**2.** **The following are targeted audiences about possible event management service:**

**Entertainment Programs:** A lot of preparation goes into organizing concerts and entertainment and award shows. This market could be drawn to an event management solution with capabilities appropriate for big-scale productions.

**Wedding Planners**: Wedding parties can be organized with the features and related events would be beneficial to professionals who specialize in wedding planning.

**Hospitality Industry**: We can help with bookings, catering, and guest experiences for events held on their grounds and that would be of interest to hotels, resorts, and venues hosting a variety of events.

**Health & Wellness Organizations:** Events pertaining to wellness programs, Meditations and yoga, health and fitness may find a specialized market for event management tools made to meet their particular requirements.

**Government and Public Sector**: Target customers for event management tools designed for the public sector may be government organizations that plan official events, open houses events, or civic engagement initiatives.

**Private Sector:** Event management technologies that make corporate event planning and execution easier would be beneficial to businesses that host conferences, seminars, marketing pragrams, and team-management activities.

**Non-Profit Organizations:** There are lots of awareness programs and fundraising events are frequently held by charities, NGOs, and other non-profits organizations. Products that assist them in planning effective events to meet their objectives would be valuable to them.

**Educational Institutes** : There are many important lectures, workshops,convocations and alumni reunions are frequently held at schools, colleges, and universities. There may be a need for educational-focused event management software.

**4.** For our business, individuals can get services from various sources as listed below:

1. **Event Rental Companies**
2. **Online event platforms**
3. **Event Software provider**
4. **Entertainment organizations**
5. **Local event venues**
6. **Event supply stores**
7. **Event marketing companies**
8. **Advertisements**

**6.There are many ways to get details about our services such as :**

1. **Websites**
2. **Social media campaigns**
3. **Event packages**
4. **Seasonal promotions**
5. **Educational workshops**
6. **Blog contents**
7. **Advertising channels**
8. **Local community engagement**

**7.**

To make better service we can give people the option to personalize how they engage with the system to create a more tailored experience and

provide resources for thorough coordination, scheduling, and planning of events.

Incorporate tools that help with organizing schedules, assignments, and due dates for various event components. Work along with venue management systems to improve coordination and communication between venue owners and event planners. Along with this,

Give information about the amenities, capacity, and availability of the venue.