

Event Management System



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Chapter 1

Problem Statement:

As an Event Management System, our core competency lies in facilitating the seamless planning, organization, and execution of events for a diverse clientele. However, we acknowledge the persistent hurdles in delivering event management services with utmost efficiency and effectiveness. These hurdles encompass labour intensive manual event planning procedures, challenges in orchestrating event logistics, and the imperative for enhanced communication channels between our team and clients.

Considering these challenges, there exists a crucial necessity to elevate our Event Management System to cater to our clients more effectively and optimize our internal processes. This enhancement will entail the development of novel features and functionalities aimed at simplifying event planning, augmenting client correspondence, and ensuring a more intuitive experience for both our team members and clients.

Objective:

The proposed improvements to our Event Management System aim to provide a platform that is not only more efficient, user-friendly, and feature-enriched but also optimizes event planning and management processes. Additionally, it will fortify communication channels, offer advanced analytics capabilities, and promote enhanced collaboration between our team members and clients.

Scope:

The scope of our Event Management System project encompasses the following aspects:

- Designing and constructing a user-friendly web-based platform tailored to meet our specific event management needs.
- Incorporating cutting-edge features for event creation, scheduling, attendee registration, and management.
- Incorporating advanced features for seamless event creation, scheduling, attendee registration, and management.
- Incorporating past event photos for promotional and marketing purposes.
- Providing templates for basic budgeting and additional charges that can be customized as needed.
- Including a comprehensive vendor list for customization options.
- Incorporating discounts/offers for the existing customers and referrals.
- Incorporating features for risk assessment and mitigation.
- Ensuring cross-browser and cross-device compatibility for accessibility.

- Designing the system to handle events of various scales, from small team gatherings to large conferences.
- Offering user training and extensive support resources to optimize system utilization.
- Implementing rigorous data security measures to protect user information and privacy.
- Establishing a feedback mechanism for continuous improvement based on user insights and recommendations.

Assumptions:

Our project assumptions are based on the successful enhancement of our Event Management System

- Our team members will proactively adopt and utilize the improved system for event planning and execution.
- Essential data sources, including event calendars and participant information, will be accessible for seamless integration.
- The upgraded system will be compatible with a wide range of web environments, ensuring accessibility across various devices.
- The implemented enhancements will significantly streamline event coordination, leading to heightened efficiency.
- Ongoing system improvements will be informed by valuable input and feedback from our team members.
- We will give paramount importance to data security and user privacy by implementing robust security measures.

Stakeholders:

Key stakeholders involved in our Event Management System enhancement project include:

- Our team members (event planners, organizers, and administrators).
- Developers and quality assurance testers working on system improvements.
- Project managers overseeing the enhancement project.
- Scrum Masters (if applicable, for Agile project management).
- Our valued clients who will benefit from the improved services.
- Potential external clients and partners (for future expansion).
- Investors and sponsors (if applicable, for financial support and investment).
- IT support and infrastructure teams supporting system deployment and maintenance.
- End-users who will interact with the enhanced system.
- Data providers (if applicable, for integrating event-related data and feedback data).

Statement of Purpose:

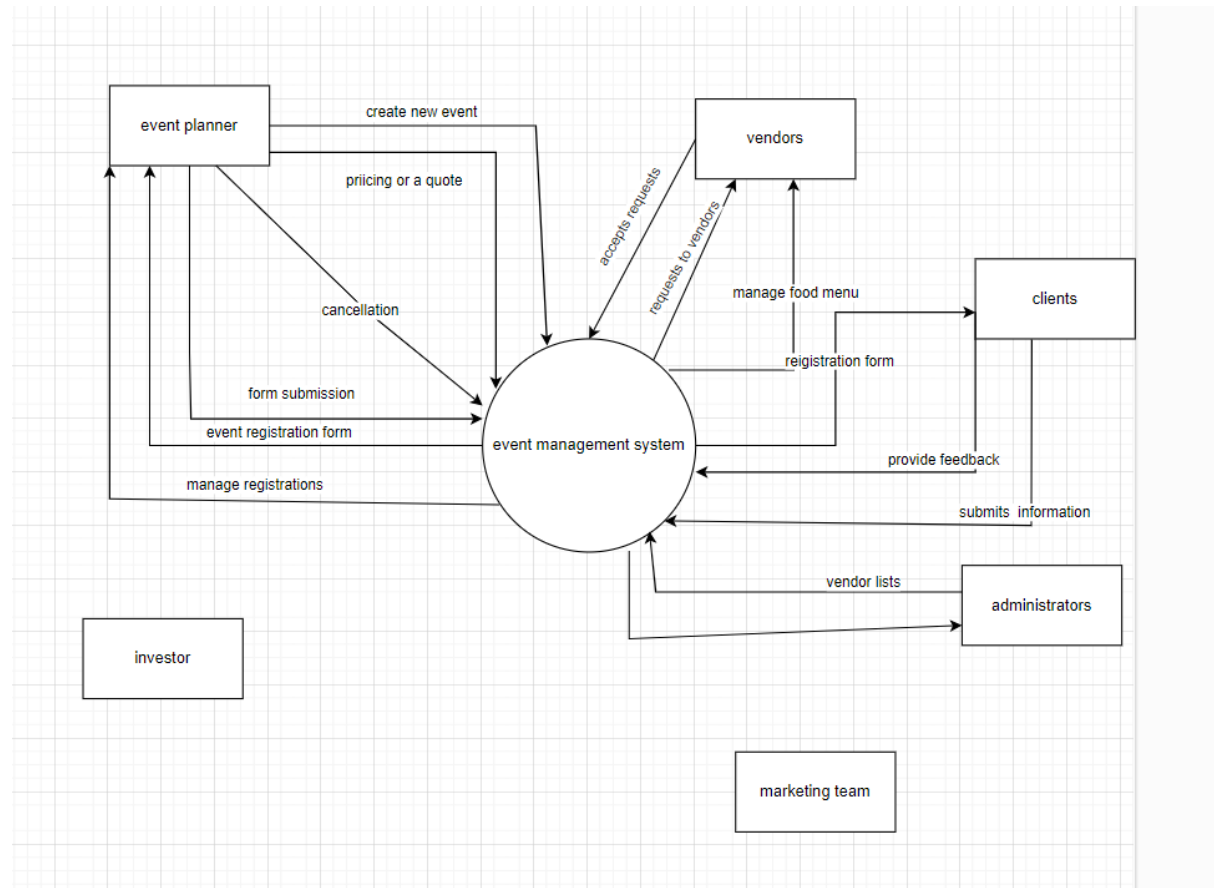
- The primary objective of this endeavour is to revolutionize the event planning and execution process through the development of an advanced Event Management System. At present, manual and time-intensive tasks in event planning led to operational inefficiencies and communication gaps. The core focus of this project is to surmount these challenges by enhancing the event management workflow within our organization.
- This will be accomplished by crafting a robust, user-friendly system that streamlines event planning, communication, and reporting. The goal is to elevate the overall event experience for our team members and clients alike. Employing state-of-the-art technology, our approach encompasses simplifying event creation, scheduling, and attendee management.
- Furthermore, we will integrate real-time communication tools, along with comprehensive reporting and analytics, to facilitate seamless collaboration among team members and offer valuable insights for event assessment and refinement. The project emphasizes a user-centric design philosophy, characterized by an intuitive interface for event organizers, enhanced communication channels, and the introduction of advanced features for event planning and execution.
- In summation, the central aim of this project is to institute a contemporary Event Management System that optimizes internal event planning processes, fosters collaboration, and ensures the successful execution of events. Our unwavering commitment is to enhance the event experience for both our team members and clients by eradicating inefficiencies and enhancing communication channels.

Out of Scope:

While our project focuses on enhancing event management, it is essential to clarify what is out of scope.

- Integration with external payment gateways.
- In-app navigation features.

Chapter 2: Context Diagram



An Event Management System is a comprehensive software solution designed to streamline and automate the process of planning and organizing events. These events can range from conferences and seminars to weddings and concerts. The system is intended to facilitate various tasks such as venue selection, budgeting, scheduling, marketing, and attendee management.

Event Management System in general simplifies complex processes, increases efficiency, and improves overall event organization.

The first is context diagram,

This is like a high-level representation of the system, which shows the interactions of the system with all external entities as you can see the entities being event planner, vendor, client administrator, investor, IT support, and marketing team

This diagram provides a broad overview, highlighting the key relationships and connections between the system and its environment.

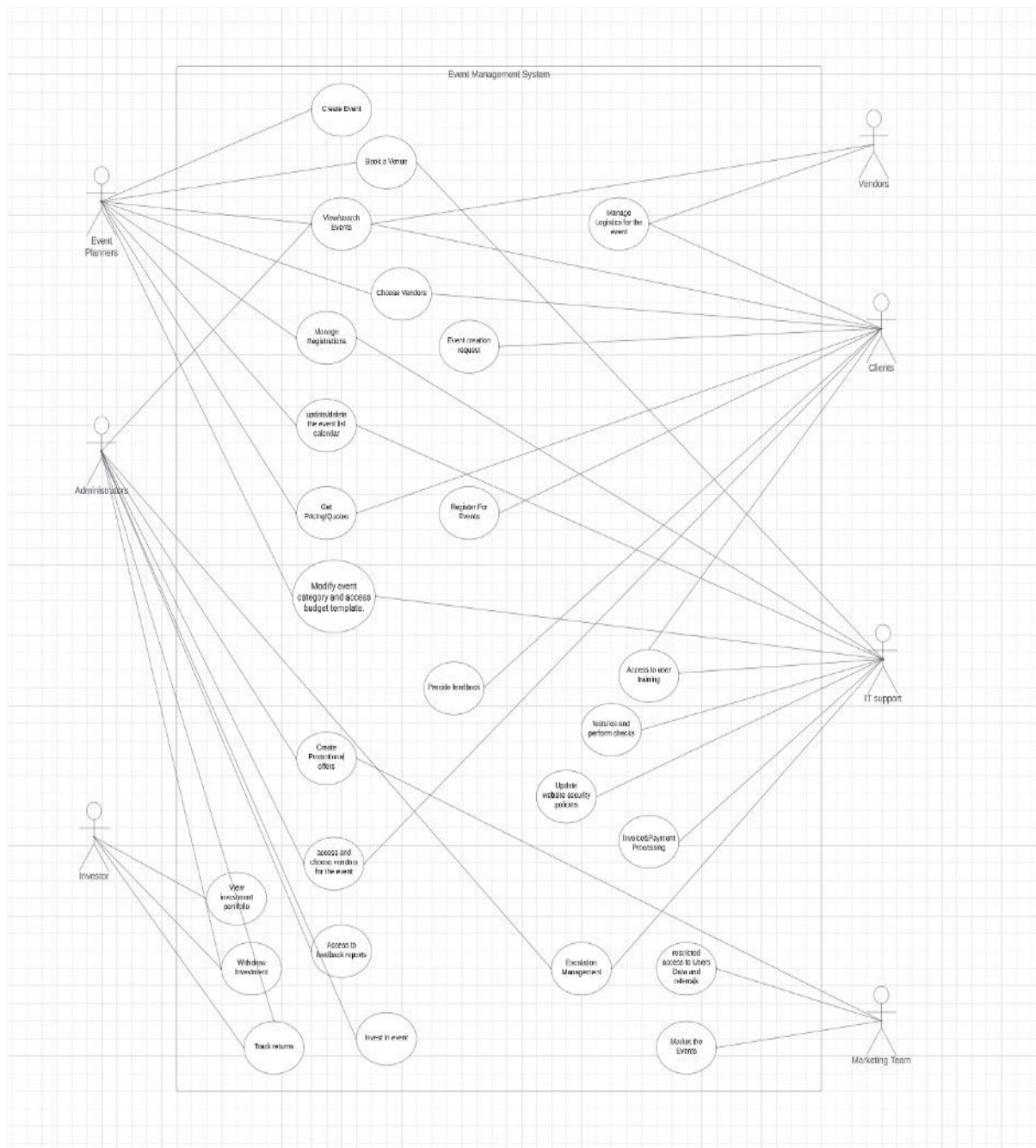
Context Diagram Description:

The context diagram for the event management system shows the system and its interaction with its external entities. The system has four external entities:

- **Event Planner:** The event planner is responsible for planning and managing events. They use the event management system to create new events, manage registrations, and track returns.
- **Vendors:** Vendors provide services for events, such as catering, photography, and entertainment. They use the event management system to receive requests from event planners, submit quotes, and track payments.
- **Clients:** Clients are people who attend events. They use the event management system to register for events and provide feedback.
- **Investors:** Investors invest in the event management system. They use the system to view their investment portfolio and withdraw investments.
- **IT Support:** The IT support team is responsible for maintaining the event management system and providing technical support to users. They interact with the system to
- **Marketing Team:** The marketing team is responsible for promoting events and attracting new clients.
- **Administrators:** Administrators are responsible for managing the event management system.

Chapter 3: Use Case Diagram and Description

Below is the Use case diagram for our event management system:



Actors : Event Planners, Administrators, Investors, IT Support, Marketing Team, Clients, Vendors.

Chapter 4: Use Case Description

Create Event (Event Planners)

Description: Event Planners can create new events, specifying details such as the event name, date, time, and description.

Book a Venue (Event Planners, IT Support)

Description: Event Planners and IT Support collaborate to book venues for events, selecting venues based on availability, size, and facilities.

View/Search Events (Event Planners, Administrators, Vendors, Clients)

Description: Event Planners, Administrators, Vendors, and Clients can view and search for events, filtering and finding events based on various criteria.

Choose Vendors (Event Planners, Clients)

Description: Event Planners and Clients select vendors for services like catering, decoration, etc., for their events.

Manage Registrations (Event Planners, IT Support)

Description: Event Planners and IT Support handle the registration process, including attendee sign-up, tracking, and management.

Update/Delete Event List Calendar (Event Planners, IT Support)

Description: Event Planners and IT Support can update or delete events from the event list calendar, managing the schedule and availability.

Get Pricing/Quotes (Event Planners, Clients)

Description: Event Planners and Clients request and receive pricing and quotes for various event-related services.

Manage Logistics for the Event (Vendors, Clients)

Description: Vendors and Clients coordinate the logistics for events, including transport, setup, and other logistical aspects.

Event Creation Request (Clients)

Description: Clients request the creation of specific events, detailing their requirements and preferences.

Register for Events (Clients)

Description: Clients register for events through the system, selecting events of interest and completing registration processes.

Modify Event Category and Access Budget Template (Event Planners, IT Support)

Description: Event Planners and IT Support modify event categories and access budget templates for financial planning and categorization.

Provide Feedback (Clients)

Description: Clients provide feedback on events they have attended, contributing to quality improvement.

Access to User Training (Clients, IT Support)

Description: Clients and IT Support access training materials and sessions to better understand and use the event management system.

Features and Perform Checks (IT Support)

Description: IT Support performs checks and manages features within the system to ensure functionality and security.

Update Website Security Policies (IT Support)

Description: IT Support updates and maintains website security policies to protect user data and system integrity.

Invoice & Payment Processing (IT Support)

Description: IT Support handles the processing of invoices and payments, ensuring financial transactions are correctly managed.

Create Promotional Offers (Administrators, Marketing Team)

Description: Administrators and the Marketing Team collaborate to create and manage promotional offers for events.

Access and Choose Vendors for the Event (Administrators, Clients)

Description: Administrators and Clients access a list of vendors and choose appropriate vendors for their events.

View Investment Portfolio (Investors)

Description: Investors view their investment portfolios related to various events, tracking their investments.

Withdraw Investment (Investors, Administrators)

Description: Investors and Administrators manage the withdrawal of investments from events.

Track Returns (Investors, Administrators)

Description: Investors and Administrators track the returns on investments made in events.

Invest in Event (Investors)

Description: Investors invest in events, contributing funds and tracking their investment's performance.

Access to Feedback Reports (Administrators)

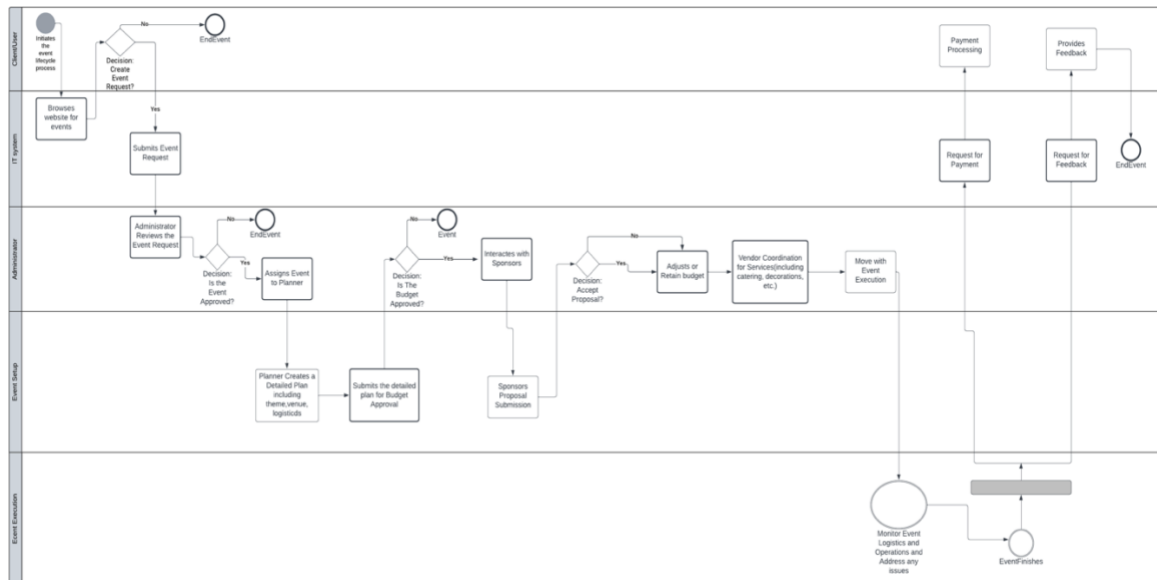
Description: Administrators access reports and analytics based on feedback received from clients.

Escalation Management (Administrators, IT Support)

Description: Administrators and IT Support collaborate to manage and resolve escalated issues or problems within the system.

Chapter 4: Business Process modelling

The below diagram illustrates the BPMN diagram which illustrates the entire process flow of the proposed system on a high-level:



The above displayed Business Process Model and Notation (BPMN) diagram, represents the process of managing the whole business process workflow of our event management system on a high-level.

BPMN Elements in our diagram:

Swim lanes: Different lanes for "Client/User," "IT System," "Administrator," "Event Setup," "Event Execution," representing the various participants or roles in the process.

Start Event: Indicated by a greyed circle with a thin border, representing the start of the process where an event lifecycle is initiated.

Tasks: Rectangular boxes represent activities or tasks in the process, such as "Submits Event Request," "Planner Creates a Detailed Plan," and "Vendor Coordination for Services."

Gateways: Diamond shapes represent decision points in the process, such as "Decision: Create Event Request?" and "Decision: Is the Budget Approved?" This diamond shape indicates point where the process splits into two or more paths but only one path can be taken (e.g., after the "Administrator Reviews the Event Request," the process can either end or continue to "Assigns Event to Planner" based on the approval decision).

End Event: Represented by a thick-bordered circle, indicating the end of the process or a particular path within the process.

Sequence Flow: Arrows connecting the elements, indicating the order in which tasks and decisions are undertaken.

BPMN Process Description:

The process begins when the customer or client initiates the event lifecycle. A decision is made whether to create an event request. If yes, the client submits an event request.

The administrator reviews the event request and decides on approval. If approved, the event is assigned to a planner.

The planner creates a detailed plan including theme, venue, and logistics. The detailed plan is submitted for budget approval.

Concurrently, interactions with sponsors take place and a proposal submission may occur. A decision is made whether to accept the proposal.

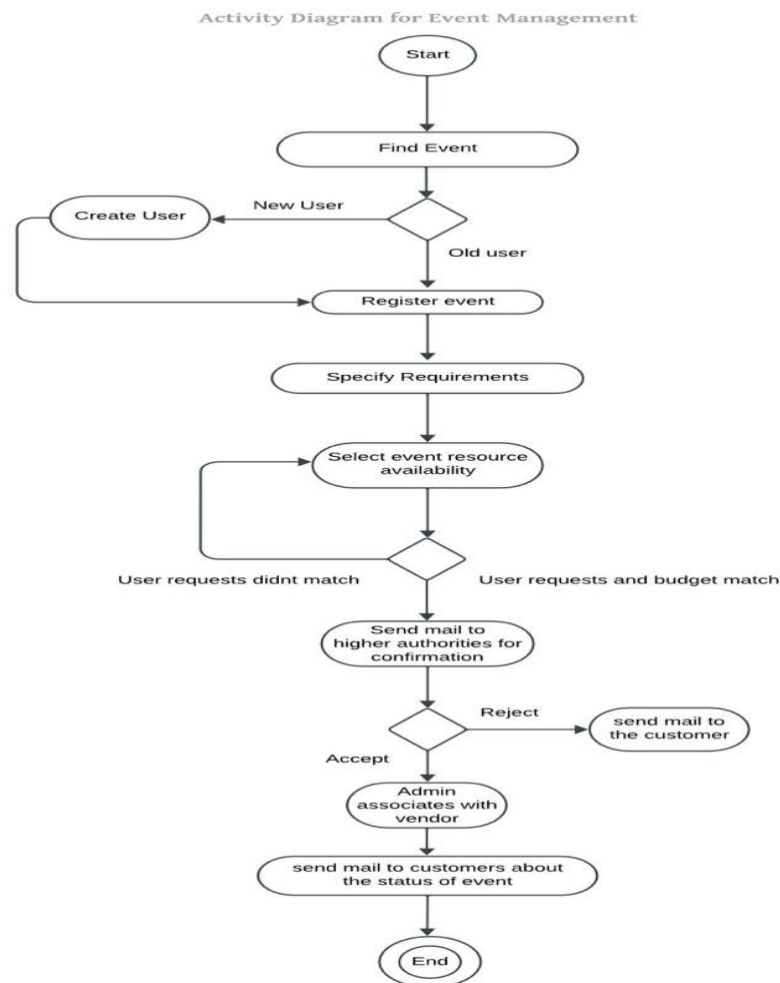
Based on the budget decision, the event either adjusts or retains the budget, or it proceeds with vendor coordination for services.

The process moves on with event execution. Payment processing is conducted post-event.

Feedback is requested and provided. The process ends after feedback is collected.

This description and the diagram outline a structured approach to event planning and execution, with clear decision points and defined roles for each participant.

Chapter 5: Activity Diagram



The activity diagram represents Event Management. The purpose of the diagram is to visually represent the flow of different events taking place in the event management.

It consists of following steps:

1. Start: The process begins with an initial step, marked as 'Start'.
2. Find Event: The first activity involves finding or identifying an event.
3. Create User: This step involves creating a user profile, which is further divided into two sub-steps:
 - New User: Creating a profile for a new user.
 - Old User: Handling an existing user's profile.
4. Register Event: This step is about registering the identified event.
5. Specify Requirements: Here, the requirements for the event are specified.
6. Select Event Resource Availability: This activity focuses on selecting available resources for the event.

User Requests Didn't Match: This step indicates a scenario where the user's requests do not match the available resources or criteria.

User Requests and Budget Match: An alternate scenario where the user's requests and budget match with what's available or required.

7. Send Mail to Higher Authorities for Confirmation: At this point, an email is sent to higher authorities to get confirmation for the event.

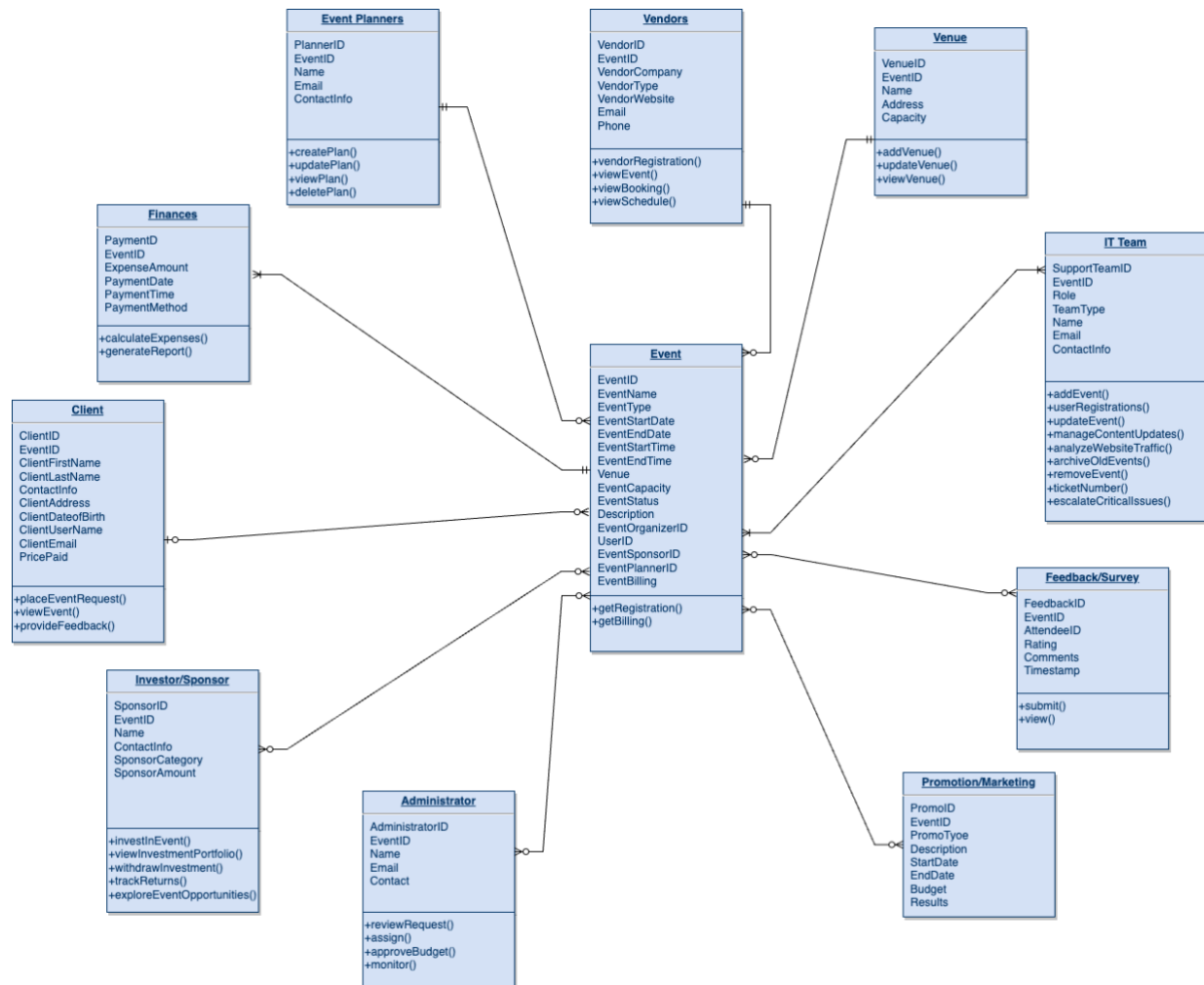
8. Admin Associates with Vendor: In this step, the administrator associates or coordinates with a vendor, likely for services or supplies for the event.

9. Send Mail to Customers about the Status of Event: This step involves updating the customers about the status of the event, possibly as a follow-up or a detailed communication after the initial acceptance.

10. End: The process concludes, as indicated by the 'End' step.

This activity diagram seems to outline a comprehensive process for event management, from the initial stages of finding and registering an event, through planning and decision-making, to final communications with customers. It includes decision points, different pathways based on those decisions, and involves various stages of communication and coordination.

Chapter 6 :Data Modelling



The image displayed above is the data modelling diagram for our Event Management System. This diagram includes various classes that represent the objects within the system, their attributes, and the relationships between them. The classes and their relationships are as follows:

Event Planners:

Attributes: PlannerID, EventID, Name, Email, ContactInfo

Methods: createPlan(), updatePlan(), viewPlan(), deletePlan()

Vendors:

Attributes: VendorID, EventID, VendorCompany, VendorType, VendorWebsite, Email, Phone

Methods: vendorRegistration(), viewEvent(), viewBooking(), viewSchedule()

Venue:

Attributes: VenueID, EventID, Name, Address, Capacity

Methods: addVenue(), updateVenue(), viewVenue()

Finances:

Attributes: PaymentID, EventID, ExpenseAmount, PaymentDate, PaymentTime, PaymentMethod

Methods: calculateExpenses(), generateReport()

Client:

Attributes: ClientID, EventID, ClientFirstName, ClientLastName, ContactInfo, Address, ClientDateOfBirth, ClientUserName, ClientEmail, PricePaid

Methods: placeEventRequest(), viewEvent(), provideFeedback()

Event:

Attributes: EventID, EventName, EventType, EventStartDate, EventEndDate, EventStartTime, EventEndTime, Venue, EventCapacity, EventStatus, Description, EventOrganizerID, UserID, EventSponsorID, EventPlannerID, EventBilling

Methods: getRegistration(), getBilling()

IT Team:

Attributes: SupportTeamID, EventID, Role, TeamType, Name, Email, ContactInfo

Methods: addEvent(), userRegistrations(), updateEvent(), manageContentUpdates(), analyzeWebTraffic(), archiveOldEvents(), removeEvent(), ticketNumber(), escalateCriticalIssues()

Feedback/Survey:

Attributes: FeedbackID, EventID, AttendeeID, Rating, Comments, Timestamp

Methods: submit(), view()

Promotion/Marketing:

Attributes: PromoID, EventID, PromoType, Description, StartDate, EndDate, Budget, Results

Investor/Sponsor:

Attributes: SponsorID, EventID, Name, ContactInfo, SponsorCategory, SponsorAmount

Methods: investInEvent(), viewInvestmentPortfolio(), withdrawInvestment(), trackReturns(), exploreEventOpportunities()

Administrator:

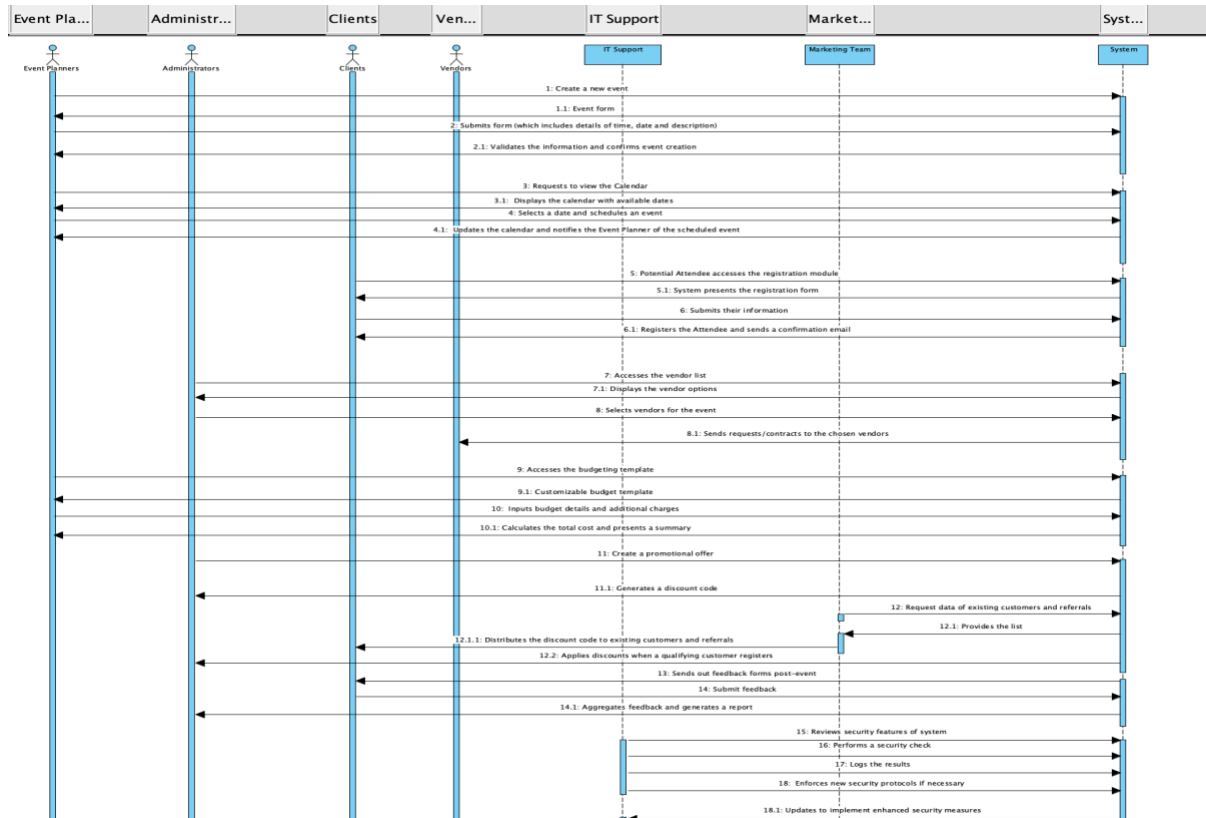
Attributes: AdministratorID, EventID, Name, Email, Contact

Methods: reviewRequest(), assign(), approveBudget(), monitor()

The classes are interrelated, indicating that they interact with each other to perform the system's functions. For example, Event Planners create and manage event plans, Clients can request and view events, and the IT Team is responsible for the technical aspects such as event addition, content updates, and traffic analysis. The Finances class is likely to interact with many of the other classes to manage payments and budgets. The Feedback/Survey class seems to handle feedback from attendees, which is crucial for the improvement of future events.

This diagram would be used by software developers to understand the structure of the system and to guide the coding process. It provides a high-level overview of what the system is required to do, without delving into the implementation details.

Chapter 7: Sequence Diagram



The diagram maps out the steps involved in creating and managing an event. Each step is numbered and includes actions such as creating a new event, submitting forms, viewing calendars, selecting vendors, accessing a budgeting template, creating promotional offers, and submitting feedback. The process flows are indicated by arrows that sometimes cross lanes, showing the interactions between different roles or systems.

Firstly, an event is created, the admin submits a form including details of time, data, and description. The System validates the information and confirms event creation. The System validates the information and confirms event creation.

Event Scheduling and Registration:

Event planner requests the systems for the view of the calendar, the system displays the calendar. The planner selects date and schedules an event. System updates the calendar and notifies the planner.

The potential client accesses the registration module, and the system presents the registration module, the client(attendee) submits the information. Then, systems send a confirmation email.

The admin requests the vendor list, and the vendor options are displayed. The admin selects a vendor for the event based on the budget and availability of the vendor. Then, the admin sends a request or contacts the vendor.

The event planner can access the budgeting template and the templates are customizable. Inputs the budget details and additional charges, the system calculates the total cost and presents a summary.

The marketing teams create promotional offers and discount code and inputs it in the system. Marketing team requests the list of customers, based on that the marketing teams sends the discount codes to the customers list to system. The system sends the codes to the list.

Security and Data Management:

IT Support reviews security features of the system. IT Support performs a security check. The System logs the results. IT Support enforces new security protocols if necessary. The System updates to implement enhanced security measures. The Marketing Team requests data of existing customers and referrals. The System provides the list.

Chapter 8: Methodology

Agile Methodology for Event Management System:

Justification:

1. Flexibility for Evolving Requirements:

Example: Consider the "Create Event" use case. As client preferences change or new trends emerge in the event industry, Agile allows the development team to easily adapt and incorporate modifications to the event creation process in successive iterations.

2. Continuous Stakeholder Collaboration and Feedback:

Example: In an event management system, stakeholders such as event planners, administrators, clients, and vendors play vital roles. Agile's iterative cycles ensure ongoing collaboration and regular feedback from these stakeholders, enabling the development team to align the system with their evolving needs.

3. Quick Delivery of Valuable Features:

Example: Agile's incremental approach allows for the rapid development and deployment of essential features. For instance, the "Register for Events" functionality can be delivered early in the development process, providing immediate value to users and allowing for early testing and feedback.

4. Adaptability to Market Trends:

Example: The event industry is subject to dynamic market trends. Agile methodology enables the marketing team to adjust promotional strategies quickly. For example, the "Create Promotional Offers" use case can be iteratively refined to respond promptly to changing market demands.

5. Risk Mitigation through Iterations:

Example: Unforeseen challenges, such as those encountered in "Manage Logistics for the Event," can be identified early in the development process. Agile's iterative nature allows the team to address and mitigate risks in subsequent iterations, ensuring a more resilient and well-thought-out solution.

6. Collaborative Problem Solving:

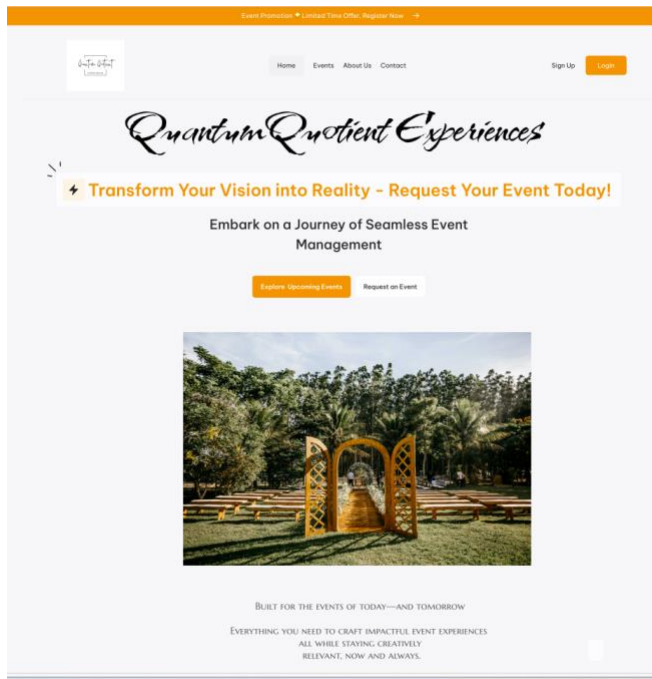
Example: The "Escalation Management" use case involves collaboration between administrators and IT support. Agile's emphasis on collaboration ensures that any issues or escalations can be addressed collaboratively, with quick adjustments made in subsequent iterations to enhance problem-solving effectiveness.

7. Continuous Improvement and User Involvement:

Example: The "Provide Feedback" use case involves clients and users. Agile promotes continuous improvement by incorporating user feedback throughout the development process, ensuring that the final event management system meets or exceeds user expectations.

Chapter 9: UI Design

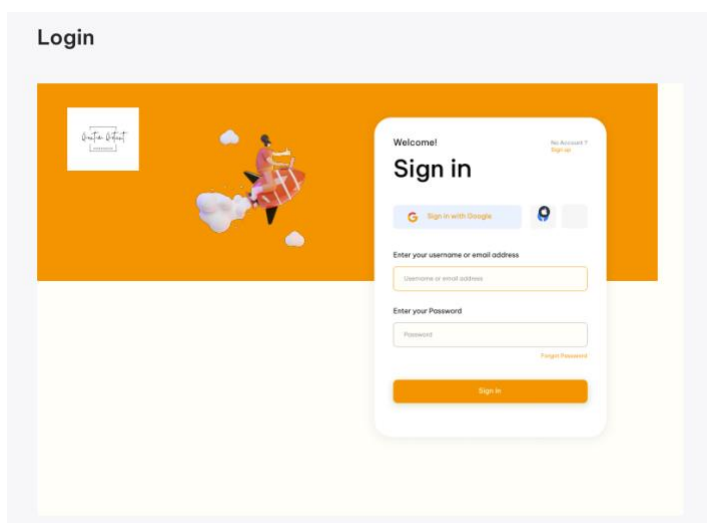
Our Event Management System envisions a seamless and user-friendly platform for event management. This report outlines the design elements created using Figma, including the Login Page, Signup Page, Event Viewer, and Event Request.



Design Overview:

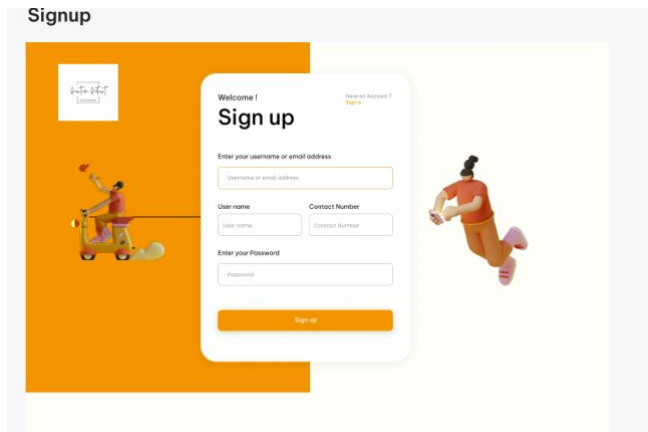
Login Page:

The Login Page is meticulously crafted to provide a secure and accessible entry point. A clean interface with intuitive input fields ensures a smooth user experience. Focused on simplicity, it prioritizes user authentication, setting the tone for a secure interaction.



Signup Page:

The Signup Page follows a progressive disclosure approach, guiding users through a hassle-free registration process. Clear calls-to-action and well-organized form fields facilitate efficient onboarding, enhancing user engagement.



Event Viewer:

The Event Viewer interface is designed for ease of navigation and optimal information delivery. Users can seamlessly explore upcoming events, filter by categories, and access detailed event information. Visual cues and interactive elements enhance user engagement, creating an immersive event discovery experience.

Upcoming Events

[View All](#)

15th December Downtown Dallas, TX

Corporate Confluence

Unleash the power of impactful corporate gatherings. From conferences to team-building retreats, our Corporate Confluence events seamlessly blend professionalism with engaging experiences, fostering collaboration and growth.

[View Details](#)

17th December Richardson, TX

Epicurean Delights Festival

Indulge in a feast for the senses with our Epicurean Delights Festival. From gourmet tastings to culinary workshops, immerse yourself in a world of gastronomic wonders curated to satisfy even the most discerning palates.

[View Details](#)

Jan 5th Downtown Dallas, TX

Tech Innovators Summit

Stay at the forefront of technological advancements with our Tech Innovators Summit. Connect with industry leaders, explore cutting-edge solutions, and ignite innovation during this dynamic gathering of tech enthusiasts and professionals.

[View Details](#)

Jan 13th Frisco, TX

Adventure Quest Expedition

Embark on an adrenaline-fueled journey with our Adventure Quest Expedition. From outdoor excursions to extreme sports challenges, this event caters to thrill-seekers, pushing boundaries and creating unforgettable adventures.


[View Details](#)

Event Request:

The Event Request feature streamlines the process of proposing new events. An intuitive form captures essential details, while clear instructions guide users through each step. This ensures a straightforward and efficient event submission process, promoting user participation.

Request For An Event





Request An Event

Welcome! Enter Your Details And Get Started

Event Name

*Name the event you want to plan (e.g. Planning/Theme selection, Catering, etc.)

Type of Event

Contact Number

Desired Calendar Event

Estimated Budget

Preferred Venue (if any)

Preferred Method Of Contact

Submit Request

Key Features:

Consistent Design Language: Throughout the prototype, a consistent design language is maintained, promoting brand identity and recognition.

Responsive Design: The UI adapts seamlessly to various screen sizes, ensuring a uniform experience across devices.

Accessibility: Design considerations prioritize accessibility, making the platform inclusive and user-friendly for all individuals.

Figma link:

<https://www.figma.com/file/grj35MubUuTuLYeOkOcJ7u/QQE-UI?type=design&node-id=0%3A1&mode=design&t=Nb7HaKuHLrNB7Qvx-1>

Conclusion

The development of an Event Management System represents a strategic initiative to streamline and enhance the complex processes involved in planning and executing events. The system, designed to cater to the diverse needs of event planners, administrators, clients, vendors, and other stakeholders, holds the potential to revolutionize the event management landscape.

The success of the Event Management System hinges not only on technological implementation but also on effective collaboration, feedback loops, and continuous improvement. Whether through iterative development cycles or structured phases, the chosen methodology should facilitate a responsive and user-centric approach.

In conclusion, the development of the Event Management System represents a significant step towards modernizing and optimizing event planning processes. The success of this initiative lies not only in technological solutions but also in the careful consideration of stakeholder needs, industry trends, and a flexible development approach. Through this endeavor, we aim to deliver a sophisticated, user-friendly, and adaptive system that redefines the efficiency and effectiveness of event management.