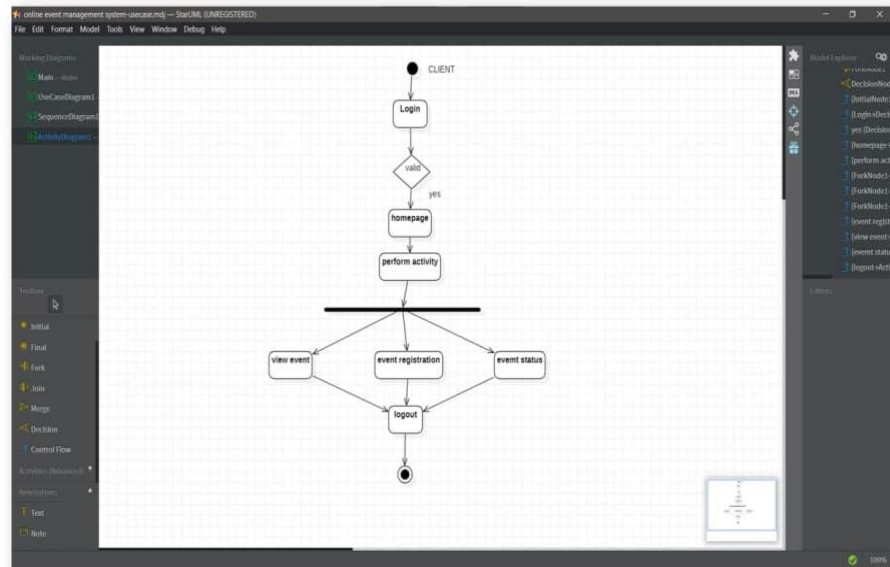
USECASE DIAGRAM :



SEQUENCE DIAGRAM :



ACTIVITY DIAGRAM :



CONCLUSION :

- We are trying our best to achieve our target to make possible to provide online facility for the organization of event flexibly.
- And also we are doing our best to provide user friendly, error free environment to manage large amount of data.

CHALLENGES OF EVENT MANAGEMENT BUSINESSES IN INDIA:

Requirements and skills

- Proven experience as event manager
- Skilled in project management
- Knowledge of KPIs and marketing techniques for event management
- Computer savvy; proficient in MS Office
- Outstanding communication and negotiation ability
- Excellent organizational skills
- A knack for problem-solving
- Customer-service orientation
- A team player with leadership skills
- BSc/BA in PR, marketing, hospitality management or related field is preferred

• Like any other business, event management is not a fairy-tale. In today's world, there are several difficulties in just organizing and putting together a successful event. But the challenges of event management businesses may not necessarily apply to all events. This will depend on the type of event business owners plan to have.

• When it comes to organizing events, your job is to ensure that everything runs smoothly according to plan. However, you must always be ready for any eventuality that might arise before or during the event. Event

planners in India are no exception as they experience similar if not some of the challenges.

- Let's look at some of the disruptions that event planners must watch out for in India.

Uncooperative Weather and Natural Disasters:

Bad weather is among the challenges of event management businesses that planners should concern about beforehand. This can be a detriment as it may lead to delay or cancellation of the outdoor events. Therefore, the event planner must consider having a contingency plan like a second venue in mind. You can also consider purchasing an event or weather insurance if the event is postponed or cancelled.

Last-Minute Changes:

Last-minute changes can cause event organizers that didn't counter-check on all the details to cover themselves with substantial contracts. Before signing the dotted lines, it's prudent to verify that any contracts the client's signs are iron-clad and reduce last-minute changes. The event organizer may counter this by bringing the event online to deal with venue cancellation.

Technological Challenges:

Staying on track with the latest technology trends can be challenging for event organizers. The thing is, if you're not able to meet your client's technological needs consistently, they might look for an alternative. Through event management software, you can be in a position to manage multiple events. It will assist you in measuring the outcomes and performance of each of the events. Again events are gradually interactive, have a personal touch and digital effects due to technology.



Insufficient Event Budgets:

Event planners always need to track their pennies to improve the event's return on investment and manage their expenses. Budgeting is key to ensuring that you do not overspend on the event. Many little things might change, or unexpected things come up during the event planning process on certain occasions. Therefore, it is essential to compare previous event budgets and examine you can do better this time around.

Strict Compliance and Laws:

Every business has laws governing its operations within the industry. Challenges of event management businesses in India also apply in compliance with the rules about data security. The event industry sees the need for organizers to share more information that may not sit comfortably. According to the organizers, it will impact post-marketing owing to reduced client reach. Again, the organizer feels there will incur additional cost in securing better technology to keep and secure recorded data.

Securing Partnership & Sponsorship:

The essence of getting a partnership or sponsorship is to build the visibility of your brand. Most event organizers in India look for sponsors to bring in money for the event's success. Securing a sponsor may become a challenge, and you might need to be realistic and creative in reaching out to them. Alternatively, you can always consult firms like 3E Accounting India for assistance.

Conclusion:

The challenges of event management businesses in India can be avoidable if there is proper planning. Conducting event risk assessments can assist in identifying where possible changes can occur. By doing so, you stand a chance to mitigate some of the potential challenges.

EVENT MANAGEMENT

(LITERATURE SURVEY)

Abstract - Event management is a strong and fastgrowing profession with a rather low level of standardization. Often, we take event management as a part of project management, but we have to consider that event management has very specific concepts and issues which needs further developed methods and tools. In order to overcome the problems of record maintenance, delay of events, miscommunication between clients and manager, we have developed an event management software which would help the manager to organize as well as supervise the events. The system allows the registered user to login and new user are allowed to register on the application. The system helps in the organizing of events, users and the aspects related to them. This proposed to be a web application. The project provides the basic functionality required for an event type e.g. [party, wedding, commercial, etc.], the system then allows the user to select their requirements. All the data is logged in the database. The data is then sent to the administrator and they may interact with the client as per his requirement and also with the vendors.

INTRODUCTION

The “Event Management” web application has been developed to overcome the problem occurring while practicing manual system. This software is supported to remove and, in some cases, reduce the obstacles faced by the existing software. This system is designed for the need of clients so that they can carry out their events in a smooth and effective manner. This application reduces as much as possible errors while entering the data. It also displays error messages if any invalid data is entered in any field. Software proves to be user friendly as the user does not require any special knowledge about it. This web application helps for managing various tasks and planning for the customer, location, and more. This technology ‘Smart Web access’ helps us to reduce the distance between customer and management team w. Event management is the application of project management to the creation and development of large-scale as well as small-scale events such as different parties, different ceremonies of the wedding and also various commercial 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, arranging for speakers or entertainers, arranging decor, catering, coordinating with third party vendors, and emergency plans.

LITERATURE SURVEY

We have studied various papers related to the event management system.

M. Mahalakshmi [1] had a central idea to maintain the College Event information and also to organize the event and send the Student Registration time in the way of sums with a verification code sent to the student using a mobile application on Android App. The tools contain Android SDK development, Java.

Assistant Prof. Khalil Pinjari [2] had introduced a system which will be computerized as well and has been developed using advanced language. It was a given web application. Now a day’s, the events taking place such as festivals, wedding, birthdays, etc. have become an important part of life which has eventually resulted in event organisers and Management Company to rise well. With the rate of customers, as well as events, increasing, it is quite difficult to manage using traditional systems of spreadsheets, traditional database. In the view and aim to overcome the drawbacks of the traditional Event Managing System, a new Smart Event Management System has been proposed which implements the modern technology of .Net Framework for managing different tasks and plans for employees, customer, location, transport and many more.

EXISTING SYSTEM

In the current scenario, the existing system has many flaws which make it inefficient to carry on with it. Event management work of the referred company is done manually. It becomes difficult maintaining all details of events, customers and the services. The execution of the event sometimes delays due to some unmanageable obstruction in planning. As far as quality is concerned it is ok and not satisficing but not as good when handled using a computerized system. Now the drawbacks of the existing system can be stated in terms as follows:

- It is time consuming as the system is handled manually.
- Assurance of data security is not given.
- In long run, it is difficult to maintain records.
- Manpower requirement is huge.
- It is hectic to handle the huge transaction.

PROPOSED SYSTEM

The proposed system is computerized and has been developed using PHP, HTML, CSS, therefore it gives more facilities than the present system. It provides quick access to any data that is stored in the database. In this system, the user has to enter the data only once and then it will get stored in the database which gets linked with all files. This reduces the workload of the user and it is also a time saving process. The information about any event can be retrieved easily whenever required. The system maintains all records easy. The proposed system consists of different packages (in terms of cost range) for each category of events. The package contains all the facility such as décor, entertainment, catering etc. as per the range of the package.

PROCESS FLOW

As the user enters the website, on top the logo of the website is displayed. A tab is displayed for contact (calling) option where the user can get the official contact number of the website holder. Various options are displayed on the top like home, categories select list option, login, and register. Also, the links to the social media pages like Instagram, Facebook, twitter, LinkedIn is added. For the convenience of selection, options are also displayed at the end of the pages which are already present on the starting head of the website so that the user would not always need to go to the top of the page for its selection. A home page is displayed on the screen containing slideshow scroll where various events screen are slide on the slide portion of the screen with each event having an attractive image and information. The scroll has 3 categories to view that are parties, weddings, and commercial. Even after the sliders, the options for event selection of all the three categories are shown in a cross-grid layout.

The “detail” option is shown on the given event options, where the user can get into more details related to the events by just a click over it. On clicking it, event detailed description will be displayed on the screen. For the main event category, the subcategories of choosing the type of category event will be displayed. After clicking on the subcategorized events, the user gets into more inner choosing options. Again, on the inner subcategories that are selecting the appropriate package among the different event package, the user can click onto a ‘view details’ click option which will be available for selecting when he slides the cursor to that category box available. Only the registered user will be able to view the details of this now.

If the user is registered, it takes him to view further details else it needs to register first to get into further detailing. Login can be done by the home page itself. After getting the registered user, the package can be then closely viewed for details of its booking that is by entering the date of the proposed booking event in ‘dd/mm/yyyy’ format and timing of the event that will be booked. Below that the description of the event will be shown in further detail that is the minutes of the events providence. Also, the payment method is mentioned down for the payment option available to be seen on the screen. After the description of the events, the ‘add to cart’ button is available, on clicking that the package will be added to the payment cart of the customer. The cart contains the details of the event that is selected with the package name, description, pricing, and its total cost. The cart total option is also displayed where the total of the events with any shipping charges (if applicable) are mentioned. The last button is used to checkout and is sent to the admin’s database as well as saved to the user’s cart

For example: If the user clicks on the category party (that is on detail tab) the user is entered to the inner page consisting of 4 options ‘all’, ‘birthday’, ‘house warmings’, ‘farewell’. After clicking on ‘all’ option, the inner categories with its pricing is displayed. If the user clicks on the other available option that is ‘birthday’, ‘house warming’ or farewell, the user has to then select amongst the multiple available packages available, a suitable package with the price range already being displayed on the screen. On getting the cursor over the package, click on ‘view details will take the registered user to get into further more detail. If the user is registered it is granted access to view the inner information of the event details. If an unregistered user clicks on the ‘view detail’ option, it gets a small window pop up “You must login first”. On clicking on “ok” the user needs to go the home page for getting himself/herself registered. The registered user is then taken to booking page of the event package. The package name is displayed with the image of the event also the pricing of the event is displayed on the screen. The user needs to further enter the date of the event that is going to be held in ‘dd/mm/yyyy’ format also the timing of the event is to be entered that is to be set for that mentioned date of the event. Under, this after entering the details as asked, a detailed description of the event is mentioned that is- decoration and its rates, catering rates, hall rates, entertainment rates, and the theme rates are shown for detail. The payments option is then seen after the description. Right now, there is just one option available that is ‘cash on delivery’ (COD) but further, it can be added with other payment methods.

There is “add to cart” option on which when clicked brings the customer to the next page for its finalization.

It contains different columns which are, 'Event'-contains the name of the event package with its image, 'Description'- containing the specification of the event contents that is decorations, etc with its prices, 'prices'total price amount of that event, 'Total'- the final grand total of all the events selected (difference seen when multiple events are selected). The 'clear cart' button clears all the events present in the cart.

The 'cart total' displays the total price produced after the addition of any shipping charges. The last option available at its box end is the 'proceed to checkout' button which when clicked shows a pop up of the terms and condition required for booking the event. After clicking 'ok' of the terms and condition the request for the party is received by the admin who on the sanction of the events send a confirmation mail to the customer (confirmation of the event is done by min 50% delivery of COD). After getting the order placed, the customers brought back to the homepage. The same procedure goes out with all the categories shown like weddings and commercials.

The user is brought to the login page either manually by selecting on the 'login' option or explicitly if he/she wants to view any details of the package. The login page consists of email id and password of the user. By clicking on 'sign in' button, only the previously registered users will get the access else the attempt will be seen failing. Under 'sign in' there are two options available- 'click to register' and 'admin login'. By clicking on 'click to register', the non-registered users can enrol themselves by entering the name, email id, mobile number, city, gender, password and confirm password details and then clicking on the 'sign in' button. By clicking on 'admin login' by entering the password, the admin can, therefore, log in for handling administrative constructors of the website.

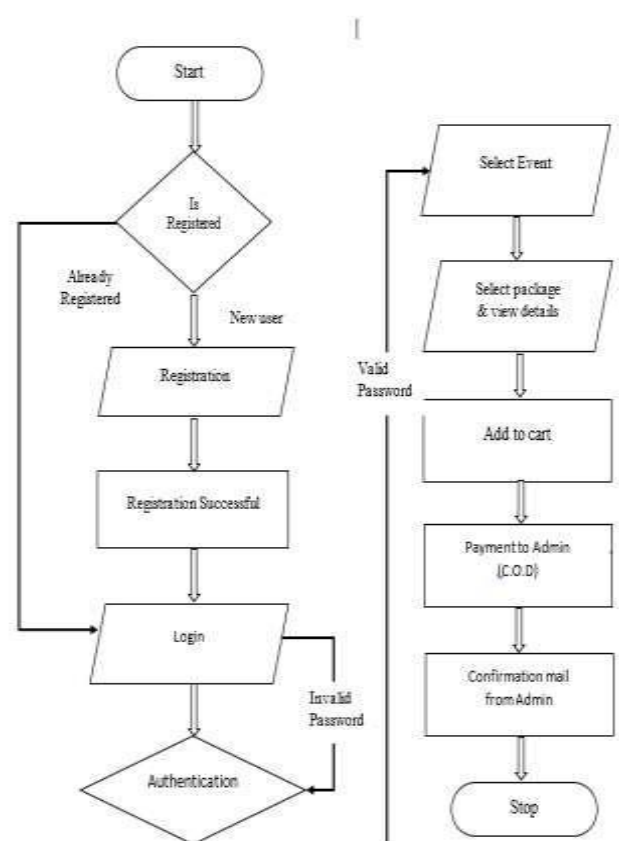


Fig -1: User Flow Chart

SYSTEM ARCHITECTURE

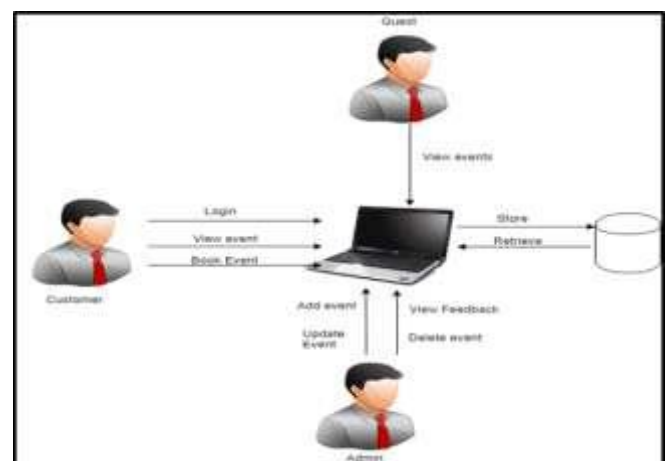


Fig- 2: System Architecture

Modules

In the Event Management System, there are three modules.

ADMINISTRATOR

- **Manage Users:** The record of the users is kept for record keeping and analysis.
- **Manage Category of Event:** Updates or changes related to any event are specified and details about the event and its management for the user need and information.
- **Manage Event Packages:** Packages cost, style, and behavior can be updated according to the ongoing market analysis and business principles.
- **View Event Booking requests from a customer:** The request is directly posted from user end to the administrator and the details about the booking (i.e. event day details) system.
- **View Feedback given by customers:** The feedback submitted from the customer is taken into consideration and a related action can be thus taken.

CUSTOMER

- **Manage Profile:** The customer has to compulsory enter through the following ways- log in: The existing registered customers can enter the details to get into the system. Registration: The new customers have to register through the portal with their details filled to enter the Guest session: It provides short descriptive information for the events available and its dates available.
- **View Event Categories:** Categories for events are specified (i.e. birthday, weddings, etc). The details about the event provided by the organization and its requirements are mentioned with its clear explanation.
- **View Event Packages:** The cost of the events and the specified details and finalized dates are to be mentioned.
- **View Services:** Other services available for the events are also described.
- **Book Events:** Through booking the event the event is finalized and is left for the next work of the administrator.
- **Give Feedback:** Essential feedback and reviews can be given to administrator for the betterment of the events.

GUEST USER

- **View Event Categories:** The types of events available at the site can be viewed.

SCREEN SHOT

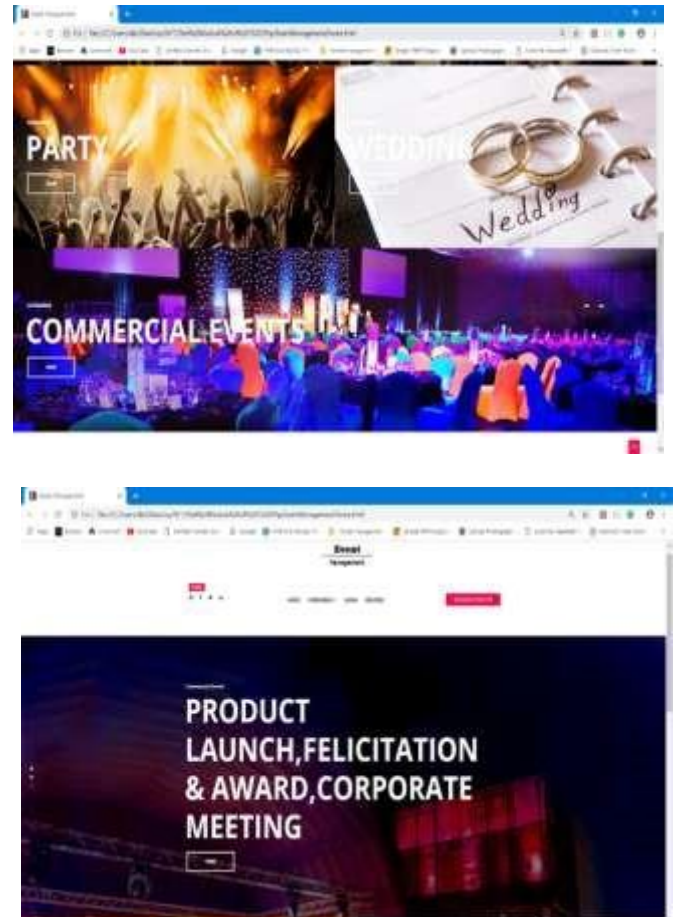


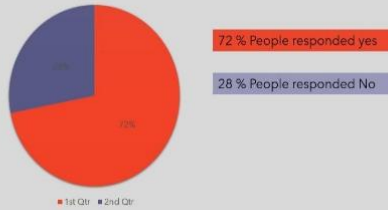
Fig -3: Home Page

ADVANTAGES

- This is an automated application where system directly fetches the desired result from the database without having any interaction from the administrator.
- It has a simple interface, easy to understand for the user.
- High level security is provided by SQL with the help of secure authentication.
- All transactions can be easily maintained.

RESPONSES FOR THE QUESTIONS ASKED :

1. Do you feel comfortable to browse about event management company for any event ?

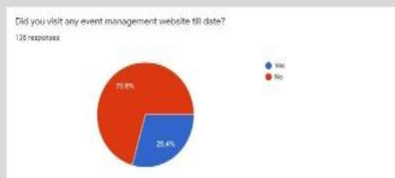


CONCLUSION

Through this software, the respective events will be managed and automated to the entire database in the network. With this project, human effort will definitely reduce and user/customer and the administrator's task will become much easier. It becomes easy to work on this software and it is efficient to use. Thus, by keeping in mind, the advantages and applications; we are developing an Event management software. This software will help the administrator as well as a customer a lot.

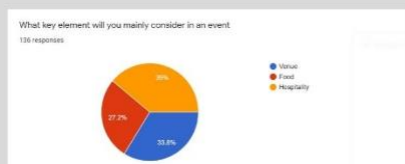
RESPONSES FOR THE QUESTIONS ASKED :

Did you visit any event management website till date?



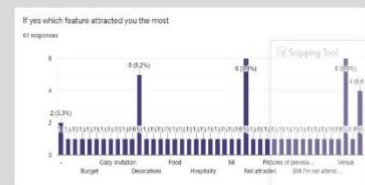
RESPONSES FOR THE QUESTIONS ASKED :

What key element will you mainly consider in an event?



RESPONSES FOR THE QUESTIONS ASKED :

If yes Which feature Attracted you the most?



Social Impacts of Events

Introduction

Much research from the events literature has focused on the importance of using events to develop and/or regenerate spaces and places (Schneider and Jacobson, 2019; Smith, 2012; Wise and Harris, 2019), build new destination images or brands (Hahm et al., 2019; Wise et al., 2015), or expand corporate and business interests (Hall, 2006). Scholars extend these understandings by referring to tangible benefits and the impacts that events have on place economies, destination planning, and the subsequent growth of tourism (Lauermann, 2019; Maguire, 2019; Maharaj 2015; Perić, 2018; Schausteck de Almeida et al., 2015). While it is important to address the role that events have on new or redeveloped facilities and infrastructures, and thus, expansions for, or new investments in, events, leisure, and tourism, Andrews and Leopold (2013) and Moufakkir and Pernecky (2015) argue that within these avenues of research it is important to consider social and cultural impacts and the reactions of those who are ultimately 'impacted' by event planning, hosting, developments, and management decisions. Research that considers transitioning economic bases see planners and policy-makers directing decisions based on how to maintain a competitive advantage. But, as this may lead back to policies and investments aimed at developing spaces, the underlying social impacts that have an intangible impact on a place, are part of an inherent and essential focus of research today concerning the impact of events. Concerning events and social impacts, Cowan (2016) argues that planning needs to be enabling so that residents are not met with barriers that limit their involvement. Much research that concerns social impacts of events critically assesses understandings through resident and community perspectives (e.g. Deery et al. 2012; Jepson and Clarke, 2015).

Broadly considering, social event impacts involve considerations of how members of a community, visitors and event attendees engage with spaces and places (Gaffney, 2014), how events result in increased civic pride (Broudehoux, 2017), or how local well-being is transformed to include rather than exclude people from participating (Coakley and Souza, 2013). For instance, Jermyn (2001) categorized social impacts of events four ways: hard outcomes, personal impacts, collective/group impacts, and civic/community impacts. Small (2007) identified six social event impact categories: inconvenience, community identity and cohesion, personal frustration, entertainment and socialization opportunities, community growth and development, and behavioral consequences. Relevant to these directions highlighted, Mao and Huang (2016) address three social impacts that events create: shape a new city image, promote community pride enhancement, and contribute to social development. The point on social development can refer to the celebration of cultural heritage, celebrating shared pasts, and reconfirming individual, community and national identity—each shared and constructed through event experiences. Richards et al. (2013) and Wise and Harris (2019) argue that paying closer attention to intangible impacts influences planners and policy-makers to re-think decisions and consider the impacts that events create more holistically. Exploring and discussing differing trends associated with social impacts better allows researchers to critically position their debates and work with stakeholders to inform social and cultural policy. For instance, Smith (2012) assesses social impacts and social regeneration. Regeneration, again, is important to consider as a planning and policy concept because, and depending on the direction and impact of change in a particular setting, new developments can have adverse effects on social structures and who is able to participate (Reis et al., 2013). The impetus of social impacts is to address how opportunities are further developed, and from a societal standpoint, these opportunities and experiences are linked to how people will benefit from hosting and planning for events (Wise and Perić 2017).

Richards and Palmer (2010) argue that places need to keep up and respond to the pace of change or risk stagnation and decline. Given the vast expansion of (all types of) events in the past decade, places and

destinations compete not only to host events, but to develop a new range of opportunities and attractions to destinations more attractive to consumers. These developments tend to focus on tangible gains and economic incentives, while the intangible impacts (on local populations who experience change happening around them) are secondary (Scholtz and Slabbert 2016; Smith 2005; Wise et al., 2021a). This focus on competitiveness and expanding for the purpose of economic productivity that encourages mass consumption, aligns with competitiveness theory and planning techniques since the 1980s (Krugman, 1994). This influenced planning decisions through the 1990s which saw places transform un- or underused spaces, investing in event venues to bring economic activity back to places to add (economic) value to spaces and make places for consumption. Critical geographers and social theorists debated these capitalistic planning agenda (Harvey, 2012; Lefebvre, 1991), and many scholars looking at event spaces highlight the impact for local economies (Kim and Dombrosky, 2016), often forgoing who was being impacted by new developments—relating to Wise and Whittam’s (2015) point about who is regeneration for?

With a focus on local and social impacts, scholars argue that competitiveness and contemporary planning agendas need to focus on creating additional value (Aquilino et al., 2019; Fytopoulou et al., 2021; Mendola and Volo, 2017; Wise et al., 2021b). Kubickova et al. (2017, 121) argue that social impacts pose a challenge because resident insight “might not inspire confidence in the impact that is directly attributable to tourism” or events to support economic growth. According to Wise et al. (2021b), “this position speaks back to performance-oriented research rationales solely concerned with tangible outcomes and economic deliverables”. Crouch (2011) adds to this point that measuring and managing social impacts can pose a challenge for planners and policy-makers who seek to practically define approaches, and researchers who evaluate and critique approaches and outcomes. The next three sections of this chapter consider how social impacts of events are explored, measured and managed going forward. The conclusion section of this chapter puts emphasis on the need to consider well-being, quality of life and social sustainability.

Exploring social impacts of events

According to Fredline (2003, 26), “social impacts are defined as any impacts that potentially have an impact on quality of life for local residents. Thus, economic outcomes of events (such as employment opportunities) and environmental effects (such as litter) are included because perceptions of such impacts are likely to contribute to residents’ overall reactions to an event”. But a critical point that must not be foreseen here, and alluded to above, is the need to consider issues of inclusion and exclusion (see Clark and Wise 2018; Wise and Harris 2017). Musgrave and Raj (2009) highlighted a number of positive and negative social event impacts. The positives include induced development and consumption (resulting in increased expenditures), promotional benefits that are long-term, civic pride, community development, and new/increased employment opportunities. Negative impacts that result can include infrastructures not being maximized for future use, normal businesses are interrupted, resident exodus, lifestyle disruption, media reports are not supportive, community antagonism, security risks and issues, and unequal wealth distribution (Musgrave and Raj, 2009; Maguire, 2020).

Referring again to Lefebvre (1991) and Harvey (2012) who argue the transformation of everyday spaces are appropriated by capital—they challenge us to continually question justice, access, and who has the right to consume. Their writing on the production of spaces, based on stipulations of control and power relations in unequal living/social environments, are widely accepted, and these issues are important for events researchers to address. Given current development and regeneration strategies tout ‘creative’ efforts, the focus on consumption can sometimes distract from access (Cowan, 2016; Darcy, 2012). Thus, such top-down transformative measures which aim to ‘enhance’ or ‘reproduce’ a place image, add brand value, and/or generate new economic activity, does not always consider how event planning and developments disrupt community foundations and disrupt social well-being (Murdoch, 2005). Inclusion

and access in newly transformed urban spaces require the means to consume, and relates to Richards and Palmer's (2010) argument of meeting demands or risking stagnation. To Wise and Clark (2018) the processes of making and unmaking undermine different interest groups. There is also the dilemma of 'creativity', which Richards (2020) highlights as a design principle for reproducing spaces and making places. But Wise and Clark (2018) challenge the term 'creative' as merely a notion to brand places, and argue that it does not imply beneficial outcomes for all.

Putting emphasis on the role of the local community, and their contribution to events, it is important that communities leverage social outcomes (Durkin and Wise 2018) if social impacts are to be disseminated to the general public (see Misener and Mason, 2006). While some places rely on community initiatives, there is a need for decision-makers to step in and focus on promoting inclusive social policies to enable people to get/feel involved and participate. For example, a widely adapted focus on social capital has been an important conceptual focus and relates to Putnam's (2000) work that has greatly influenced sociological and political science research. Building on social capital, bonding capital has challenged events and community researchers to understand ties that help situate a greater sense of belonging, or sense of community (Aquilino et al., 2021; Wise 2015). Much research has gained insight on how tourism has impacted a place from the standpoint of vested tourism stakeholders (e.g. Pulido-Fernández and Rodríguez-Díaz 2016), but such insight is important to gain from the perspective of local residents as places invest heavily in changes (Fytopoulou et al., 2021; Wise et al., 2021b).

To outline issues concerning events and social impacts, from a policy standpoint governments and public sector organizations need to further measure social impacts and social conditions because oftentimes what is proposed cannot always be met (Maharaj, 2017; Stell, 2014). Moreover, policy initiatives could do more at the local authority level to place efforts on improving local well-being (Clark et al., 2015; Hanrahan and Maguire, 2016), but just because something is proposed or intended does not mean that it is inclusive (Cowan, 2016; Rojek, 2013). Positive socio-cultural impacts are based on education, local experiences, improvements to residential facilities, maintaining cultural traditions and local artefacts, and increased civic pride are each topical points of consideration (Smith 2012; Spirou 2011), but it can also include people's sense of being and their experiences and emotions towards an event (Gellweiler et al., 2019). For example, concerning tourism and social impacts, but likewise relevant to event planners and developers, the 1980 UNWTO Manila Declaration put emphasis on the need to consider social impacts. Given the growth and direction of tourism at the time, this focus on social impacts was to ensure just and socially sustainable futures in industries driven by financial bottom lines and maximizing economic impact. Events and tourism researchers as a response continue to address the declaration and the need to emphasize social legacy, or 'softer' impacts in event studies (Getz and Page, 2016; Shipway and Fyall, 2012; Wise and Harris, 2019). Moreover, as Wise (2016, 32) argues: "numerous negative impacts on people and communities relate to the commodification of culture, violations of human rights, increased social problems, social demonstrations, loss of traditional industries, alterations in traditional codes (e.g. practices, values, religion) and community fragmentation." Lawless (2010) argues that social benefits and legacies are lost in the process as cities develop to host events—since funds are easily redistributed, or when hidden costs emerge.

Social impacts and social change are about altering people's outlooks and attitudes of their place (Deery et al. 2012). Moreover, designing studies where researchers seek to better understand how communities seek innovative ways to enhance social interactions, can better allow researchers to work with and for a community through action research opposed to providing overviews of what might be needed to encourage change (see, for example, Conner, 2017; Wise, 2017). Thwaites et al. (2013) add that individual, social, and community capital provide researchers with different considerations and viewpoints as to how events impact people in local settings. By exploring social capital, researchers can understand the formation of networks, norms and trusts in a local community and how and where collaboration helps enable people to set and meet shared objectives (Zhou and Kaplanidou, 2018). This is necessary because

as places transform and develop to host future events and build attractions to add tourism and leisure opportunities, new developments will bring long-term impacts that can unite or divide people. Thus, stakeholder relations between public policy makers, planners/developers and the communities directly impacted challenge us to explore various and different visions of how events will impact on the people who reside in a place. Spirou (2011) critically sums up this point by arguing how some view investments in events and tourism as investments in someone else's interests—and do not always or necessarily favor what local residents need.

Measuring, analyzing and managing social impacts of events

The purpose of measuring and analyzing the extent of social impacts following an event is to better understand if social transformation is achievable, and what future possibilities could lend to solutions that are favorable for populations affected by recent developments and hosting (Hall and Wise, 2019). Those most impacted and their concerns are not always publicised because their concerns can sit in the shadow of a new stadium or tribute spectacle highlights are what become synonymous with events and places. While event businesses and corporate investors involved with events gain exposure and get credit, there is also the need to address new enterprise or entrepreneurial activity among locals, as new businesses emerge from hosting events that have impacts locally and support communities (Jæger, 2020).

Yürük et al. (2017, 368) highlight that events “contribute to a sense of community, community pride, and spirit within host destinations, thus improving the quality of life of residents”. Brolich et al. (2021) and Uysal et al. (2016) position the importance of well-being and quality of life. Directions from tourism, relevant to directions for events, suggest the need to address mediators between the impact of tourism, comparing impacts across different types of community residents, and investigating insights during different times and levels of development over time (Uysal et al., 2016). These points of focus can also direct researchers to consider anxieties and the level of stress that events put on local residents as well (Mooney et al., 2015). Quality of life and social behaviors directs researchers to well-being and impacts on peoples mental health. According to Hansen et al. (2015, 1), being involved in meetings, training, or contributing to organizing events is “positively associated with each of the health parameters good selfperceived health, good life-satisfaction, good self-esteem, and low anxiety and depression symptoms.” A number of these directions are also explored in a recent edited collection by Jepson and Walters (2021). Here, equity and accessibility are at the forefront of critical considerations in event studies and event management research (Van Niekerk, 2017). Considerations for enhancing local quality of life is seen through job creation, improved and increased access to health facilities and care, new activities and entertainment options, upgraded park and recreation spaces, and new safety measures. Safety and crime incidents are complex, and the impacts locally can be felt by individuals through theft or alcohol/drug related offences to wider issues including scams, violence or wider threats linked to terrorist activity. These issues put pressures on local communities which can greatly disrupt everyday living environments.

Social impacts can result in a range of causal forces or stressors (Getz 2013). These include how expenditures and investments are directed (which people oftentimes ask: could money be spent on something else?) and how host-guest relations can result in problems or issues related to inclusion and exclusion. Furthermore, they encompass understanding the extent that a community is involved, where event developments and activities are taking place and the role of the media in creating impressions of people and places. Events impact a range of different stakeholders, and when exploring social impacts it is particular important to focus on resident perceptions (e.g. Fredline and Faulkner, 2000; Fyttopoulou et al., 2021 ; Gursoy et al., 2017; Jordan et al., 2019; Li et al., 2018; Ma and Rotherham, 2016; Perić, 2018; van der Steen and Richards, 2019; Wise et al., 2021a). Here, scholars have used social exchange theory as a conceptual lens to explore local and resident perceptions to determine risks or costs (negative value) and benefits or rewards (positive value) (see Li et al., 2015; van der Steen and Richards, 2019). Social

representations theory, is used as another approach to describe how values and attitudes are shared within a community based on past experiences or prior knowledge of something to understand perspectives when a bid is won or an event is hosted (Li et al., 2015). Relating back to social exchange theory, if residents form positive attitudes then they are more likely to engage in supportive behaviors.

Scholars argue that social impact research in events should take a longitudinal approach, i.e. to look at how events have impacted on communities and society over extended periods of time (see Gaffney, 2010; Wise et al., 2015). Various methodologies have been used in studies referenced through this chapter, but a key consideration when assessing social impacts is using subjective rather than objective measures because it can be difficult to develop objective social impact assessments given the scale of event, as they vary greatly and in impact from local community events like farmers markets to global mega sporting events. Several impact assessment tools or strategies have been considered to map and analyse different stakeholder concerns, but a key focus of social impact studies is community consultation to help inform planning decisions going forward (Allen et al., 2010), because the community can intervene by questioning/protesting decisions or voting out policy makers when they run for re-election. A collaborative approach, according to Gursoy and Kendall (2006, 605), “encourages engagement, joint decision-making and [recognises] collective responsibility to resolve conflicts or to advance vision”. Most importantly, involving the community in decision making allows them to recognize and realize impacts (Ntloko and Swart, 2008). This also points scholars to issues surrounding inclusion (involvement) and exclusion (isolation), which challenge authors to consider social justice, equity and capital, which can impact on local well-being, participatory citizenship and overall support. Here, Smith (2012) refers to degrees of citizen power (community control, where power is delegated, and partnerships), tokenism (placation, consultation and extent of information), and non-participation (which can result in manipulation). The theoretical considerations discussed in this section relate to extrinsic and intrinsic ways of understanding social impacts (see Getz et al., 2019). Impact studies have been traditionally based on extrinsic models of community impact taking a macro-perspective where reactions and perspectives viewed the community as a single entity; whereas intrinsic models seek to explore and explain why support varies within a community.

Going forward in social impacts of events

Event organizations and developers focus on the promotion and branding of events and associated developments (Cudny, 2020). However, as framed and argued throughout this chapter, at all stages of an event-lifecycle, researchers need to not only evaluate organizational impacts, but the effect on people locally (across the socio-economic spectrum) because the scale of event impacts can oftentimes be concentrated, whereby some are included, whilst others are excluded. Scholars from various disciplines have long sought to understand notions of inclusion and exclusion concerning social impacts. As Van Der Merwe (2007) argues, tangible developments typically outweigh intangible impacts on communities. This is because corporate interests revolve around attracting investment and investors, which can result in community displacement, which results in local resistance (see Duignan et al., 2019). The development of an area for events often results in gentrification, which sees people who can no longer afford to reside in an area, forced to move (Watt, 2013). Another critical perspective is offered by Maharaj (2017) concerning the creation of commercial restriction zones that resulted in displaced livelihoods among people engaged in fishing in Durban, South Africa. This crowding out is a form of economic displacement that has social consequences. While displacement often is viewed as forced, in some cases people will temporarily leave an area to avoid overcrowding (see Mules and Dwyer, 2005). Building on critical questions proposed above, to understand social impacts and who development is for, is to also evaluate: how local communities are actually impacted?; and by what standards can researchers measure these impacts? (Wise, 2019). Despite proliferate events research, answering these questions from a social impact standpoint remains a challenge. This section refers to directions addressed by Chalip (2006, 2014), Deery

et al. (2012), Getz (2013), Smith (2012), and Wise (2019) to help conceptualize social conditions to consider when evaluating event impacts.

Scholars point to the importance of enterprise opportunities, because they provide training and skills acquisition that build human capital (Deery et al., 2012; Rojek, 2013; Wise and Harris, 2017), as well as confidence (Scott, 2020), which are economically and socially sustainable long-term. These can also contribute to a greater local sense of community, placemaking and overall well-being through social interaction (Zhao and Wise, 2019). As such, increased employability and entrepreneurial activity can increase quality of life, especially in transitioning areas where residents lived through event-oriented developments (Christie and Gibb, 2015; Wise, 2016; Wood, 2005). It is difficult to generalize research focusing on social and intangible impacts, and as discussed earlier on measuring impacts, bottom-up approaches and working closely with community stakeholders through inductive fieldwork is necessary if new (case-specific) knowledge is to emerge. For instance, Chalip's (2006, 2014) focus on social leveraging evidences the need to consider social outcomes based on social concerns. This is because of the liminality of events and how social impacts refer to social relations and social value. However, Chalip (2006) and Getz (2013) argue that various social elements (may they be outcomes, concerns, relations, or associated value) are often inadequately measured. The concern here is because desired outcomes are merely proposed ideas (such as in a bid document), and thus frameworks to assess social impacts at different stages of an event-lifecycle can lose focus—and if they lose focus they become overshadowed by economic impacts and demands for tangible evidence (Smith, 2012).

These issues point to the need to consider social conditions (Aquilino et al., 2019; Wise, 2019; Wise and Perić, 2017), outlined in Table 4.1. Individual and social capital indicators are valuable to this discussion to reinforce the need to focus on how event-led developments that altered the physical make-up of a community, so to consider how social benefits and sustained legacies can be achieved (see Agha et al., 2012; Chalip, 2014). Such 'softer' impacts/benefits can bring renewed attitudes and behaviors, based on how people feel involved, enthusiastic or willing to participate (Camacho et al., 2019; Chalip and Fairley, 2019; Chien et al., 2012; Doumi et al., 2020; van der Steen and Richards, 2019). A common point from the articles referenced in the previous sentence is the need for clear and coherent policies, parallel relationships across stakeholders that are transparent. But as Smith (2012) and Perić et al. (2016) warn, managing how event impacts are leveraged remains a persistent challenge.

According to Wise (2019), identifying social conditions is a chance to provide a guiding framework for exploring, evaluating, and assessing social impacts in communities. Working directly with communities allows researchers to immerse themselves which is a step towards more participatory approaches to research (Kendon, 2010; Ulian and Barbosa da Silva, 2020). Table 4.1 details 17 social conditions, organized around four guiding questions. While these questions are proposed and build on conceptual understandings from the literature, recent work has evaluated conditions proposed from Wise (2019) (see Aquilino et al., 2019; Wise et al., 2021b). The noted studies both took a quantitative measurement approach. So there is a need to explore and amend these conditions in different cases and through fieldbased research that responds to themes that emerges through work with and for communities, to offer new critical directions.

Table 4.1. An overview of social conditions in social impact research

Question	Social Conditions	What to observe and action
What does the community know about social impact plans and policies?	1. Clear policies on social benefits 2. Mutual understanding and tolerance among stakeholders 3. Local population is involved 4. Local population supports event initiatives	Identify key stakeholders; Explore the extent of local knowledge and awareness; Look into enthusiasm and participation.
How do we go about measuring experiences and involvement of local community stakeholders?	5. Benefits from new infrastructures/venues 6. Mentorship/educational programs 7. Ability to start a local enterprise (to supply or support events) 8. Volunteer opportunities	Who is involved; What programs exist; Experience co-creation
What are the wider social opportunities?	9. Plans to minimize inclusion and exclusion 10. New opportunities (for youth, students, elderly, disabled, underprivileged or underserved) 11. Place satisfaction (i.e. civic pride) 12. Increased sense of community and local identity	Community areas; Social spaces; How do people feel; Reactions and behaviors
How do we work towards ensuring sustainable futures?	13. Co-management of venues/facilities 14. Access and ability to use venues/facilities 15. Legacy training initiatives 16. Participation incentives 17. Legacy agendas and benefits are clear	Who influences legacy; Address power relations that exist and are limiting involvement; Work <i>with</i> the community to determine solutions

These 17 social conditions are adapted from and build on the 14 social conditions proposed by Wise 2019

Table 4.1. An Overview of Social Conditions in Social Impact Research (these 17 social conditions are adapted from and build on the 14 social conditions proposed by Wise, 2019).

The first question is concerned with how local community stakeholders understand policies and what they feel they will gain (or not gain) from an event (Todd et al., 2016). This first question challenges researchers to gain a comprehensive understanding of policies and local relationships, including what support is available. Understanding this is necessary before moving into the conditions associated with the second questions on the need to explore experiences and involvement. Question three and associated social conditions next move into opportunities and insights on place and community. It is also important to understand if and how social policies are resulting in new involvement and opportunities for people in an events destination (see Gaffney, 2016). Local satisfaction and pride in place can be determined if we understand how people feel included or excluded, and this is where people will be critical of the impacts of new development. Moreover, and from community psychology and sociological standpoints, satisfaction and sense of community refer to membership, influence, shared emotional connections and involvement (see McMillan and Chavis, 1986). The final question noted in Table 4.1 looks to the future, by exploring legacies, and if future benefits are clear and socially sustainable. Grix (2017) speaks directly to issues associated with legacy initiatives, highlighting again the difficulty to measure legacies, because they are also (often merely) proposed. Preuss (2007) argues, and reinforced by Agha et al. (2012), that if events

legacies are to be achieved, local stakeholders must be aware, informed and involved. This guiding framework presents an attempt to explore the impacts of community change through social conditions that impact a range of local and community stakeholders when exploring social event impacts (Edwards, 2015).

A review recently published by Mair et al. (2021) categorizes a range of social impacts relevant to megaevents. The authors explored the literature and identified eight key impact categories organized around two key themes: Theme 1 focusing on direct impact on residents (i. volunteering, education, and skills; ii. Social cohesion, civic pride and social capital; iii. Inclusion and diversity; iv. sports participation, infrastructure, and health) and Theme 2 focusing on impacts on destination ecosystem (v. Business and government networks; vi. destination branding; vii. disaster preparedness; viii. Accessibility and accessible tourism) (Mair et al., 2021). For scholars studying the social impacts of events (at any scale), considering the social conditions discussed in this section provide some direction to critical questions, and the impact categories outlined and organized by Mair et al. (2021) will help guide researchers to explore critical and topical area pertinent to contemporary research areas concerning event impacts. A consideration and focus on participation and active involvement, especially, is observed as an important area to consider going forward in social impact research (see, for example, Annear et al., 2019; Hansen et al., 2015; Reis et al., 2013; Ullian and Costa, 2015; Wise et al., 2021a, 2021b).

Conclusion

To draw some overlaps with Chapter 2 on economic impacts and Chapter 3 on environmental impacts with social impacts, there are some considerable overlaps. Concerning socio-economic impacts, events can create jobs, but it is important to understand if these are temporary or will expand after an event. A successful event can see a new tourism economy emerge as a result of positive publicity, or how a destination showcases tourism opportunities and/or attractions. Socio-environmental impacts are also important to consider: these can include excessive noise, litter accumulation and traffic congestions. These are not only unsightly, but can cause disruptions and inconveniences to local residents, and the long-term consequences to the underlying environment can see people not engage with natural spaces as much and takes away from socially sustainable futures (Ziakas, 2019; Wise, 2020). To Wallstam et al. (2020), exploring social impacts can allow researchers to work with stakeholders to inform effective policies that promotes stakeholder involvement and gives a voice to local residents’.

It is important to also consider social impacts of events in relation to competitiveness. Mendola and Volo (2017), who evaluated the assessment of destination competitiveness research, note that considerations of social prosperity and social development are acknowledged but underexplored. The authors further note that “the actual inclusion of well-being measurements is far from being achievable at this stage, yet that might be of high interest to many destinations” (Mendola and Volo, 2017, 551). Domínguez Vila et al. (2015) did attempt to address social impacts and accessibility, but looked at the perspective and impact of planning for consumption purposes opposed to local benefits. Given that there is much concern for evaluating economic performance indicators in events impact and competitiveness research, Aquilino et al. (2019) sought to explore a gap by developing a determinant dimension that assessed local social conditions and well-being. Such insight is important to consider locally because exploring impacts on residents directly can ultimately influence the success or failure of an event, and subsequently future tourism and leisure opportunities (Nadalipour et al., 2019).

There are a number of challenges when it comes to social impact assessments, and these include adequacy of indicators and theories of change, how unanticipated change is measured, how to know if enough valuable data has been collected, the reliability of self-reported data, financial proxies, and the ability to truly generalizing findings given that scale of events greatly varies. Richards and Marques (2016) highlight

that considerations of impacts need to be continuous, promote stakeholder collaboration and focus on the long-term opposed to short term, stating that “monitoring and evaluation tend to concentrate on the short-term impacts produced by the event year itself, rather than the whole process from bid to legacy”. This is a key consideration when exploring and evaluating social impacts, especially, because demands and outcomes can change through an event-lifecycle so continuous monitoring is needed to unremittingly and holistically understand how people and local communities are impacted by events. However, an important takeaway is that there is not a one-size fits all approach to measuring and that managing the social impacts of events will greatly vary because events differ based on scale, and local sites and situations, and communities and cases which means that each event, case and scenario needs to consider the needs and wants of the stakeholders.