

**ONLINE EVENT GALLERY SYSTEM  
for ISPSC**

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## Chapter I

### INTRODUCTION

#### Project Context

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. An event can be: a) Social / life-cycle events like Birthday party, Graduation day, Bachelor's party, Retirement day, education and career events like education fair, job fair, workshop, seminar, contest, competition and many more; b) Sports events like Marathons; c) entertainment events like music concerts, fairs, festivals, fashion shows, award functions, celebrity nights, beauty pageants, stage shows; d) corporate events like MICE (meetings, incentives, conferences, and exhibitions), product launches, buyer-seller meet; e) Religious events like religious festivals/fairs, religious procession; f) fund raising cause related events is any event that can be turned into a fund raising or cause related event e.g. auctions.

With the advent of technology, today's education scenario is rapidly changing and demanding. The system demands greater levels of communication among students and faculty members to have optimum use of learning resources. Today's industry talent demands are soaring with more and more skills requirements in all fields. Colleges and institutions generating creative students' needs focused approach on





such talents and industries so as to avail the best benefits to their candidates passing out.

Companies strive harder than ever to find new ways to break through the ever increasing media clutter. Lately, event marketing has gained popularity as a marketing communications with the use of event. In any organization or a company, An event is an integral part of its operation. It covers a specific happening about a particular activity to be implemented.

This is one of the best solutions for preserving and recognizing digital art designs which can range from photographs, graphic designs, and digital paintings to digitalized traditional arts. Spicing up the site with newer technologies like 3D interfaces coupled with the already easy access and navigation via online services will attract a lot of event. The social online community through the site will be a bridge of thoughts from different people. A simple post of a picture shall be subject to recognition and criticisms but can be also inspiration for others. The event will also enjoy self-appreciation and appreciation to their work by other people.

As BSIT students, the proponents decided to develop a web based system online event for ISPSC considering that the school has a lot of programs and activities being celebrated. This online event gallery



system aims to record and update important events and related activities of the College.

### **Purpose and Description**

Through the realization of this project, the College will be benefitted in terms of employing technology as a tool in its transaction. Since Event Gallery System has not yet been adapted by the school, particularly in Sta. Maria Campus, developing such to address the need has motivated the proponents of the study.

**Students.** This study provides the students, the main clientele of the College, an easy access of the information needed as regards to activities to be implemented and some announcements to be posted.

**ISPSC, Main Campus.** This study will serve as a track record for the important events of the campus.

**Researchers.** Technically speaking, their skills will be developed in designing a particular program in order to apply the principles they have gained in their field of studies.

**Future Researchers.** This will serve as their reference material in coming up with an output related to this proposed system. It will also guide them to develop another system.



## **Objectives of the Study**

Generally, the study aims to develop an online event gallery for ISPSC, Main Campus that would provide students with important information and to keep them updated regarding school activities.

Specifically, the study intends to:

1. Determine the current method of disseminating information about school activities.
2. Design and develop an online Event Gallery System in ISPSC;
3. Test the usability of the system.

## **Scope and Limitation**

The study aims to develop an “Event Gallery System” for ISPSC, Santa Maria campus. It will only focus on the development of a computer-based system that records and updates important events and related activities of the College which would include the following features: display events and up coming events the school had undertaken and will undertake, sample pictures which the activity had in which each picture will have a short description or captions of the image and only administrators will be have the authority to upload pictures from the database.





The system is limited to the activities and pictures taken from the main campus.



## Chapter II

### REVIEW OF LITERATURE

Consideration of the websites design and operations are dependent upon the nature of business activities and target consumers. According to Burleson, (2013), a website must be simple and focused site to succeed. One that is easy to build, maintenance-free, low cost, trustworthy, and a powerful traffic-builder and customer-converter. Having the right tool and the right product alone doesn't ensure the success of the website.

In addition, Geissler (2013) noted that to be effective, the Website must be designed with the target audience as foremost consideration. Website designers must balance design considerations and capabilities with client objectives and the consumer's level of understanding in the modern technology.

Moreover, it is critical for companies to know how do they attract customers to their website, engage them to turn into paying customers and also retain them in returning to your website, as emphasized by Chaffey (2013). Furthermore, online communications techniques used to achieve goals of brand awareness, familiarity and favorability and to influence purchase intent by encouraging users of digital media to visit a web site to engage with the brand or product and ultimately to purchase



online or offline through traditional media channels such as by phone or in-store.

A study conducted by Lacson and Pasadilla (2013) stresses that in the Philippines, e-commerce is mostly being implemented by major retailers and multinational corporations for bank-to-bank exchange. A number of Business-to-consumer transactions have emerged through the years such as auctions, online shopping, and online banking . This just shows that Filipino businesses welcome this new opportunity in selling goods since 16% of the population is using Internet. This new marketing strategy will not only benefit those big companies but also the small businesses who cannot afford to advertise their products. Just by creating a website in a very affordable cost would make the business grow in terms of sales and enhance the company image as well.

Information and Communication Technology (ICT) has become and will continue to be an integral part of the day-to-day life of every Filipino across all levels of our society. The occurrence of communication technology around the world necessitates that government get on a cohesive and coordinated strategy on how to prepare its citizens to survive, live and thrive in a digital world. (Digital Empowered Nation 2011) The main objective of the paper is to have a competitive society where everyone has a reliable, affordable and secure information access in the Philippines.





In foreign countries, catering business takes much more than a passion for cooking and a knack for preparing tasty dishes. Some caterers choose to specialize in a particular menu or type of function. The business owner must ensure the local area has a demand for these type of food is successful business owner does his home work before preparing the menu.

With the above findings and related studies in literature, the proponents were motivated to come up with a system that would help upgrade the school system by applying the knowledge and skills they gained from their area of specialization.

Festivals and events are seen to build a social capital and in community development terms showcase the strenghts of a community at play and to demonstrate its capacity to cope with external stresses and disturbance as a resultt of social, political and environmental change. The festival is a festive event that people having a good time gathering together, which offers both the residents and visitors joyful experience that can meet diverse community needs in order to help host communities forter local development, leadership and networking. This is also community-based development demand.

Many companies now sponsor events routinely as part of their promotional activities; but Javalgi et. al. (1994) suggests that the objectives tend to be vague. Javalgi et.al. (1994) opine that sponsorship



is the underwriting of a special event with the object of supporting organizational objectives.

Meenaghan (1983) states that a very important and overall criterion when selecting an event is the event's ability to fulfill stated objectives. Events are recognized to have a capacity to fulfill more than just one objective. In the case of multiple objectives, these should be ranked in hierarchal order. It is however not to ignore the complex interplay between the different objectives.

Each individual event has its own personality and perception in the public mind. Therefore events differ in the relationships that they developed with the audience. When selecting a specific event the mutidimensional aspects of the event personality must be considered. Given that each event is capable of delivering image rub-off, the potential for negative association also exists. It is necessary that an event that is appropriate for one company may be anappropriate for another. The ability of a particular event to deliver a required image by association therefore becomes a critically important criterion in the sponsorship selection process.



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