
A STUDY OF IT APPLICATION IN EVENT MANAGEMENT SYSTEM WITH SPECIAL REFERENCE TO NOIDA

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ABSTRACT

The goal of this paper is to create an event management system application. Events like weddings and festivals are now an essential part of life, which has caused the demand for event planning and management companies to increase. It is challenging to handle using old system employing spreadsheets, traditional database, and more when customers and events increase at a faster rate. A new Smart Event Management System can be implemented in order to address the shortcomings of traditional event management systems. This system makes use of contemporary technology to manage numerous duties and prepare for staff, customers, locations, transportation, and other factors. The gap between the management team and the client has decreased thanks to this technology's Smart Web and mobile access. Registration, controlled venue access, real-time inventory taking of consumables, and crowd control are just a few of the intricate operations involved in event administration. It is difficult to find a system that satisfies all of these criteria. Therefore, it is imperative to create an automated system that can meet the demands of any event management. The event management system is a software project for online event administration that fulfills the duties of an event manager. New users may register on the application and the system allows logged-in users to login. The system aids in the administration of users, events, and the circumstances around them. This was envisioned as a web application. The system then gives the user the option to choose the event's date, time, location, and event equipment after providing the majority of the fundamental functionality needed for a certain event type, such as [marriage, dance show birthday party, college festival, etc.]. The database stores all the information, and the user receives a receipt number for his reservation. The administrator (owner of the website) receives the data after that, and he or she can contact the client as needed.

KEYWORDS: *Event Management, Software, Project, Traditional*

1. INTRODUCTION

One of the largest employments in the world and a significant contributor to the economy is the events sector. With events taking place virtually every day, event management is a multi-million dollar sector that is expanding at a rate of 150% annually. A well-trained and seasoned team of specialists must supervise and provide their services in order to organize an event that is properly coordinated, carefully planned, well-conducted, and unforgettable. Budgeting, scheduling, location selection, obtaining appropriate permissions, coordinating parking and transportation, booking entertainers, designing the decor and food, and creating emergency plans are all parts of the event planning process. Currently, everyone defines "quality" differently. Everyone has altered their preferred e-commerce websites to suit their preferences and requirements.

Events like weddings and festivals are now an essential part of life, which has caused the demand for event planning and management companies to increase. It is challenging to handle using old system employing spreadsheets, traditional database, and more when customers and events increase at a faster rate. A new Smart Event Management System has been designed to address the shortcomings of existing event management systems. This system combines cutting-edge .Net Framework technology to manage numerous duties and prepare for staff members, clients, locations, transportation, and other factors. With the use of modern technology, the gap between the management team and the client has narrowed. The use of project management in the planning and implementation of large-scale events like festivals, conferences, ceremonies, formal parties, concerts, or conventions is known as event management. Prior to the event's launch, it entails researching the brand, determining its target market, creating the event concept, and organizing the technical aspects. Event planning is the term used to describe the process of organizing an event, which can involve planning a budget, scheduling, choosing a location, obtaining the required licenses, coordinating parking and transportation, booking speakers or performers, arranging decor, securing the event, working with outside vendors, and developing emergency plans.

1.1 SIGNIFICANCE OF THE STUDY

The suggested research examines how to identify budgets, expenses, and analysis targets. It is an event management system, a piece of software designed to carry out the duties of an event manager majority of the fundamental functionality needed for a project event is provided. The user is then given a list of available event kinds to select from. The system enables users to submit applications for events. an online application is advised. The project offers the majority of the fundamental features needed for the event type, after which the user can select the event's date, time, and location. Every database has a log. The administrator can then communicate with the client after

receiving the data. The challenges involved in organizing a successful event have been taken into consideration when developing the application "Event Management." As noted above, there are numerous categories in this comprehensive tool for event planning. These categories make it easier for users to schedule events on a single console rather than having to transfer to another location. The management and planning of events are made easier by this program. Nearly all colleges have structured the program, although all of the labor is done by hand. The programs are adjusted, the students are afterwards asked if they cooperate, and all the specifics are then recorded in manual files. The majority of universities have websites for the programs they have set up, however this website is designed to provide information about the numerous programs those colleges have set up for the benefit of other college students. Additionally, students lack the appropriate resources to locate tools that assist them in writing summaries. There isn't an Android or web application for event management or organization that keeps records automatically, displays a list of all the events for which participants can apply online, or both.

1.2 STATEMENT OF THE PROBLEM

An event could be thought of as a collection of related events to which certain participants or guests are invited for a certain amount of time. Events can be categorized into various categories, including wedding ceremonies, college events, conferences, and product launches and promotions for business. When it comes to event management systems, they can be seen as a portal for participants and a platform for event organizers to handle events. Budget identification, cost analysis, post-event analysis, and participant feedback are all necessary components of ethical event management. Our project is an online event management system, or more precisely, a website-based portal, which will assist an event organizer as well as attendees and other stakeholders in the event's functionality. Most of the essential needs for an event are provided by the project. The user is given the option to choose from a list of events that are divided into various genres. Consider the sequence of events that occurs to comprehend how to use this internet portal: By using this application, users can sign up students for participation. Once signed up, users can log in and track event details including participant names, contact information, and mailing addresses as well as the location, date, and time of the event. With the aid of the site administrator, the event manager directly accesses and verifies registration data in order to make the necessary arrangements. It will undoubtedly assist the event's planners and marketing team in promoting the events online and boosting registration and attendance rates significantly. Additionally, this site was created with the goal of helping event managers solve a variety of problems that arise when planning an event.

2. OBJECTIVES OF THE STUDY

1. To comprehend the event management process
2. To ascertain the aspects of event management that affect service quality.

3. RESEARCH METHODOLOGY

Collection of data

Primary Data: Data is collected through Structured Questionnaire some of the data is collected through interviews on visits and personal observation.

Secondary Data: The data is collected from Journals, Bulletin, and Newspaper. Editing Article from Magazines and Annual Reports

Tools and Techniques to be used: Classifications and tabulation of the data so collected from the above mentioned sources is used as per the requirements of the study. The data collected is analyzed and presented by using technique such as:

- SPSS
- Microsoft Excel 2007
- Correlation analysis

SELECTION OF SAMPLE: study of IT application in Event Management services its applicability in Noida only. Hence, out of **553** Event Management Companies in Noida, I have decided to take **115** as sample by using simple random sampling method.

4. RESULTS AND DATA INTERPRETATION

For data analysis, many statistical techniques are employed. These statistical methods generate certain indices or measures while also looking for relationships between the collection of data. Here, the mean is employed to determine the data's central tendency.

TABLE-4.1: TYPES OF ELECTRONIC DATA INTERCHANGE MODELS HELPFUL FOR EVENT MANAGEMENT PURPOSES

	Frequency	Percent	Valid Percent	Cumulative Percent

Distributed Data Processing System (Different Branches)	14	12.2	12.2	12.2
Online System	24	20.9	20.9	33.0
Online System, P.C. System (Internet Network)	9	7.8	7.8	40.9
P.C. System (Internet Network)	68	59.1	59.1	100.0
Total	115	100.0	100.0	

According to the bar graph above, "P.C. System" is the model utilized by event managers for electronic data exchange that is the most useful. According to the table, 68 out of the 115 respondents—or 59.1%—choose the "P.C. System" as their option, which is the highest. Only 24 respondents, or 20.9% of the total, chose "Online System". Response to "Distributed and Other" is relatively low.

TABLE-4.2: INFORMATION SECURITY SYSTEM APPLIED BY EVENT MANAGEMENT CO.

	Frequency	Percent	Valid Percent	Cumulative Percent
Controlled access	37	32.2	32.2	32.2
Non retrieval of data by Un- authorized users	64	55.7	55.7	87.8
Passwords	14	12.2	12.2	100.0
Total	115	100.0	100.0	

The information security system used by Event Management Co. is depicted in the table. The main information security measure taken by Event Management Co. is "Non-Retrieval of Data by Unauthorized User." Out of 115 respondents, 37 chose "Controlled" Access, which represents 32.2%; 64 chose "Non-retrieval of data by Unauthorized Users," which represents 55.7%. Only 12.2% of people answer "password". The rationale is that event management must maintain the confidentiality of the event and any plans it may have to manage or carry out the event.

TABLE-4.3: PURPOSE OF WEBSITE IN AN EVENT MANAGEMENT

	Frequency	Percent	Valid Percent	CumulativePercent
All of the above	51	44.3	44.3	44.3
Cut marketing expenses	9	7.8	7.8	52.2
Quick Update of Information	13	11.3	11.3	63.5
Track possible futureclients	30	26.1	26.1	89.6
Wide market reach	12	10.4	10.4	100.0
Total	115	100.0	100.0	

According to the table, 44.34% of all respondents stated that "All the above" (Quick Update, Track Potential Future Clients, Wide Market Reach, and Cut Marketing Expenses) were the reasons why Event Management Companies used websites. Track potential future clients, who received a second-place vote of 26.1%. The final option is to reduce marketing costs given that 7.8 is all that remains. When the website is created, it also aids in educating people about event management because they are unaware of the capacity of CO to plan an event; in some situations, it is the name of the company that makes the event vibrant and successful.

TABLE-4.4: INFORMATION SYSTEMS DO YOU USE FOR EVENT MANAGEMENT PURPOSES

	Frequency	Percent	Valid Percent	Cumulative Percent
Enterprise Resource Planning (ERP)	32	27.8	27.8	27.8
Management Information System(MIS)	55	47.8	47.8	75.7
Managerial SupportSystem (MSS)	14	12.2	12.2	87.8
Office Automation	14	12.2	12.2	100.0

System (OAS)				
Total	115	100.0	100.0	

The ERP received 27.82%, MIS received 47.82%, MSS received 12.17%, and OAS received 12.17% of the "The Information Systems used by Event Management purpose" in the table. The majority of businesses have ERP installed, but in this case one thing stood out: only a small number of them had ERP purchased from software vendors, and 47.82% had opted to use MIS, which is generally affordable, simple to use, and user-friendly.

TABLE-4.5: WHICH MANAGERIAL SUPPORT SYSTEMS DO YOU USE?

Which Managerial Support Systems do you use?				
	Frequency	Percent	V lid Percent	Cumulative Percent
Decision Support System (DSS)	39	33.9	33.9	33.9
Executive Support System (ESS)	13	11.3	11.3	45.2
Executive Support System (ESS),Group Decision Support System (GDSS)	25	21.7	21.7	67.0
Group Decision Support System (GDSS)	38	33.0	33.0	100.0
Total	115	100.0	100.0	

The Managerial Support System employed for Event Management Purpose is depicted in the table with the DSS receiving 33.91%, ESS receiving 11.30%, ESS & GDSS receiving 21.73%, and GDSS alone receiving 33.04%. The majority of event management organizations were found to use DSS, and this is because DSS or GDSS makes it easier for groups to communicate information that is essential for managing events. It is clear from this instance that event management businesses share HR/Materials and information with one another when necessary in an emergency.

5. CONCLUSION

The event management firms in Noida are the subject of the current study. For the event management, numerous improvements have been implemented. Nowadays, there is an event for every occasion, and every event must be organized using certain contemporary techniques to be successful. The use of project management in the planning and implementation of large-scale events like festivals, conferences, ceremonies, formal parties, concerts, or conventions is known as event management. Prior to the event's launch, it entails researching the brand, determining its target market, creating the event concept, and organizing the technical aspects. The planning and administration of an activity or event is known as event management. Before carrying out the principles of the proposed event, it entails researching the nuances of the brand, determining the target audience, creating the event concept, arranging the logistics, and coordinating the technical components. Strong organizational communication, negotiating, budgeting, and creative skills are necessary for event management. The practice of applying business logic to the labeling, conveying, and managing of events is known as business event management. When building, executing, and sustaining processes, it necessitates close communication and collaboration between business stakeholders, clients, and IT and management experts. The use of mobile applications is crucial for businesses marketing their goods and services. By giving consumers and vendors a platform for communication and event management, the suggested system seeks to close the communication gap between them. When the proposed system offers the correct channel to handle their event efficiently and effectively and deliver high-quality service to the clients in real-time, it can be regarded to be successful. This project will assist the relevant events in managing and automating the network's whole database. The initiative will undoubtedly lessen human effort and simplify tasks for administrators, customers, and users. It is simple to use and easy to improve. We are creating an event management software with entire management control over customers, employees, and the appropriate service for various events while keeping in mind the benefits and applications.

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