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**Homework 2**

The National Trade Show Services (NTSS) aids business customers by supplying a slew of services that cover all facets within the composition of trade shows, from national to international scope. Were they aiming to implement an online system, they would have to include their standing principal business activities. This includes but is not limited to:

* The NTSS provides significant assistance in the **creation of trade shows**.
  + This process involves determining the general and specific design for the exhibition. The business pitches in by granting their customers access to professional services with established experience in fielding the artistic components of these displays. These services work closely with their respective clients to determine a fitting theme and slogan to maximize their success.
  + The chosen specialists will continue conferring with the client to determine the duration of the event and ideal location for the venue according to their budget, selected theme, setting, and remaining objectives.
* The NTSS gives substantial support in **promoting trade shows**.
  + The primary form of bolstering publicity is through advertisement. Customers of the NTSS can continue to work with desired professionals in order to sort out what content they want to appear in their advertising, through what forms of media they would like to reach people through, what audiences they are interested in catering towards, and what, if any, special offers they are considering sending.
* The NTSS eases the strain involved with **organizing trade shows**.
  + Some of the most crucial aspects of trade shows are contained in this section. This step encompasses sending advanced notices to speakers, exhibitors, and general attendants outlining how they can get involved with the show.
  + Depending on the expected number of visitors, notices should also be sent to the city government and nearby residents so as to mitigate potential conflict.
  + This portion also covers allocating the access areas of all parties involved. i.e. Off-limit areas for visitors or special-access areas for exhibitors and speakers.
* The NTSS drastically improves the efficiency of **running trade shows**.
  + This phase, arguably the most arduous, is concerned with fully executing the expansive preparation taken and guaranteeing that activities run smoothly. At the front, the central services become reception and onsite registration for any visitors that did not sign up in advance.
  + For exhibitors, their most pressing matter is booth staging; the NTSS will organize any adjustments to where they may need to set up and accommodate for any unexpected issues with their booth.
  + Speakers and any significant businesses may require use of conference rooms—the NTSS must arrange timeslots and locations for the seminars. For both exhibitors and speakers, distributing any topical materials of their request should be something managed with the NTSS.
  + This includes all the menial tasks of complying with all local regulations, safely and swiftly handling any emergencies, ensuring proper security of the site, and proper sanitation of all areas.
* The NTSS **administers an account** to all their customers.
  + Business clients are given one simple place to record service charges, receive payments, and view and maintain their balance. The NTSS keeps track of their owed financial payments through this mechanism.

Other necessary functionalities to be included in a prospective online system of the NTSS are **account creation**/**recovery** and **user** **login**/**logout**.

**Functional Requirements of the NTSS Online System:**

1. System must allow users to create an account according to their stratum to have respective levels of access to the NTSS website.
   1. Business clients must provide proof of business.
   2. General attendants must provide proof of identity.
   3. Speakers must provide proof of identity and proof of event agreement.
   4. Exhibitors must provide proof of product and identity.
2. System must enforce users to provide a unique username and password.
   1. Users must be able to login and logout after account creation.
   2. Users must be able to recover their account in case of forgotten password.
3. System must allow authorized users to create trade shows.
   1. Business clients must be able to view all professional service providers allied with the NTSS.
   2. Business clients must be allowed to select their desired service provider.
   3. Business clients shall have the option to select the duration of their exhibition.
   4. Business clients must be able to view all available venues.
   5. Business clients must be able to reserve their preferred event location.
   6. Business clients shall have the choice to directly select the theme of their trade show.
   7. Business clients will have the option of directly choosing their slogan.
   8. Business clients shall be able to reserve a custom website domain for their specific show.
4. System must let authorized users promote trade shows.
   1. Business clients shall be able to solicit direct advertising from the NTSS for their shows.
   2. Business clients must be able to select their preferred forms of advertising (i.e. email, video, print, etc.).
5. System must allow authorized users organize trade shows.
   1. Business clients shall be able to send mass notices to speakers, exhibitors, and potential visitors.
   2. Business clients shall be able to coordinate with local governmental agencies on best, least-intrusive practices.
   3. Business clients shall be able to formally arrange where speakers shall hold their individual events.
   4. Business clients shall be able to determine access areas for general attendants.
   5. Business clients shall be able to purchase any materials and services necessary for their venue.
   6. Business clients shall be able to solicit for security services.
   7. Business clients shall be able to request volunteer services.
6. System must allow authorized users run trade shows.
   1. Business clients must be given a service to handle onsite registration of visitors and attendants.
   2. Business clients must be given a service to properly install booths according to exhibitor’s wishes.
   3. Business clients must be provided with a way to reserve conference rooms for seminars.
   4. Business clients must be able to distribute any trade show materials.
   5. Business clients must be provided with services to handle any on-site emergencies.
   6. Business clients must be given services to ensure that the venue stays clean.
7. System must allow provide users a dedicated financial account.
   1. Users shall be able to see their account balances and history.
   2. Users shall be charged a fee according to their role.
   3. Businesses shall be able to record payments made to the NTSS for their services.
   4. Businesses shall be able to enroll in payment plans.
8. System shall allow business users to invite speakers.
   1. Business clients shall be able to select any available speakers they are interested in.
   2. Business clients shall be provided with a committee that evaluates the speakers’ proposals.
   3. Business clients shall be provided with a final list of all selected speakers for the event.