



Event Management Analytics

The EMA team has a strong ability to make a successful and scalable product.

Antonio Menarde

- OID, *The Wharton School*
- Systems Engineering, *SEAS*

Role on team: Product manager; systems analysis; integrate event management principles into forecasting model; testing and deployment of product infrastructure.

Katherine Lopez

- MSE:IPD 2017
- Design Engineer

Role on team: Product concept development, guidance with design thinking and User Centered Design methodology for Human Computer Interaction (HCI). Efforts to improve the overall user experience of the product.

Cherag Bhagwagar

- MS: MEAM 2017
- Mechatronics and Robotics

Role on team: Development of software and hardware tools to facilitate data capture and analysis. Testing and deployment of product infrastructure.

Event management is stuck in a reactionary rut that limits success and profitability.

Client: Event Managers (Trade Show and Conference Planning Industry)

- Size:
 - 4563 businesses engaged in event planning
 - Rev: 13.4 bn, Profit: 992.2m
 - Annual Growth:
 - 2014-15, 3.6%
 - 2015-16, 2.8%
- Threats
 - Decreased attendance at events due to web conferencing and tech developments.

The Event Management Software Market

- Growth: 5.6%
- Market Drivers:
 - Need to monitor
 - Management challenges
 - End User Experience

Industry Assistance: Low

Drivers: Need for strong skilled workforce, maintain extensive customer relationships, ability to adopt new technology.

EMA will assist event managers by providing cloud-based tools that integrate useful real-time and historical data.

Event Organizing



Event Management



Event Analysis

Create tools that allow managers to

- Perform inventory analysis and vendor selection
- Communicate the market and potential margins for an event

Real-time event optimization of human and physical resources

- Movement of people through an event
- Level of engagement/interest; a look at demand throughout an event
- Dynamically monitoring the event and pre-empting errors

- Retrieve feedback from end user
- Report on future strategies, summarize event

Integrating newer technologies in a market lacking them will vastly improve the event management process.

Image Processing

- Implement recent developments in image processing platforms to understand and gauge relevant statistics about an event.
- Server-side analytics and processing
- On-site camera and sensor setup, development of relevant tools

State Analysis and Forecasting

- Use data gathered from around an event, in reference to a knowledge base of event management to
 - Forecast problems and opportunities
 - Maximize profitability and user engagement
- Online HTML / Javascript platform for event managers
- iOS platform for end-users

Timeline

EMA

PROJECT START

15 Feb

COMPLETE MARKET RESEARCH
(INTERVIEWS, TRENDS ANALYSIS),
IDENTIFY CLIENT AND END-USER
NEEDS

15 Mar

15 Apr

COMPLETE QUALITY
FUNCTION
DEPLOYMENT
ANALYSIS

INITIAL DEVELOPMENT
AND SYSTEMS
DESIGN

15 May

PLATFORM
DEVELOPMENT

15 Jun

REFINE PLATFORM IN
LIMITED TEST
RELEASE

15 Jul

REFINE DESIGN AND FUNCTION,
MINIMAL VIABLE PRODUCT
DEPLOYMENT

15 Aug