Event Management A Special Kind Of Project Management

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Abstract- *Event management is a strong and fast-growing profession with a rather low level of standardization. Often, we take event management as a part of project management, but we have to consider that event management has very specific concepts and issues, and needs further developed methods and tools. We classify events, we compare project management and event management, we reconsider standards in both areas, and discuss perspectives for a stronger standardization of event management in the future. The field of event management is robust, rapidly expanding, and has no standardization. While event management is frequently included in project management, it has its own unique concepts and challenges, necessitating the development of new techniques and resources. We categorize events, contrast event management with project management, revaluate both fields' standards, and talk about potential future directions for more robust event management standardization.*

Keywords- Project management, standards, event management, and the event management body of knowledge.

I. INTRODUCTION

Events come in a variety of forms: sporting competitions, music festivals, weddings, conferences, summits, and marketing events aimed at introducing new goods or services. The duration and scale of events vary. Olympic Games last weeks, and a product pitch could last one hour. Certain events are predicated on ideas that have been proven and used countless times, such as in the marketing industry and frequently in sports [1]. Concepts and event clusters, similar to those for European Centers of Culture, must be developed for different types of events. In [2] The events are categorized in the following figures based on various viewpoints. Even more viewpoints need to be taken into account.
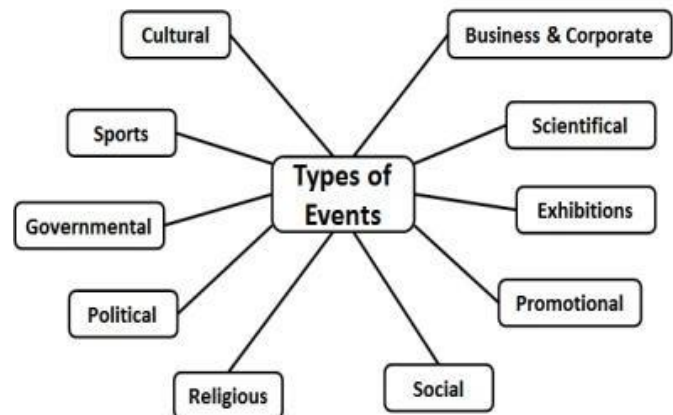

Figure 1. Type of Event

Festivities, events, and conferences are developed and managed through the application of event management. The research of determining the budget, cost, and analysis target is part of the proposed activity. Returned on investment and post-event analysis have grown to be important factors in the event sector. A software project that fulfills the duties of an event manager is this online event management system. Most essential functionality needed for an event is provided by the project. A list for event types is available for the user to choose from. A great tool for events is the Events Management System. This application serves as a platform for getting information about events and submitting applications for them. For the purpose of organizing festivals or social events such as gatherings, college activities, or events, event organizer is a project management tool.

II. LITERATURE REVIEW

[1]. The definition of a thing, its quality, and the challenge of managing it are the main topics of the literature review spectrum. A public gathering for celebration, instruction, marketing, or reunion can be referred to as an event. Aspects like size, nature, and context can be used to categorize events. Events can have two different types: professional and education-related events such as workshops, seminars, debates, contests, competitions, and job fairs, or social events like birthday parties, engagements, weddings, and funerals. In

[3]. From the perspective of event management, quality is defined as an event's level of excellence [4]. "Is this good enough?" should be addressed by a number of factors that affect the level of service rendered.

[2]. International Journal of Building Science and Technology / Amite Sharma et al. (IJEST) These days, our society depends greatly on the event business. Numerous occasions, including corporate, event, conferences, international conferences, and educational events, have been thought up by people. In general, because people interact and converse with people from diverse backgrounds, events also play a role in people's social lives. But putting together a quality and prosperous event calls for a careful and comprehensive planning procedure. The most practical event strategy requires cooperation between event managers and coordinators.

[3]. Student Relationship Management: Theory, Application, and Technology Assistance Higher education institutions employ information systems to assist primarily academic management functions, such as student registration, management, and mark administration. The detailed observation of students' academic activities, the assessment of their academic progress, and the facilitation of academic activities related to teaching and tutoring are all prohibited under these systems. However, it is widely acknowledged that there is a direct link between closely observing students' actions and promoting student success. Three, learning about the pupils is crucial to assisting the teaching and mentoring operations. With this information, it will be possible to make appropriate and sensible choices that will enable the pupils' activities to be closely monitored. For there to be in order to facilitate such processes, a student relationship control (SRM) system is proposed in this research.

[4]. Higher Education and Learning Analytic: The Road to Educational Management Sensible Systems In light of big data analysis, the swift development of computer technology creates a crucial need to maximize the potential benefits of "big data." Since business and learning analytic are among the most lucrative and competitive fields of interest for companies and organizations, including higher education institutions, they have received a lot of attention in the market and society lately. Systems for business intelligence have previously shown to have a major 4 impact on trend forecasting and strategic decision making. Learning analytics will increase the usefulness of business information in training and education in direct proportion to student success, retention, and satisfaction. In proportion to student achievement, retention, and happiness, learning analytics will increase the value of business information in the fields of education and training.

[5] Technology: The use of technology in management of events is becoming more and more important. Thanks to technological developments, event planners may now automate a lot of the planning and execution process, including marketing, ticketing, and registration. 2. Customizability: Systems for event management can be easily tailored to meet the unique requirements of various organisations and event kinds. Custom branding, ticketing choices, and marketing resources are all part of this. 3. User experience: An event management system's success greatly depends on its user experience. The system must be simple to use and explore for both the event organisers and the attendees. 4. Integration: To increase an event's reach and impact, it's critical to integrate it with other systems, including internet sites and email marketing platforms.

III. PROPOSED WORK

This web-based application system can be used to schedule events at hotels and clubs. The full booking area can be promoted using the system as software. All of the materials are available to the user in one location as opposed to searching the area for these. This technique works well and saves the user money and time.

IV. SYSTEMARCHITECTURE
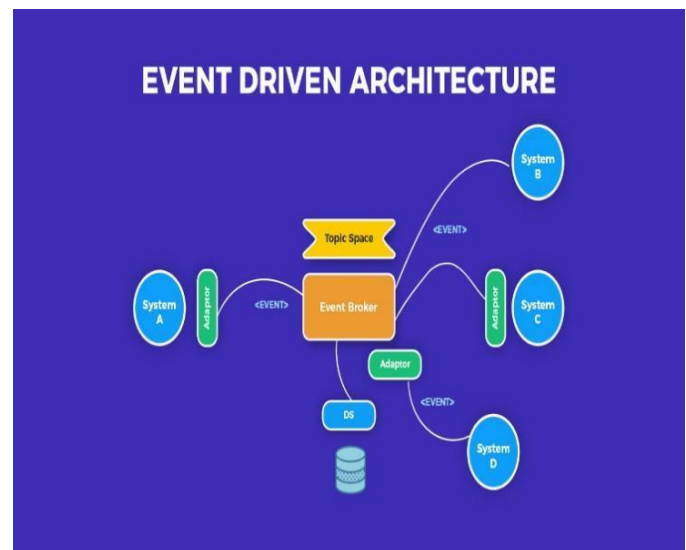
Fig1: System architecture

An architecture approach known as "event driven architecture" is defined by the presence of several largely independent actors who interact with one another through events toN accomplish a common objective fig(1). Since the event-driven architecture adheres to the "publish/subscribe" paradigm, business event information can be sent almost instantly. Rather than synchronously using an API, a micro

service in this sort of structure publishes an event asynchronously when the entity of domain model changes. Furthermore, processing input events in an event-driven architecture does not have a deterministic reaction time, but it may adjust to changes far more quickly. Real-time responsive architectural creation is made feasible by this paradigm. Event producers, consumers, and channels are the standard components of an event-driven architecture.

V. MODULES

Admin Login: View, amend, and remove vendor and customer records. Administrators can examine and amend booking records, check emails and messages, and receive mail. The administrator has the authority to remove a vendor if their rating is consistently low. **Registration:** The users and sellers must provide their name, address, phone number, and email address in the registration form. Details about users and vendors may be stored in a centralized database with an automatically created event id.

Verify Availability: The user can verify the halls' availability and reserve a space for their event by using the check availability module. **Customer:** In the customer module, customers register themselves, log in, search events, update, delete their own profiles, choose an event, choose a location, choose equipment, choose meal packages, schedule an event, check, and modify their password. Users can search events without logging in, however search is optional. Vendors notify customers after a booking is successful, such as when they log out. The budget of the venue is fully disclosed on websites.

Vendors: Confirm that an event has been booked for a customer by registering, logging in, viewing, adding, updating, and deleting your own profile. Providers oversee activities, locations, supplies, cuisine, and notify the customer that an event has been scheduled. Following the successful organization of an event, they can check the client reviews.

Fig 2: System Flow Diagram Classification of events compasses for event

The following table can be used to categorize events, per Julia Rutherford Silvers. Actually, this is just the beginning. Events frequently incorporate a variety of strategies. A business function could concurrently address the following topics: improvement of communication inside the company commemoration of the company's anniversary selection of sports or entertainment. As a result, we presented compasses to characterize the event profile. The following graphic depicts the various forms that organizations or business events may take, such as exhibits, corporate communications, training, incentives, sports, culture, and entertainment.

Events related to Business and Corporations: Any event, whether planned alone or coupled with other events, that promotes corporate communications, management functions, training, marketing, incentives, relations between employees, and customer relations.

Events Associated with Causes and Fundraising: An event organized, either alone or in combination with other events, by or for a philanthropic or cause-related organization with the goal of raising money, awareness, and/or support.

Fairs, Expositions, and Exhibitions: An occasion, either alone or in combination with other events, that brings interested parties and buyers and sellers together to look at and/or sell goods, services, and other resources to the general public or a particular industry.

Events for Amusement and Recreation: A performance or display that is free or ticketed, free or frequent, planned either alone or in tandem with other events, and intended only for enjoyment.

Events for Amusement and Recreation: An exhibition or performance intended for entertainment purposes that is free or ticketed, held sometimes or on its own, or in combination with other events. Events a public celebration of culture, whether secular or religious, that is organized by the public and might take place on its own or in conjunction with other activities. (At many festivals, buyers and sellers are brought together in a celebratory setting.)

Events related to government and civics: An event organized alone or in combination with other events that is made up of, produced by, or for candidates for office, communities, or local, state, or federal government agencies. promoting events An event focused on commerce that is planned either alone or in tandem with other events to promote awareness of a business item or service or to help buyers and sellers connect.
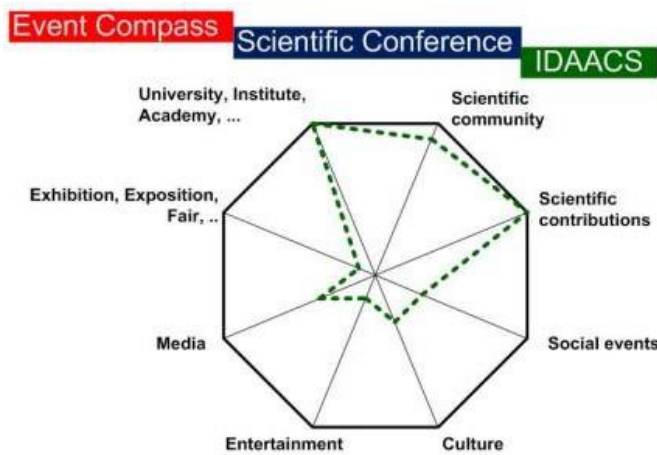
Fig 3:Event Analysis

VI. RISK MANAGEMENT OF EVENTS

When managing risk for events, particular stakeholder groups like volunteers and spectators must be considered. These groups are less significant in many other project types. Issues include terrorist threats, crowd crushes, and disputes among onlookers. In many situations, drinking alcohol carries a danger. Safety precautions and emergency plans are crucial. A general review of meeting and event risk management is provided by Julia Rutherford Silvers. This results in a unique form of risk management that expands on project risk management to assist with event management.

SUSTAINABLE EVENT MANAGEMENT

2022 saw the introduction, or "Event Sustainability Management Systems," which was the first worldwide standard on project management. It was released five years after , or the "Guide on Social Responsibility" and nine years after, or the "Guidelines for Quality Management in Projects" . Event management is shaped by the recent Standard, which integrates social responsibility and event management viewpoints. A list of event stakeholders is included, which also addresses stakeholder issues from different angles of project and event management. Within the framework of PMBOK, worked on creating a new knowledge area called "Project Social Responsibility Management".

1. Determine Current Management Techniques for Social Responsibility
2. Determine Pertinent Social Concerns
3. Create a plan for social responsibility.
4. Assume management of social responsibility
5. Track and Manage Social Concerns
6. Go over Social Responsibility Management and the Takeaway

VII. FUTURE STEPS

Standardized and developed event management is necessary. It is best to accomplish it by utilizing project management principles, procedures, and instruments. In this case, Event classification may be useful. The concepts and instruments that support event management frequently need to be developed. As covered in object model behavior can also aid in the development of event management standards. We were taken aback by the scope and viewpoints of events in a number of case studies. Events such as the Material Days in Dortmund involve a variety of players, each with their own priorities and points of view. The primary organizer of the show, in the present situation Westfalenhallen Dortmund, is in competition with exhibitors who wish to showcase and market their goods. The exhibitors are independent subgroups that conduct their own marketing campaigns, have their own consumer bases, etc.In order to generate revenue, Westfalenhallen, the owner of the fair halls in Dortmund, arranges exhibitions. It is imperative that we take into account the growing eventization of our lives in order to shape the future of event management. While eventization is already prevalent in sports and culture, it will only grow in these domains.

VIII. CONCLUSION

We tried our best to successfully present the idea of systems for managing events that are already in place in society with this project. Next, we go over the idea of already-existing online event management systems. We provide an overview of the suggested system and elucidate the elements that it incorporates.Additionally, we provide a brief synopsis of the technologies employed in the creation of our suggested solution. we provide an example of how our suggested system operates. New and creative elements can be added to this project to make it even better and longer.

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