



ILOCOS SUR POLYTECHNIC STATE COLLEGE

**ONLINE EVENT PLANNER WITH E-MAIL NOTIFICATION  
FOR ISPSC MAIN CAMPUS**

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## CHAPTER I

### INTRODUCTION

#### Project Context

An event is a gathering people for a particular activity. It may refer to: ceremony, convention or meeting, festival, media event, sporting event, happening, or party. 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, training etc.; b. sports events like marathons, car racing, tournaments, Olympics, etc.; c. entertainment events like concerts, fairs, festivals, fashion shows, award functions, celebrity nights, beauty pageants, stage shows, recitals, etc.; d. corporate events like meetings, incentives, conferences, exhibitions, product launches, buyer-seller meet, etc.; e, religious events and; f. fund raising cause related events.([www.wikipidea.com](http://www.wikipidea.com))

Over the past decades, almost everything has been designed to cope up with the fast paced change in technology. Technology has become a necessity in our everyday living. The most common and reliable form of technology is computer. Computers are used for more complex tasks as it can run for several hours and flexible in multitasking. They come in bigger size desktop computers and the portable and light weight laptop computers.



Communication is very crucial in maintaining a well-organized organization. Schools and colleges resort online communication to keep their clients and staff well informed about upcoming events. Most schools, if not all, has their own website. The Ilocos Sur Polytechnic State College is one among the several universities and colleges that has its own website. It is the online access of clients to the important happenings in its campuses. However, the web administrator can never be very specific about a particular event on the website since it has to show general information about the institution. Thus, the researchers came to the realization of developing a system that will post schedule of events in the college with all its details. Considering numerous events and activities in the college in a single academic year, planning may be very critical if not listed in an organized manner. There is a possibility of missing out on some details or worst case scenario, is losing drafted plans.

In the light of the foregoing situation, the researchers have decided to developed an event management system that would work both on desktop and laptop computers. This Online Event Planner with e-mail notification will cater to the needs of having a well-organized schedule of events of ISPSC as long as the college is involved. It will serve as a calendar of events and it can be accessed granting the availability of internet, thus making it a more versatile system making planning easier and more efficient since the administrators will be able to save drafts of



schedule and then finalized it. It will also feature an e-mail notification to the administrators and organizers that will serve as a reminder for upcoming events. Students, on the other hand can access it anywhere granted that internet is available. They will be able to track upcoming events making them fully aware of school activities wherein their participation is needed. It will work and basically look like a calendar giving it a user-friendly interface.

### **Purpose and Description**

Through the realization of this project, the college is benefited in terms of employing technology as a tool in its transactions. Since an event planner has been adapted by the school, developing such will address the needed motivation from the proponents:

**Administrators.** This study helps the school administrators in terms of appointing tasks to the department who will be in charge in the execution of a certain event.

**Department Heads.** This study serves as an organizer that will note all the details of a particular event.

**Students.** This study provides an access to the information about the college's events and activities wherein their participation and/or involvement is needed.



**ISPSC Main Campus.** This study serves as track record for the important events in the college. In which past events can be accessed and printed out for documentation and annual reports.

**Researchers.** It has enhances their skills in designing a particular program applying the principles they have gained in their field of studies.

**Future Researchers.** This will serve as their reference material and a guide in developing a new system.

### **Statement of Objectives**

The study aimed to create and develop an Online Event Planner with e-mail notification for ISPSC-Main Campus that would make scheduling of activities easier and more efficient.

Specifically, the study intended to:

1. Determine the current method in the planning of school events;
2. Design and develop an online event planner with e-mail notification;
3. Test the usability of the system in terms of:
  - a. Ease of Use
  - b. Usefulness
  - c. Ease of Learning
  - d. Satisfaction



## **Scope and Limitation**

The study aimed to develop an Online Event Planner System with e-mail notification for ISPSC-Main Campus. It should be the backbone of all incoming activities inside the campus, as it will primarily be the calendar of events to be used. It includes the following features: a calendar with all the events noted on the day it is planned to happen, the venue, a list of activities to undertake during the event, the department involved in planning and execution of the event, an e-mail notification to be sent to the officer in charge, and a security feature that limits unauthorized access to the system as it will only be accessible to the administrators and department heads and/or officers in charge for the department.

The system was created using PHP Programming Language; and MYSQL for the database. During the testing of the system, it was accessed & functional for the school administrators & some selected students. This system is limited to the events inside ISPSC-Main Campus and offshore activities wherein the school is involved.



## CHAPTER II

### REVIEW OF LITERATURE

#### Events

Gaynor (2009), has given a more precise definition of ‘special events’ as: “non-routine activities within a community that bring together a large number of people and may include straining of community resources, requirements for special permits, site preparation and additional specialized planning. This definition focuses attention to the events in the public sphere where the local community is involved and points out the vital importance of planning. Ultimately events, even international ones, such as apostolic visits are organized with the involvement of the local community. Consistent with this view, Shone and Parry (2004) believe planning to be crucial to the success of events because of their complexity, their extraordinary requirements and because of the potential *“unfamiliarity of those organizing the event with what is required”*.

From the communication perspective, Celly and Knepper (2011) depict special events as themed series of activities that are guided by a common set of objectives and a distinct visual identity. These activities target multiple audiences through key messages with the intention of reinforcing a sense of community and commitment towards the organizing entity. The authors’ stance on events has an empirical angle



to it which stems from their integrated branding and communication approach.

According to Celly and Knepper (2011), the events ‘specialness’ needs to be highlighted through a logo specially designed for the occasion that will help focus attention, support the overriding theme and build awareness. In other words, events are extra-ordinary occasions that have the potential to bring people together enlighten, celebrate or entertain a community if the right amount of time, planning, resources and communication tools have been applied.

## **Event Planning**

Event planning has become an important consideration for any entity wishing to promote its business. Promotional events are now necessary for any organization's marketing plan. Carefully planned events allow organizations a closer, more personal means of interacting with current or potential customers or supporters. The success or failure of a business can be determined, in large part, by the event it sponsors. Event planning can be defined as the coordination of all aspects of an event, including budgeting and program development. Designing and producing an event is analogous to a live stage production. Once the event begins, there is no turning back. There is no guarantee of a successful outcome; however, event organizers can plan, prepare, and be prepared for the unanticipated (Allen, 2000).



## Email

Electronic mail, or email, is a method of exchanging digital messages between people using digital devices such as computers, tablets and mobile phones. E-mail first entered substantial use in the 1960s and by the mid-1970s had taken the form now recognized as email. Email operates across computer networks, which in the 2010s is primarily the Internet. Some early email systems required the author and the recipient to both be online at the same time, in common with instant messaging. Today's email systems are based on a store-and-forward model. Email servers accept, forward, deliver, and store messages. Neither the users nor their computers are required to be online simultaneously; they need to connect only briefly, typically to a mail server or a webmail interface, for as long as it takes to send or receive messages.

Originally, an ASCII text-only communications medium, Internet email was extended by Multipurpose Internet Mail Extensions (MIME) to carry text in other character sets and multimedia content attachments. International email, with internationalized email addresses using UTF-8, has been standardized, but as of 2016 it has not been widely adopted. The history of modern Internet email service reaches back to the early ARPANET, with standards for encoding email messages published as early as 1973 (RFC 561). An email message sent in the early 1970s looks very similar to a basic email sent today. Email played



an important part in creating the Internet and the conversion from ARPANET to the Internet in the early 1980s produced the core of the current services.

### **Web-based E-mail**

Many email providers have a web-based email client (e.g. AOL Mail, Gmail, Outlook.com, Hotmail and Yahoo! Mail). This allow users to log in to the email account by using any compatible web browser to send and receive their email. Mail is typically not downloaded to the client, so cannot be read without a current Internet connection.

**POP3 E-mail Services.** The Post Office Protocol 3 (POP3) is a mail access protocol used by a client application to read messages from the mail server. Received messages are often deleted from the server. POP supports simple download-and-delete requirements for access to remote mailboxes (termed maildrop in the POP RFC's).

**IMAP E-mail Servers.** The Internet Message Access Protocol (IMAP) provides features to manage a mailbox from multiple devices. Small portable devices like smartphones are increasingly used to check email while travelling, and to make brief replies, larger devices with better keyboard access being used to reply at greater length. IMAP shows the headers of messages, the sender and the subject and the device needs to request to download specific messages. Usually mail is left in folders in the mail server.



**MAPI E-mail Servers.** Messaging Application Programming Interface (MAPI) is used by Microsoft Outlook to communicate to Microsoft Exchange Server - and to a range of other email server products such as Axigen Mail Server, Kerio Connect, Scalix, Zimbra, HP OpenMail, IBM Lotus Notes, Zarafa, and Bynari where vendors have added MAPI support to allow their products to be accessed directly via Outlook.

**Business and Organizational Use.** Email has been widely accepted by business, governments and non-governmental organizations in the developed world, and it is one of the key parts of an 'e-revolution' in workplace communication (with the other key plank being widespread adoption of high speed Internet). A sponsored 2010 study on workplace communication found 83% of U.S. knowledge workers felt email was critical to their success and productivity at work.

**E-mail Marketing.** Email marketing via "opt-in" is often successfully used to send special sales offerings and new product information. Depending on the recipient's culture, email sent without permission—such as an "opt-in"—is likely to be viewed as unwelcome "email spam".

## **Desktop**

Many users access their personal email from friends and family members using a desktop computer in their house or apartment.



**Mobile.** Email has become widely used on smartphones and Wi-Fi-enabled laptops and tablet computers. Mobile "apps" for email increase accessibility to the medium for users who are out of their home. While in the earliest years of email, users could only access email on desktop computers, in the 2010s, it is possible for users to check their email when they are away from home, whether they are across town or across the world. Alerts can also be sent to the smartphone or other device to notify them immediately of new messages.



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