**ABSTRACT**

Organizing successful events is no cake walk. Getting people to the event and achieving an above average return on investment are two major challenges an event manager faces. There are a few existing technological innovations for event management. However, they are standalone systems that handle user registration, event check-in, event surveys, event marketing, and event analytics which becomes cumbersome for event managers at times.

For a big organization like **Tata Motors Ltd.,** every day, every hour there is some conference, seminar or meeting being conducted by various departments in the company. These events may be closed (only for employees) or open (for anyone interested). Right from creating the various attributes of an event to continuously monitoring events, managing people, interactions and communication is a very tedious task. There was a need of a digitally managed event management platform to enhance the palatability of involvement and engagement from the event goers.

Firstly, the system will be web-based. The user interface of web-based applications is easier to customize, than a desktop application. This provides a unique and exciting way to present data to the user. Once a new version or upgrade is installed on the host server, all users can access it immediately. There is no need to upgrade each client PC.

Secondly, the system will be responsive in nature. Responsive web design is an approach to web design aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (desktop computer monitors, tablets, mobile phones). Because of the large emphasis being placed on user-experience as a ranking factor, having a web-based application built with responsive web design, is essential to take into account when thinking about SEO (Search Engine Optimization).

Concluding, the implemented system will be able to provide an interactive experience to organizer as well as the user. The organizer will be able to create multiple events and handle them. Also, he will be able to view the number of registrations of the attendees. The attendees will be able to view various events being conducted and register for the event they are interested in. Also, the organizer will be able to analyze each event conducted as data analysis will be implemented for improvement. Thus, the system implemented will be a **Web-Based-Responsive-Event Management System**.