

Dawat Event Management System Using Progressive Web Application

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Abstract:

The objective of this study is to provide a proposed event management system that emphasizes user customization by means of an Android application that gives consumers greater control over the specifics of their event. For our study, we will draw from a variety of primary and secondary data sources, such as press articles, websites, observations, and visual media. This program is an all-inclusive event management system that addresses many of the essential elements involved in organizing and carrying out an event. The suggested event management system using an Android application could be user-friendly and accessible, allowing even those without extensive event planning experience to organize an event with just a few clicks easily. It could also help event organizers manage events more efficiently and effectively by giving them full control over features like the ability to create and delete events, assign tasks to participants, and collect quotations online without any hassle. By making event organizations more accessible and inclusive, a broader range of individuals and organizations would be empowered to create and manage impactful events, fostering a more diverse and equitable event landscape. Ensuring that events are effective and run smoothly may also benefit from the ability to monitor revenue collection and ask volunteers. It may also be convenient for event organizers and attendees to use because the application is available on a website and is accessible from any location. All things considered, this event management app appears to be a useful tool for anyone organizing and scheduling events

Keywords: Event Management System, Android Application, Customizable, User-Friendly

I. INTRODUCTION

The event industry is a significant contributor to the global economy, with events being hosted regularly and the industry growing at a rapid rate. Event management professionals play a crucial role in ensuring that events are well-organized and run smoothly, and this requires a range of skills including budgeting, scheduling, site selection, and coordinating various aspects of the event. The concept of "quality" in the event industry is subjective and can vary from person to person, as individuals have different preferences and needs when it comes to events.

Understanding audience demographics and adapting events to their preferences is crucial for a memorable experience. Researchers in event management should follow academic journals to stay current on industry trends. By examining journal article titles and summaries, they can pinpoint emerging research themes and anticipate future research directions. This approach is effective for the development of the field and the consideration of the fast-growing need for the industry of events.

Event management can be defined as the planning and administration of events which include incidents such as festivals, meetings, and conventions. It includes budgeting for the event, assessing the costs, and embarking on a post-event assessment for the success of the event. Event management software is an application which is developed to

support events' planning and implementation by event managers. The services include choosing from different types of events and creating a list of attendees. The event organizer app simplifies event management for various categories like festivals, campus events, and conferences. It enables guests to self-register, get event details and be updated through text messages of the event. The app has features that may help the users plan and work collectively as a team to ensure a successful event occurs.

II. OBJECTIVES OF THE STUDY

DAWAT Event management includes marriage banquets, birthday celebration parties and photography. The goals of studying this curriculum, in event management are:

- Understanding the event planning process: This includes determining the purpose and goals of the event, creating a budget, choosing a location and booking logistics such as transportation and lodging.
- Developing event marketing and promotion strategies (identification of target audience, creating marketing materials, marketing the event via numerous channels like social media, email marketing, advertisements etc).
- Event operation management – coordinating vendors, managing day of staffing, and troubleshooting any day of issues that may arise.
- Assessing event success: Tracking and analyzing event-related data, like attendance, feedback, and everything else, to see how effectively the event met its desired outcomes, and in what areas it needs to improve.
- Staying current with the latest industry trends and best practices...i.e.: new technologies, and cutting-edge methodologies that are an asset to the event planning/execution landscape.
- The development of a distribution network or partnerships with distributors, suppliers or customer-building relationships with these vendors and clients.

III. LITERATURE REVIEW

Although event management literature and certification are a must to understand this currently booming profession on how to manage and execute an event!! These works cover a wide range of areas such as all types of event timelines, financial works, venue selection, publicity, contingency planning in case things go down south, and emergency planning as well among many other things! Organizing and managing a range of events, including corporate, fundraising, product launches, conferences and incentives, the profession of events management is exciting, challenging and one of the fastest growing areas in travel and tourism.

Over the years, and as the idea of event management developed and evolved newer theories, concepts, and best practices emerged. Changes made in the industry because of the Covid-19 pandemic, and how event organizers dealt with the situation [1]. The virtual events that we see today filled in the void that was left by the absence of physical events and event organizers had to find another way of connecting with the audience. But this also has to do with the fact that as most of the changes of the pandemic have done, is ring digital change to what has so long been a very 'non-digital' world of suppliers, and event organizers, that have adapted and now offer virtual events. This in turn has supplied brand-new methods to reach more individuals, and also the methods to get in touch with any person, from virtually anywhere in all components of the world.

The role of technology in event management, including the use of virtual and augmented reality technology [2]. Technology has the potential to greatly enhance the event experience, but it also presents new challenges, such as cybersecurity concerns. Technology has had a significant impact on event management, and its role will continue to evolve and expand in the coming years. Technology enables us to connect with people in multiple locations, but it also creates competition for our attention, time and resources so successful corporate events need to be planned with technology in mind. Increased Exposure, Brand Recognition, and Revenue for event organizers and sponsors [3]. It also writes about the struggle of sponsorship and attracting them for events. It also can increase the visibility of the event and the sponsors. This will serve to draw out a larger audience and create a higher media footprint, thereby broadening and enhancing the impact of the event. Sponsorship can also boost the titles of the function: the complete event and the sponsors. Often, sponsors are considered allies of the event.

Event managers focus on how their events can be made more environmentally friendly and socially responsible [4]. This is the idea of sustainability in event management. Sustainable practices in the events sector are the future, but an area where there is still a massive amount of room to improve upon. That means taking measures to mitigate the

environmental burden of an event and to ensure positive social outcomes for event participants as well as society, as a whole. Sustainability in event management involves a mix of seven key aspects that are venue selection, sustainable catering, efficient energy department, waste management, carbon offsetting, sustainable transportation and finally the use of sustainable materials. Social media management in event planning: for marketing, communication and audience engagement purposes [5]. The social media outlet, with the right tactics, is huge for event organizers, but also to be treated responsibly with the knowledge of how and why the audience are engaging with your content. In today's time of digital Boon, social media is playing a major role even for the Event management sector and Event Attendees. Event organizers achieve a successful and impactful laugh by using social media as a powerful tool. Event management in the future will feature more virtual and hybrid events that push the field beyond its current scope [6]. What follow-on technologies like AI (Artificial Intelligence) and blockchain could potentially mean for the industry. Sustainability will play a crucial role in shaping the future of event management, along with advancements in tech integration, sustainability, hybrid events, personalization, and increased focus on safety. The common challenges faced by event organizers include budget constraints, logistical difficulties, and audience expectations [7].

The importance of contingency planning and risk management in event management. Event management is a challenging industry that requires careful planning, coordination, and attention to detail. By understanding and addressing the key challenges facing event management, event managers can create successful and engaging events that meet the expectations of customers and contribute to the growth of the global economy. Economic indicators [8]: the economic contribution of events through local economic support, job creation and economic growth. The events can make a big boom in the economy, but this boom is based on many issues such as the type of event and where it takes place. Psychological effects of events on attendees, event organizers and the community at large [9]. The researchers discovered that events could improve the well-being of individuals but could also drive the event organizer to develop stress and/or burnout. Sponsoring the event and the authority of the emotion. How emotions can be used to leverage increased event sponsorship and provide a path that event planners and event sponsors can follow to create success [10]. When you sponsor something your brand awareness will grow as it will be associated with the event and somehow bond with the group of people attending the event, this generates a positive emotional bond. This helps to make the brand message stick better and primes a higher consumer engagement which would eventually result in a better brand recall and retain. Over the last ten years, one of the most important themes in the field of event organization is that of the implication of technology in the fields of event planning and execution. As one example, many studies focused on the use of social media and other digital technologies for event promotion and marketing [11]. It turns out that these tools can provide significant value in terms of outreach which is huge for mass distribution, diversity, building community, and engagement for thousands of attendees. Technology not only allows to promote events but, it has been found that technology plays a vital role even in planning and execution of events. Event managers use various digital tools and platforms to manage the logistics of an onsite event and handle activities such as registration, payment or accommodation (12). Studies have already posited that these tools help streamline events, allowing the event manager to stay organized and on top of their work. The impact of technology on the attendee experience is another category of research in the field of event management. For instance, digital technologies such as mobile applications and augmented actuality are often utilized to enrich the general experience of attendees [13]. These technologies can enable attendees to receive real-time updates and interact and engage with other attendees as well as help in enriching the atmosphere and ambiance of an event. Finally, another emerging research theme concerns the question of whether the use of technology can enhance sustainability. Previously, it was demonstrated that using digital tools like social platforms has a positive effect on reducing the carbon footprint of events and fostering sustainable practices in general [14]. For instance, digital ticketing systems for events to reduce paper and technology-based tools to manage waste and optimize energy and fuel consumption. One of the biggest trends to hit event management in recent years is technology. With the rapid advancement of technology, event managers are now able to utilize various tools to improve the efficiency and effectiveness of their events.

For example, event management software and mobile apps allow for the centralization of event data, real-time communication, and streamlined decision-making. The use of technology in event management was found to have a positive impact on event planning, organization, and evaluation [15]. Incorporating sustainable practices into events can have a positive impact on the reputation of the event and the organization [16].

IV. SCOPE

The consumer has many options when choosing a professional to organize his event, but this professional will cost him a lot of money because the market is presently swamped with event management applications, which are largely on websites.

There are several issues one must consider when selecting an event manager or planner, some of which are as follows.

- Which event management provider should you pick?
- Should I prefer using freelancers over hiring event managers?
- What are the payment alternatives, and it is flexible or fixed?
- How far in advance should notice be given? Should it be short, like a week, or long, like a month or year?
- How can I trust a certain event management company?

The proposed system makes use of the Android architecture and creates an application on top of it that can address some of these concerns, offer users a more interactive and responsive user interface, and incorporate well-known web services like Facebook and Payoneer so that users can use their services to manage an event from scratch and do so easily even by a layman. The following aspects shall be included in the proposed system:

- Services for both individuals and event management companies are categorized.
- A reliable review and rating system.
- An interactive user interface allows for simple and rapid operations.
- Convenient Vendor Management
- Convenient methods of payment
- Sorting and modifying search filters.

V. PROPOSED WORK

An event booking app is a tool that allows users to discover and purchase tickets to events, such as concerts, festivals, sports games, and theatre performances. One of the main features of an event booking app is event discovery, which allows users to browse through a list of upcoming events, filter events by category or location, and view event details such as the date, time, location, as shown in Figure 1. Another key feature is ticket purchasing, which allows users to purchase tickets to events directly through the app, either by paying with a credit card or by linking their account to a payment service such as PayPal.

This research aims at the aim of this research is to describe the hurdles faced by an individual when he books an event. The bedrock of this conception is to make life easier to turn a boring experience into a delightful and accessible one. Further, many apps for event booking include calendar integration, which enables the customer to add events directly to their calendar. They can additionally set reminders that will help prompt them to remember when they have an upcoming event. Social features such as the ability to invite friends to an event, share event details on social media, or post photos and reviews after the event are also common. Personalized recommendations, based on user data, such as location, past event purchases, and interests, to recommend events that the user might be interested in.

Customer service is also an important feature, many event booking apps offer customer support through in-app messaging or through a customer service hotline in case users have questions or need help with their ticket purchases. Mobile ticketing is also possible, some apps allow users to access their tickets directly from their phone, either by showing a digital ticket at the event or by scanning a QR code. Finally, integration with other apps, such as ride-sharing apps or hotel booking platforms, to provide a seamless experience for users can also be provided by some event booking apps. Our core idea is to gather all the small and large businesses and startups on a single platform because there are so many caterings, photographers, halls etc., who are new in this field they are marketing through Facebook, YouTube and Instagram which is just a waste of money for them, so we decided to give them a platform to grow more without investing a single rupee.

The mobile application is designed to be user-friendly and efficient, making the process of booking events simple and hassle-free for users. With its secure payment gateway, event management system, and integration with other platforms, the app has the potential to become a valuable tool for event organizers and attendees alike.

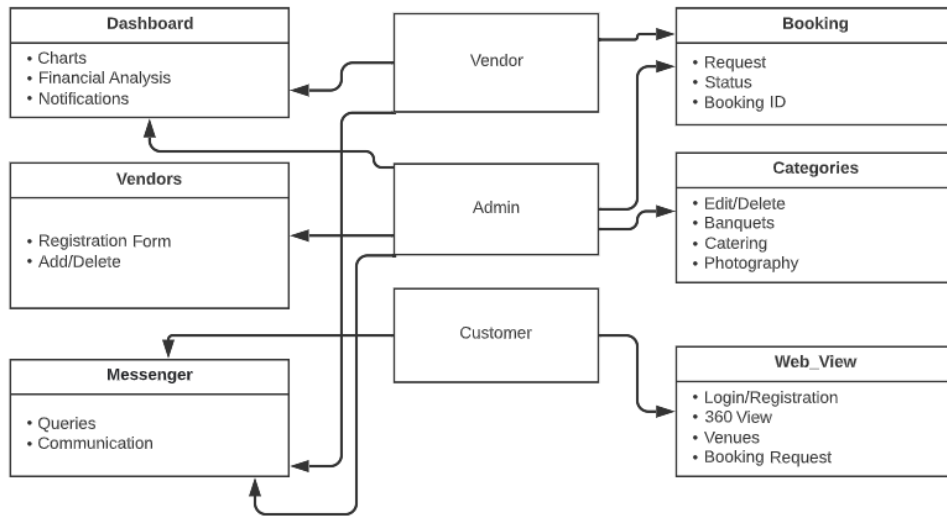


Figure 1: Block Diagram

VI. METHODOLOGY

The marriage hall industry has seen a downturn in recent years, but it has emerged as a booming industry in big cities because of population growth and shifting lifestyle preferences. The concept behind the project is to highlight the difficulties involved in making an event booking, to make life easier and to turn a mundane experience into an enjoyable and seamless experience.

A lot of events booking applications include calendar integration, which enables the customer to add events directly to their calendar. In addition, they could set reminders for themselves that would go off at a time that you set just before the event to help remind you when you have an event coming up. Figure 2 – Figure 8 shows different images of the proposed mobile application.

A. Customer Side

An event planning app must provide a seamless and efficient experience for customers. In that respect, there are many different ways that an app can ensure that the customer has the best experience possible.

B. Easy & Effortless

A user-friendly event creation process is essential. Customers should have the ability to effortlessly create an event and provide all details, like date, time, location and description. The application should also include a to use task management feature allowing customers to assign tasks smoothly for event preparation, event execution and post-event activities such, as decorating and sending reminders to guests.

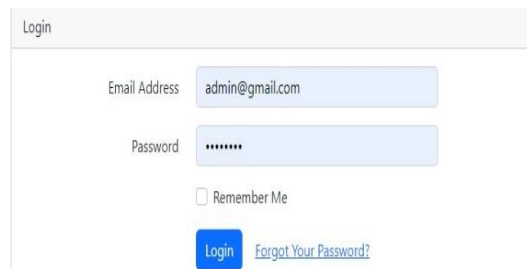


Figure 2: Login Page



Figure 3: Dashboard

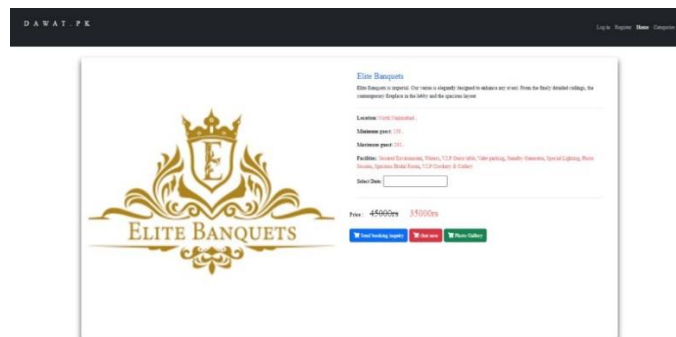


Figure 4: Checkout Page

C. Auto-Generated Invite

Customers ought to have the capability to invite guests to their event monitor to respond to an invitation and handle guest lists. Moreover, they should have the ability to plan out a timetable for the event specifying both the timing and venue.

D. Budgeting

The application should let users set an event budget and manage to spend within the budget.

E. Payment

Payment features from an event planning application should give payment schedulers options for customers for a better user experience. This could include credit and debit cards, online banking or typical digital wallets e.g. cash. Different payment methods help the application to be friendly to your customer base and ensure an easy way to carry out a transaction. It is also a process by which an encrypted platform is provided to customers inside the app, through which customers' data is passed in the transaction.

F. Communicating

Communication is important. Messaging and communication should be available for customers to send vendors, as customers should have the channels to communicate with vendors through the app.

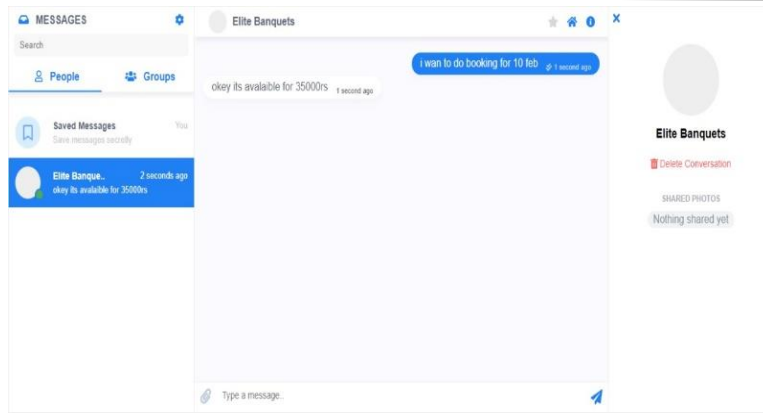


Figure 5: Communication via Messages

G. Filters for Specific Searching

It should also enable its customers to search for and book an event venue and catering based on the preferences of the customer.

H. Rating & Reviews

Ratings and reviews — This is one of the most critical features in an event organizing app as it gives ratings after the event, and reviews are valuable feedback for customers and help them choose the right event. For the above venue ratings ratings and reviews can be used Customers should want to rate and review businesses such as event venues, caterers, florists and entertainers on a range of factors including location, amenities, experience, value for money etc.

I. Admin Side

The admin side of our event organizing app is to give the event organizers/customers a full-feature set of tools to help them manage their event from start to end. SELECT ANYONE FROM BELOW

The primary objective is to simplify event planning and to provide a single platform to manage all event-centralized activities. Features are kept on the admin side of the app.

The main goal is to streamline the event planning process and provide a centralized platform for managing all event-related activities. The admin side of the app typically includes features.

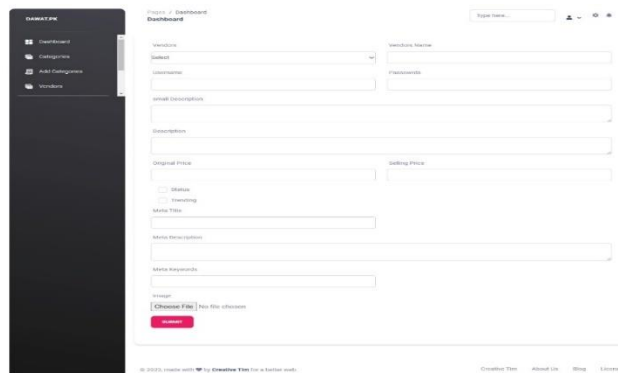


Figure 6: Admin Panel

J. Event Management

Event management allows admin to create, edit, and delete events, and manage event details such as dates, venues, and schedules.

K. Reporting

Reporting provides the admin with insights into revenue, and other metrics like traffic on the website, chatting

statistics, how many customers came to chat with the vendors and how many have confirmed booking.

L. Category Management

Category management allows the admin to add venues, and vendors or delete venues, and vendors from the app.

M. Vendor Side

It's important to consider the needs of vendors when designing an event-organizing app. Here are some features that are added for vendors in our event-organizing app.

N. Vendor Profile

Vendors should have the ability to create a detailed profile on the app, including information such as their business name, contact information, services offered, and portfolio of previous work.

O. Event Management

Vendors should be able to view and manage events they are associated with, such as viewing the schedule, guest list, and tasks assigned to them.

P. Communication

Vendors should have the ability to communicate with event organizers and attendees through the app, including receiving and responding to messages, booking requests and invoices.

Q. Payment

Vendors should be able to view and manage their payments, including tracking invoice status and receiving payment through the app.



Figure 7: Order Page

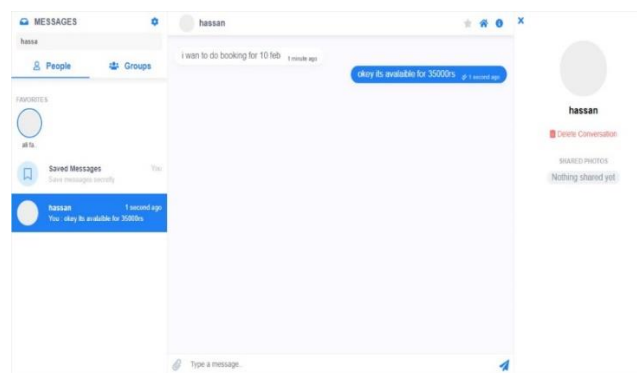


Figure 8: Messenger

VII. SURVEY AND RESULTS

An event management application may significantly enhance event planning and administration. Following the COVID-19 epidemic, every regular task was digitalized. There was a stream of applications for every facet of life, but there remained a void in the market of Event Organizing, thus our objective was to digitalize this industry and fill the market gap. Figure 9 shows the survey results of the survey.

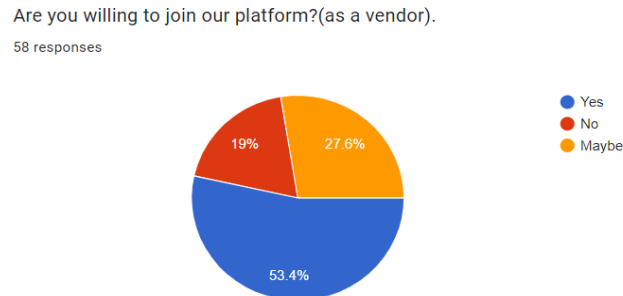


Figure 9: Survey Results

VIII. CONCLUSION

Web and mobile applications are crucial for businesses that want to market their goods and services. The suggested method aims to close the distance between suppliers and customers by giving them a venue to interact and participate in activities. For event planners and organizers, the DAWAT event management system is a vital tool that can help optimize the planning process, boost attendance and revenue, and enhance customer satisfaction. Those in charge of events must do their homework and choose the best system for their requirements.

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