

# "Eventful": Revolutionizing Event Management through Technology Integration and User-Centered Design

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## Abstract

The paper presents the development and analysis of "Eventful," an innovative event management system designed to streamline the planning process and enhance the connection between event organizers (customers) and service providers (vendors). By integrating technology advancements from the late 20th century to the present, including the internet, social media, cloud computing, and artificial intelligence, "Eventful" offers a comprehensive solution to the challenges of event management. The platform allows for direct communication, efficient vendor selection, and centralized planning, aiming to improve the overall efficiency and experience of organizing events. The research methodology includes qualitative interviews and surveys to identify user requirements and inform system design, ensuring that "Eventful" addresses the specific needs of its users effectively.

**Keywords:** Event Management System, 'Eventful', Sustainable development, Digital platform, Communication. Event planning.

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## INTRODUCTION

Event management as an academic field sprouted in the 1990s, influenced by leisure, tourism, hospitality, and sports studies. Initially, despite various social sciences examining events, dedicated event management research was scarce. Over the last decade, academic interest surged, exemplified by specialized conferences and calls for a sophisticated 'event studies' approach, integrating multiple disciplines (Getz, 2007; 2012). Events, inherently ephemeral, have been recognized for their significant societal impact at both individual and collective levels, influencing a broad spectrum of human experience (Allen *et al.*, 2005; Hall, 1997; Roche, 2000). Yet, the exploration of event design and attendee experiences has been limited. With the event industry's evolution, understanding and managing the attendee experience has become vital for an event's success, recognizing its power as a medium for entertainment, learning, and communication (Manners *et al.*, 2014).

To ensure effective event management, a holistic approach that encompasses planning, transparency in information flow, and efficient data

management is crucial. While individual software for tasks like word processing or project management exists, there is a lack of unified system that integrates the full spectrum of event management tasks. This gap hinders comprehensive support for all stakeholders. Advanced IT solutions could revolutionize this by providing clear information and cost tracking, like systems used in supply chain management. Such systems should not only streamline communication and decision-making but also include features for ongoing controlling and risk management throughout the event lifecycle, ensuring sustainable outcomes. As event management systems become increasingly sophisticated, they must bridge the gap between business objectives and technological capabilities, managing complexity through well-designed models.

Information models serve as pivotal tools in translating business challenges into actionable software solutions, finding their utility in an array of applications from software development to business process reengineering. These models, often crafted for reuse, necessitate abstraction from company-specific traits, leading to a distinction between enterprise-specific and

reference models. Reference models, offering a blueprint for a range of applications, promise cost and time efficiency, quality enhancement, and the preservation of process knowledge. However, currently, there's a lack of such standardized models tailored for event management systems, despite the recognized potential benefits they could deliver.

The evolution of event management systems (EMS) has been a journey of transformative technological advancements that have revolutionized the industry. This transformation began in the late 20th century with the advent of basic computerized tools designed to assist in the planning and management of events (Tse *et al.*, 2001). Initially, these tools were simplistic, focusing on database management systems that could store and manage attendee lists, venues, and schedules. The primary goal was to transition from paper-based systems to digital platforms, enhancing efficiency and organization. As we moved into the early 2000s, the internet era ushered in a new wave of possibilities for event management. Online registration platforms emerged, allowing attendees to register for events remotely. This was a significant leap forward, reducing the need for manual registration processes and enabling event organizers to reach a wider audience. Websites and email marketing became crucial tools for promotion and communication, further expanding the capabilities of event managers.

The mid to late 2000s saw the integration of social media into EMS, transforming the way events were marketed and managed. Social media platforms like Facebook, Twitter, and LinkedIn provided new channels for engagement, allowing for real-time interaction with attendees. This period also marked the beginning of mobile technology integration, with the development of event apps that offered attendees schedules, maps, and networking opportunities at their fingertips (Yusof *et al.*, 2011). The advent of cloud computing and Software as a Service (SaaS) models in the 2010s significantly impacted EMS. These technologies provided scalable, flexible, and cost-effective solutions, making sophisticated event management tools accessible to a broader range of organizers. Cloud-based systems facilitated real-time collaboration among teams and provided comprehensive analytics, enabling data-driven decision-making and personalized attendee experiences. The most recent evolution in EMS has been driven by artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). AI has been used to automate attendee matchmaking, provide chatbot services, and offer predictive analytics for event planning. VR and AR have created immersive event experiences, allowing virtual attendance and interactive elements that were previously unimaginable.

Throughout this evolution, the impact on the industry has been profound. Technological advancements have not only streamlined operations but

also enhanced the attendee experience, expanded reach, and provided new revenue streams through innovative engagement models (Nordli 2020). The transition from manual processes to integrated digital solutions has led to a more dynamic, responsive, and efficient event management landscape. As we look to the future, the continued integration of technology promises to further transform event management. The focus will likely shift towards more personalized and immersive experiences, with sustainability and accessibility at the forefront. The evolution of EMS is a testament to the power of technology to innovate and improve the ways we connect, communicate, and experience events.

In the digital era, the orchestration of events hinges on the seamless integration of technology with the user's experience. "Eventful" emerges as an innovative platform designed to revolutionize event planning and management. This paper introduces an advanced system embedded with intuitive modules including dashboards, event listings, booking calendars, and comprehensive invitation and RSVP management. The platform is equipped with dynamic messaging and notification systems, alongside robust account and profile management functionalities for both customers and vendors. "Eventful" caters to a diverse user base comprising system administrators, individuals eager to host memorable events, and vendors specializing in various facets of event services such as catering, photography, and entertainment. The platform is crafted to streamline the decision-making process for customers by offering a comparison of qualified and top-rated vendors, thereby simplifying the vendor selection process. Conversely, vendors leverage the platform to showcase their services to a broader audience, enhancing their visibility and business prospects.

Underpinning this system are several assumptions: customers primarily discover "Eventful" through vendor referrals, and vendors reciprocate by directing clients to the platform. The paper posits that leveraging well-established social media channels like Facebook, Instagram, and Twitter for promotion will facilitate user acquisition, considering the prevalent use of these networks for social engagement and vendor sourcing. Given that most potential users are adept at navigating social media, "Eventful" is designed to offer a familiar user experience, thereby minimizing the learning curve and encouraging widespread adoption.

This document explores the comprehensive analysis of the "Eventful" application requirements, elucidating the system analysis and design, which includes UMLs, system architecture, implementation with user acceptance testing and the impact of the system towards economic and environment sustainability. The ensuing discourse provides a detailed exposition of the aforementioned elements, drawing upon real-world evidence to underscore the viability and anticipated

efficacy of "Eventful" in meeting the evolving demands of event management.

### Problem Statement

The Eventful system aims to tackle specific challenges that have long plagued the event management industry, particularly centralizing the communication between vendors and customers thereby improving the customer ability to choose and promote vendor management. Traditional event management solutions often lead to fragmented communication channels, where customers struggle to get a clear and comprehensive view of vendor offerings, compare their services effectively, and communicate their needs and expectations. This gap can result in inefficiencies and added stress during the event planning process, making it cumbersome for customers to coordinate their events seamlessly. Eventful addresses these issues by providing a social network application that facilitates direct interaction between customers and a variety of vendors within a specific locale. This interaction is not just limited to messaging; it extends to allowing customers to review vendors' profiles, assess their offerings through photos and videos, and get a better understanding of the services each vendor provides.

Furthermore, Social Tables, a resource in the event planning industry, underscores the importance of a streamlined workflow and centralized communication. Eventful takes this insight into account by offering a platform that centralizes the event planning process, making it scalable and more manageable. With Eventful, customers can create events, input critical information like location, date, and time, and assemble a team of vendors to execute the event. This level of organization and centralization is crucial to overcoming the inefficiency inherent in traditional event planning processes. Vendors also benefit from Eventful by being able to present a detailed profile that includes their work description, contact information, office location, and website address. This visibility is key to connecting with potential customers and ensuring that their services are appropriately showcased and understood. Lastly, the ability to track past and ongoing events and send invitations to guests provides an added layer of functionality that enhances the customer experience. Eventful's system thus represents a significant step forward in streamlining the event planning process, improving vendor-customer communication, and providing a centralized platform for comprehensive event management.

### Objectives of the Platform

The primary goals of the Eventful system are to:

- 1 Create a seamless connection between customers planning events and vendors providing services. It facilitates direct communication, allowing for efficient comparison and selection of services tailored to the customer's needs.

- 2 Provide a single platform where customers can manage all aspects of event planning—from creating an event and adding details like location, date, and time, to assembling a team of vendors and booking their services.
- 3 Create comprehensive profiles, Eventful ensures that customers have access to detailed information about vendors' offerings. This visibility helps customers make informed choices, thereby enhancing the marketability of vendors.
- 4 Emphasize a streamlined workflow and centralized communication, essential for scalable event planning and reducing the complexities involved in the process.
- 5 Track past and ongoing events, thereby providing customers with a historical view of their events. It also offers tools to manage invitations, simplifying the process of guest management.

### Scope and Application of the Platform

Eventful is not limited to specific types of events. Therefore, it can be inferred that the system is designed to cater to a broad range of events, which may include corporate, social, and personal events such as weddings, birthdays, meetings, and more. Eventful is a versatile platform that could potentially be used in various locations and markets if it has a sufficient database of vendors and services within those areas to serve its customers effectively. The system allows for the creation of events with specific details, the assembly of a vendor team, direct messaging with vendors, and the capacity for vendors to showcase their work and contact details. Eventful is designed to be a comprehensive event management tool that addresses the end-to-end needs of event planning, with a focus on improving the interface between customers and service providers, enhancing the efficiency of the planning process, and providing a robust platform for the management of events. The system is versatile in terms of event types and does not specify any immediate geographic or market restrictions, suggesting its potential for widespread application.

### METHODOLOGY

The objective of this research was to develop a comprehensive understanding of the current practices in event planning and vendor selection processes to inform the design of "Eventful," a centralized event management application. To achieve this, a requirements analysis was conducted, which comprised two primary research methods: qualitative interviews and a user requirements survey. A series of structured interviews were conducted with event hosts to gain insights into their experiences with planning events and hiring vendors. The interviewees included a diverse range of individuals who had hosted events in the past, as well as those who were in the process of planning upcoming events. The questions were designed to elicit detailed responses about the typical challenges they faced, their

expectations from an ideal event management system, and their preferences regarding vendor communication and selection.

In tandem with the interviews, a survey was disseminated to a broader audience to quantify the preferences and requirements of potential users. The survey solicited information about the frequency of events hosted, the types of vendors typically hired, and the communication channels used to coordinate with these vendors. It also probed into the users' experiences with existing event management tools, if any, and their shortcomings. The data collected from the interviews and surveys were analyzed to identify common themes, challenges, and requirements. This qualitative data provided a nuanced understanding of the end-users' needs, which was instrumental in identifying the problem space: a notable lack of dedicated communication and booking systems tailored for interactions between customers and event service providers.

Drawing upon the findings from the interviews and survey analysis, a solution was proposed in the form of "Eventful." The platform was conceptualized to address the identified needs by integrating features that facilitate communication, booking, progress tracking, and record-keeping within a unified system. By transitioning the traditional phone and notepad-based event planning process to a centralized digital platform, "Eventful" aims to streamline the workflow and enhance the overall efficiency of event management. The design of "Eventful" was guided by user-centered design principles, ensuring that the features and user interface align closely with the end-users' expectations and usage patterns. The iterative design process involved creating mock-ups of the application interface, which were then evaluated by potential users to gather feedback and refine the system.

### Analysis

Eventful software analysis is to establish key requirements specifications that enable users initiate events, track progress seamlessly, and maintain comprehensive records. By integrating these functionalities, the software enhances efficiency, minimizes communication gaps, and provides a user-friendly interface for stakeholders involved in event planning. The emphasis lies in creating a robust and centralized solution that transforms the traditional approach to event management, ensuring a smoother, more organized, and transparent experience for both customers and vendors.

### End User Requirements

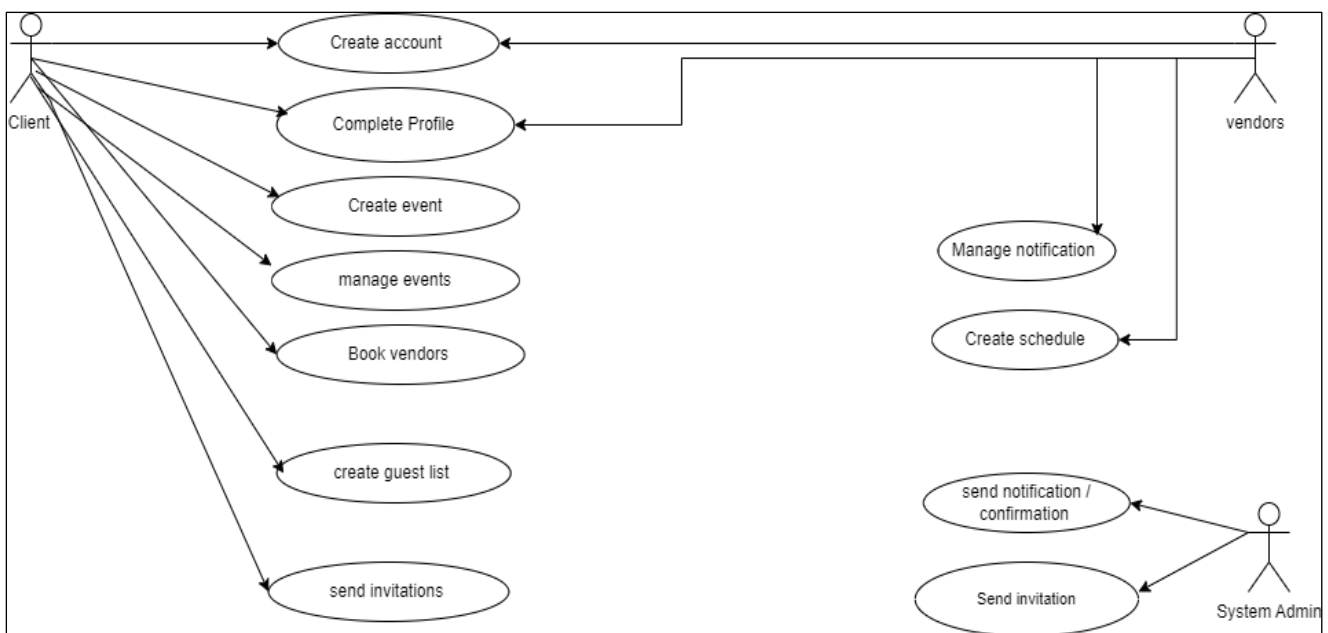
Below are some of the requirements.

- The user would be able to visit the website and get to know what the system is about.
- The user would be able to see the list of events covered on the website, read FAQs, see contact information, get support.

- New users should be able to register themselves. Users will be differentiated by unique user identifiers.
- User's transactions should be secure.
- The users who are the customer and the vendor would be able to create an account with their information.
  - The user is required to fill in their name.
  - The user is required to provide email.
  - The user is required to provide a password.
  - The user is required to select a button for vendor or customer.
- The user who is the customer would be able to complete a profile.
  - The user would be able to upload a display picture.
  - The user would be able to write a bio about themselves and events they are interested in.
  - The user would be able to upload video and pictures related to the events they are interested in.
  - The user would be able to add links to their Facebook or Instagram profiles.
  - The user would be able to provide their city, state, and country location.
- The user who is the vendor would be able to complete a profile.
  - The user would be able to upload a display picture.
  - The user would be able to write a description of their work.
  - The user would be able to upload pictures of their work for other events or samples for events.
  - The user would be able to add their business name.
  - The user would be able to add their phone number.
  - The user would be able to add their location by country, state, and city.
  - The user would be able to add their office address. The name of the street and number
  - The user would be able to select the type of events they cater to
  - The user would be able to select the category they fall under. For example, photography or catering.
- The user would be able to see their dashboard once they login to the application.
- The user would be able to go to the profile management module, update, edit their information.
- The user who is the customer would be able to create an event from the dashboard.
- The user would be able click on links from the dashboard to build their profile.



- Once the customer clicks on create event they would be able to see a page to add information about the event
  - The user would be able to add the title for the event.
  - The user would be able to add the name of the event coordinator.
  - The user would be able to select the type of event. I.e., if it is a wedding, birthday, or business conference.
  - The user would be able to type the address, city, state, country.
  - The user would be able to select the date the event starts and the time.
  - The user would be able to select the date the event ends and the time.
  - The user would be able to enter the description for the event.
  - The user would be able to upload a picture about the event.
  - The user would be able to lick the complete button and create the event.
  - The user would be able to view the event from the event module and link my event.
  - The user would be able to create more events.
  - The user would be able to view event status.
  - The user would be able to edit, delete and add vendors to an event.
  - The user would be able to book vendors.
  - The user would be able to see vendor schedule.
  - The user would be able to see all vendors added to the event under booking and they can see the status of the request sent.
- The user who is the vendor would be able to create calendar schedule for days they are unavailable and dates they are booked updates on their calendar based on the accepted booking they get from customers on the application.
  - The user would be able to view and make updates on the calendar.
  - The user would be able to click on the day and select if booked or unavailable, other days are considered free on the application by default.
  - The user is available means he is free for work on that day, if booked the user is booked for work on that day, if the user is unavailable the user not free, could be off work on that day.
- The customer can click on the module events and view the events created and manage events.
- The customer can click view sent booking requests at the booking module and can see all vendors participating at the event.
- The customer can book vendor and a request notification is sent to the vendor account.
- The vendor can accept / confirm the request and the vendor is booked for the event.
- The vendor can decline, and the customer can confirm the status of the request at the booking module.
- The customer can go to the invitation module and add invitations to send to guests invited to the event. The customer adds the full name, email and message can send the notification.



### Developer Software Requirements

To develop this project, the tools are downloaded, installed, and configured.

Item	Requirement
Operating System	Windows 11 or later MacOS 13 Ventura Linux
Web Browser	Internet Explorer current version Firefox, current version Microsoft Edge current version Chrome, current version
Front end	HTML, CSS, bootstrap
Language	PHP, JavaScript
Backend	MySQL
IDE	PyCharm

### Hardware Requirements

Item	Requirement
Memory	2GB minimum, 4GB recommended
Processor	Dual Core Processor
Hard disk	40 GB

### User Software Requirements

To use Eventful, the user can access the application by typing the URL into a web browser and this the user would require a desktop computer or a laptop or a mobile smartphone.

### Hardware Requirements

Item	Requirement
Memory	2GB minimum, 4GB recommended
Processor	Dual Core Processor
Hard disk	40 GB

### Software Requirements

Item	Requirement
Operating System	Windows 11 or later MacOS 13 Ventura Linux
Web Browser	Internet Explorer current version Firefox, current version Microsoft Edge current version Chrome, current version

### Functional Requirements

The functional requirements describe the intended behavior of the system. The behavior of the system is the functions the system is supposed to perform.

Below are some of the requirements.

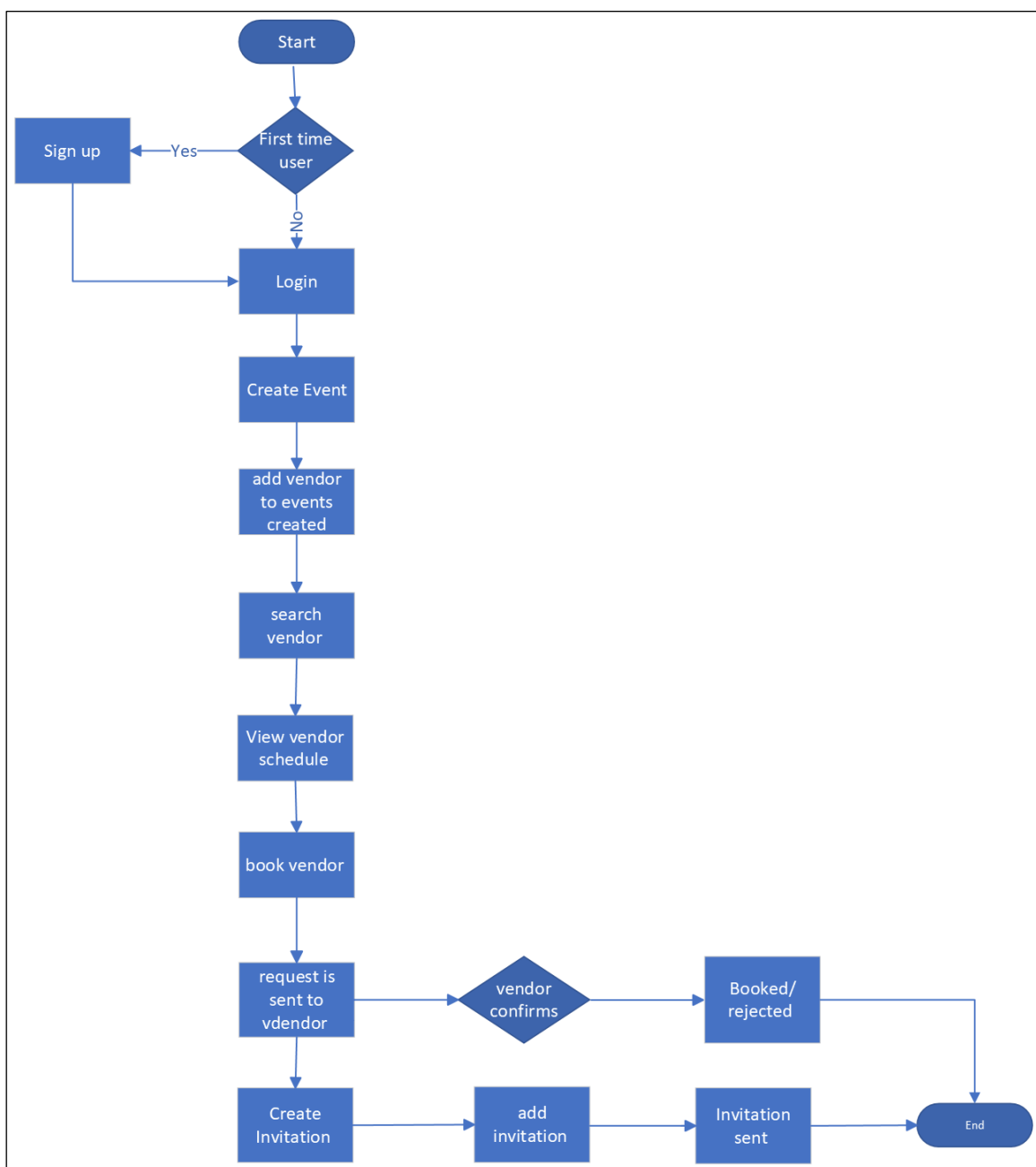
- Eventful would only allow authenticated users to connect to the system.
- The user interface would provide appropriate error messages for invalid input.
- Eventful allows users to access the welcome screen once they sign up, or after their email and password is verified after login.
- Eventful would display the screen in each module.
- Eventful would display the login and signup screen.
- Eventful would display the event creation page for the customer from the dashboard.
- Eventful would create event for customer.
- Eventful would create an account for customer and vendor.
- Eventful would create a profile for customer and vendor.
- Eventful would create calendar schedule for Vendor from the dashboard.

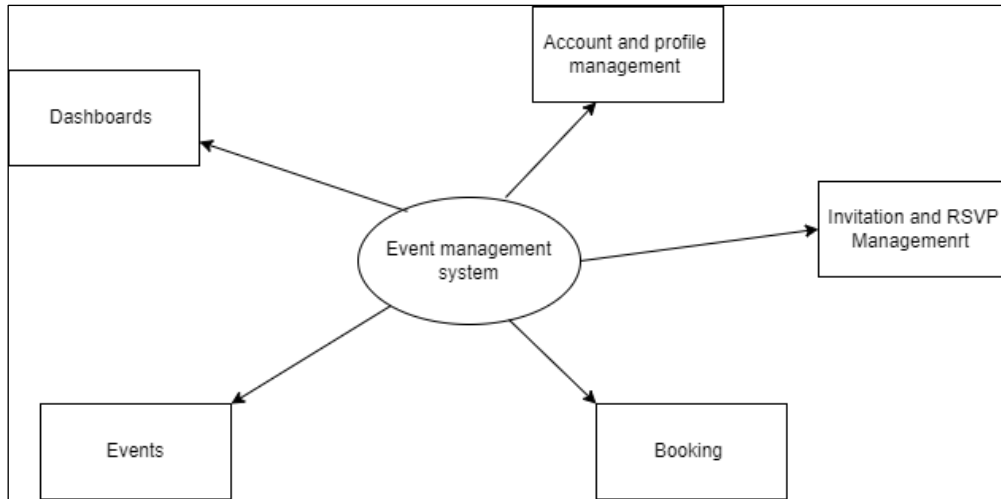
- Eventful would send request, confirm, and book vendors.
- Eventful would allow updates, editing and changes to calendar schedule for the vendor.
- Eventful would keep count of the number of events pending, completed and the total.
- Eventful would create invitations for customer guests to attend events.
- Eventful would send message notification to users.
- Eventful would send message between the vendor and the customer.
- Eventful would be able to inform the vendor once there is a request to book the vendor.

- Eventful would be able to send a notification to the customer once the vendor confirms or declines booking.
- Eventful administrators would be able to perform both functions for the vendor and the customer.

**Feature Design and Diagrams**

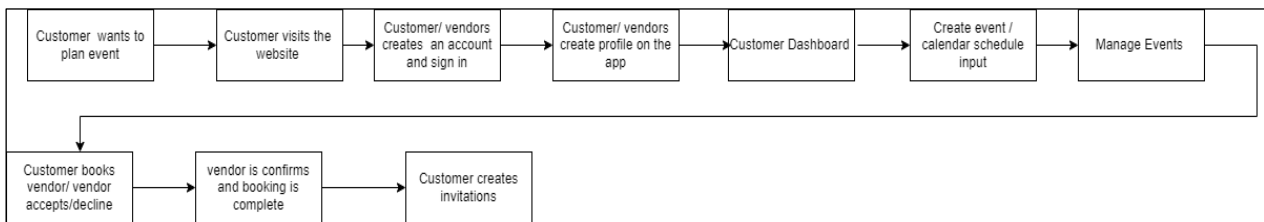
This section describes each module in detail with flowchart for most of the module, the ER diagram shows the database design and relationships, also the data structure shows the attributes for the entities in the database. The idea for the implementation follows a modular design which divides the user experience for Eventful between the customer and vendor and ensure the users interact with the modules seamlessly.





The process flow of Eventful starts from the website, this is a web page where the user would see when they type the URL in the browser. The user can understand what Eventful is about and read how the process works on the application. The visitor can see links to the applications they can click on to signup/login as a vendor or customer. The user can create a new account and then proceed to login into the application with their email and password. Once they are logged in, they can see their dashboard and the user can navigate through the modules while using the system. On the dashboard the customer can create an event, also, on the dashboard of the vendor they can create a calendar schedule. Following this, the customer can click on my events to view the event created and then add vendor to

the event. Once the user clicks on add vendor to event, they can see the list of vendors available, there the user can view the calendar schedule and send booking request to the vendor. On the booking page they can view the events and the booking requests sent to the vendors with the status. On the other hand, the vendor sees the create schedule link from the dashboard and can create a calendar schedule showing days they are available and not available. On the notification screen they are notified of new requests and once accepted the bookings are listed at the booking's module. The customer can create invitations by adding the full name, email, or message for their guest. Consequently, the customer and the vendor can update their profile at profile management with more information.

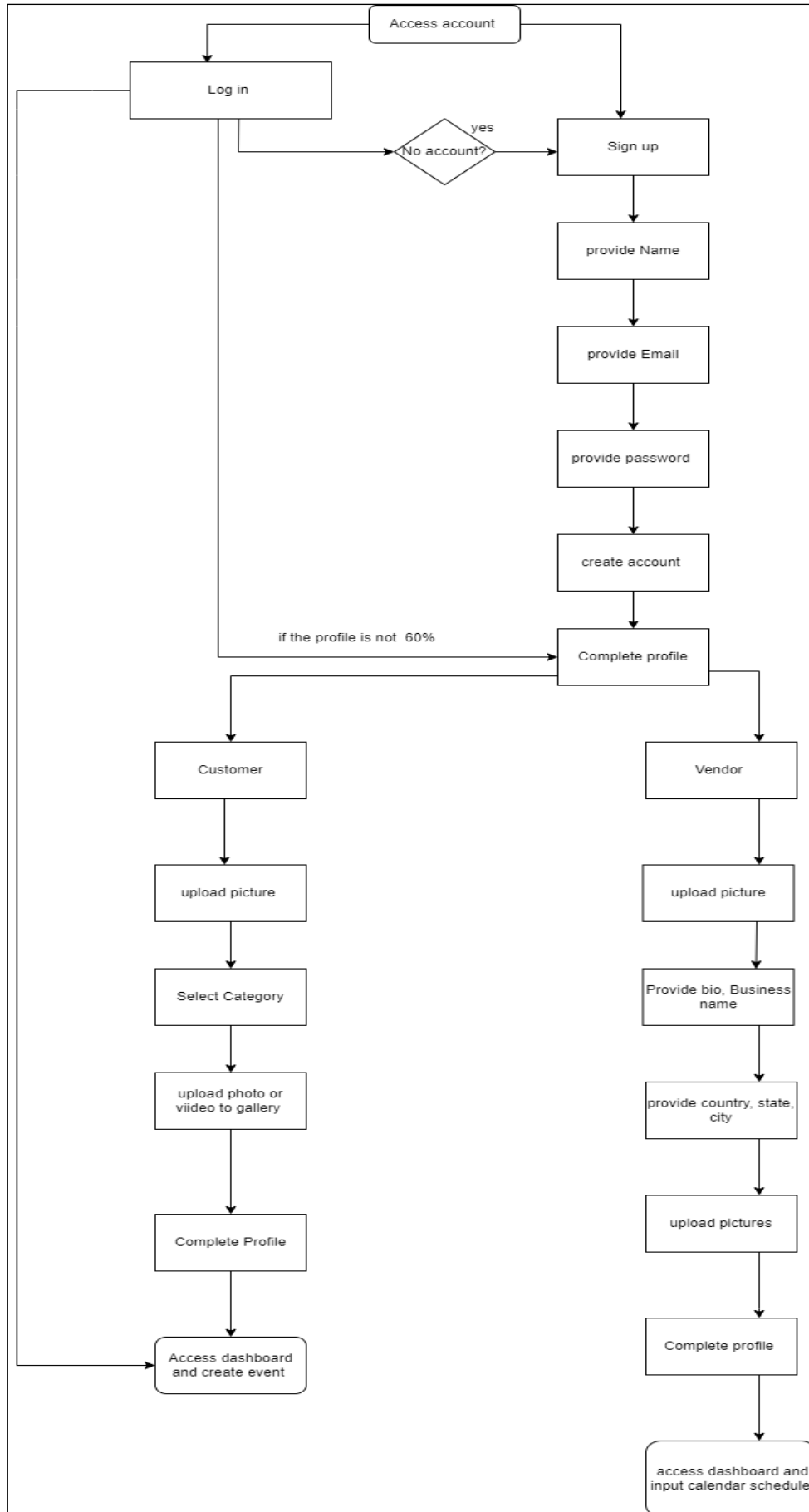


**1. Vendor and customer account creation & profile management:**

This module is used to create an account for both users and manage their account once the user wants to login and logout. The user can use their name, email, and password to create an account and login with their email and password. Furthermore, once the user creates an account for the first time the user can proceed to

complete a profile by following the process prompt to upload a display picture, upload photos, type a bio or description. The profile for the vendor and customer differs as seen on the user requirements. They can complete this profile and view their complete profile page on the profile page and can alternate to other modules from here. The ideal next stage would be to view the dashboard for the user.

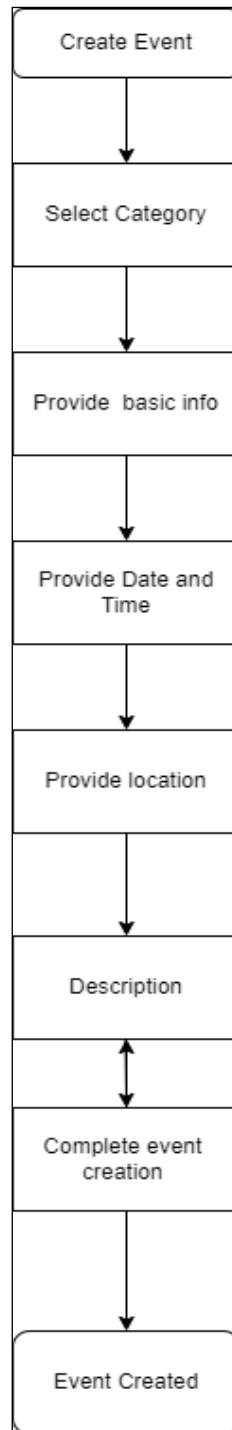




**2. Dashboard:** The dashboard is the welcome personalized screen for the user, with the user's name. It is designed for the customer, so they can create an event by one click and on the other hand the vendor can create a calendar schedule on one click. The user can click on buttons to access their profile, contact help center. They can easily navigate other modules from here as well, as

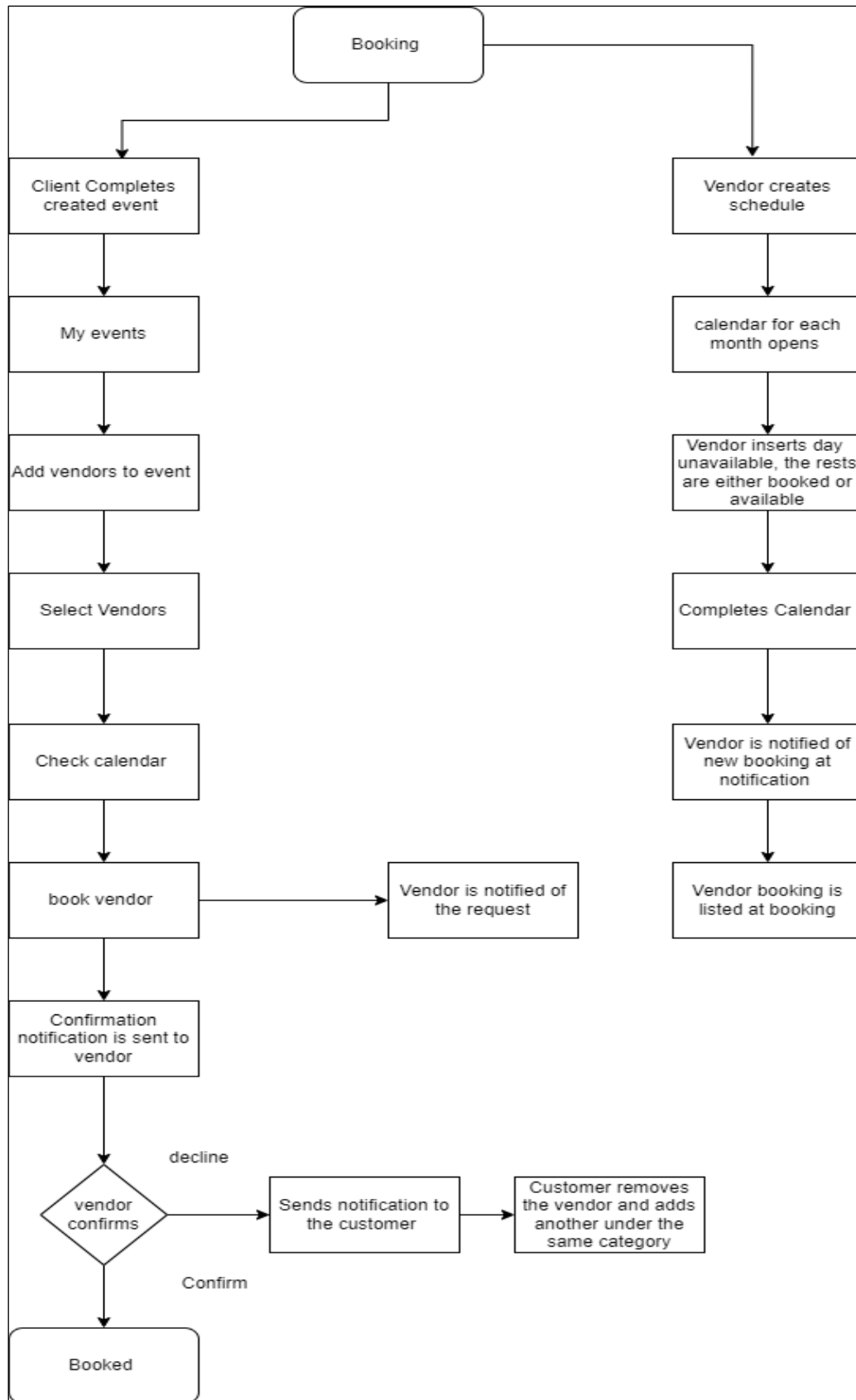
all the module icons would be on the left hand of the application for easy access.

**3. Events:** This module is used by the customer to view all the events created, view ongoing, pending and completed events and see the summarized count for it. The user can edit, update, and have link to create an event from here. The vendor can see their event requests and can accept and decline events at the notification screen.



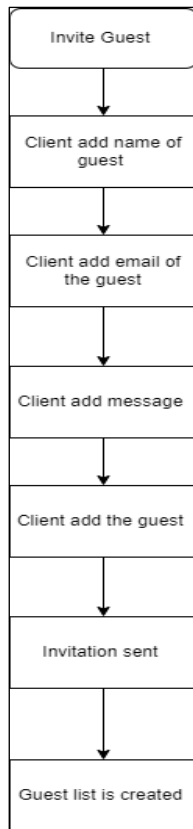
**4. Booking:** This module is used by the vendor, to view their booking for events. On the other hand, the customers can see their vendors and then see the requests

status on the bookings sent out. However, for the vendor they can see the events they have confirmed to join, and information about the event.



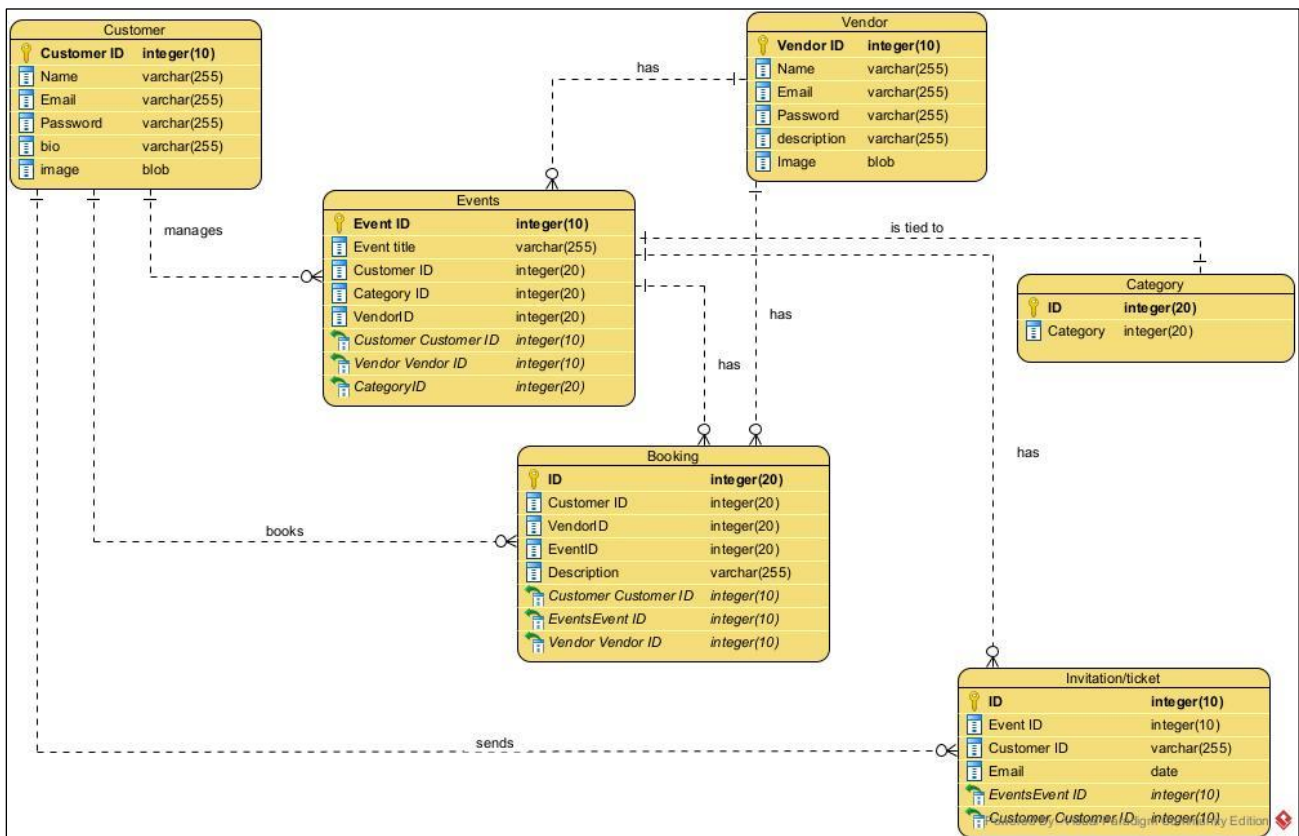
**5. Invitations and RSVP:** This module is used by clients to create invitations. The user would add the full name, a

message and email of the recipient. They would be able to add guests and send the invitation to the guest email.



### Database Structure

The ER diagram is used below to model the way data would be stored in the database. The columns are some of the columns for the database tables.

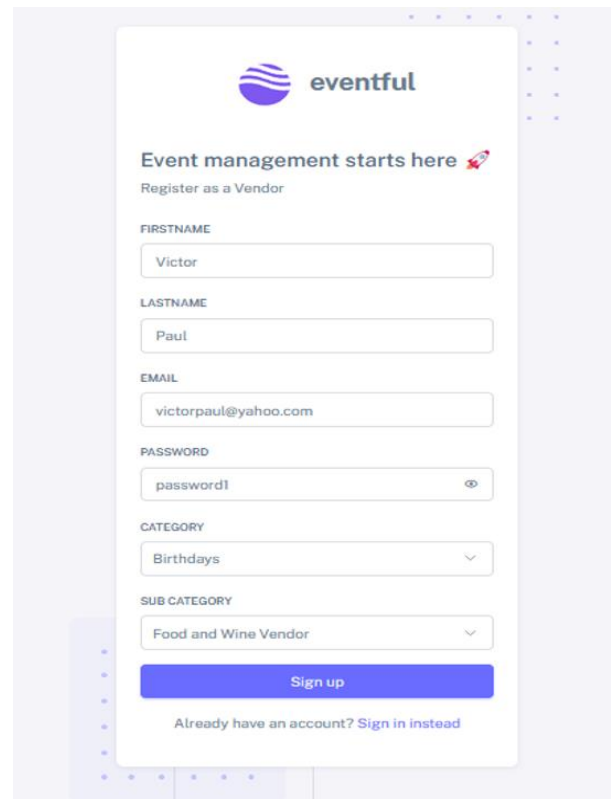
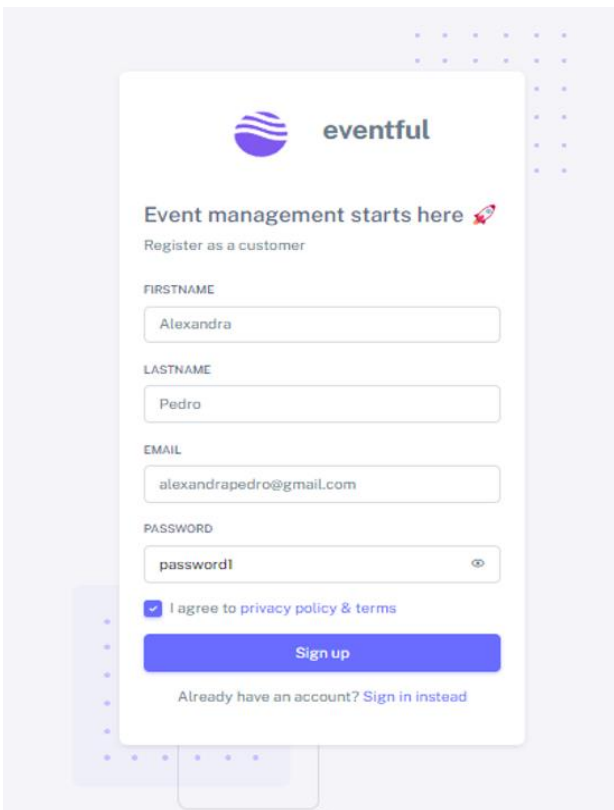


### System Architecture

Eventful is designed with a robust, scalable, and modular architecture that supports functionalities crucial for effective event management. It encompasses user-friendly interfaces for customers and vendors, ensuring a smooth transition from phone communication and notepads to a comprehensive digital platform. The architecture emphasizes real-time updates, progress tracking, and record-keeping features to provide stakeholders with a holistic view of the event life cycle.

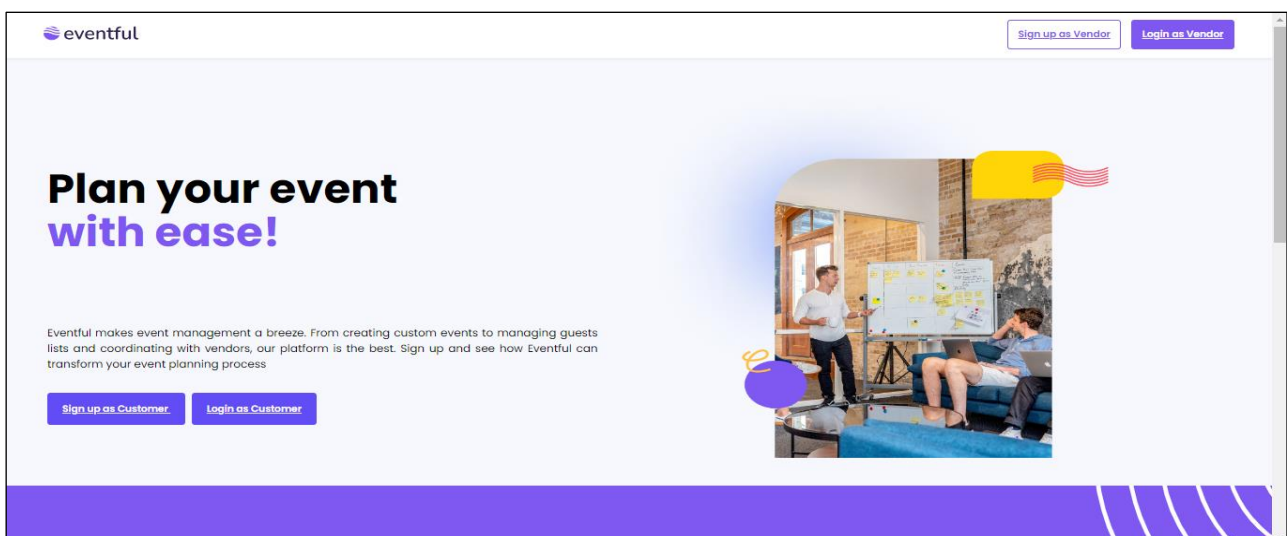
### Implementation

- Customer and vendor create accounts.  
 The screen below projects the design for the customer and vendor to create new accounts to access the application. Here, the customer and vendor can fill the fields with the appropriate information and click on the create account to save the records.



- Home page for Website  
 The screen below shows the interface for the website homepage, once the user enters the URL in the

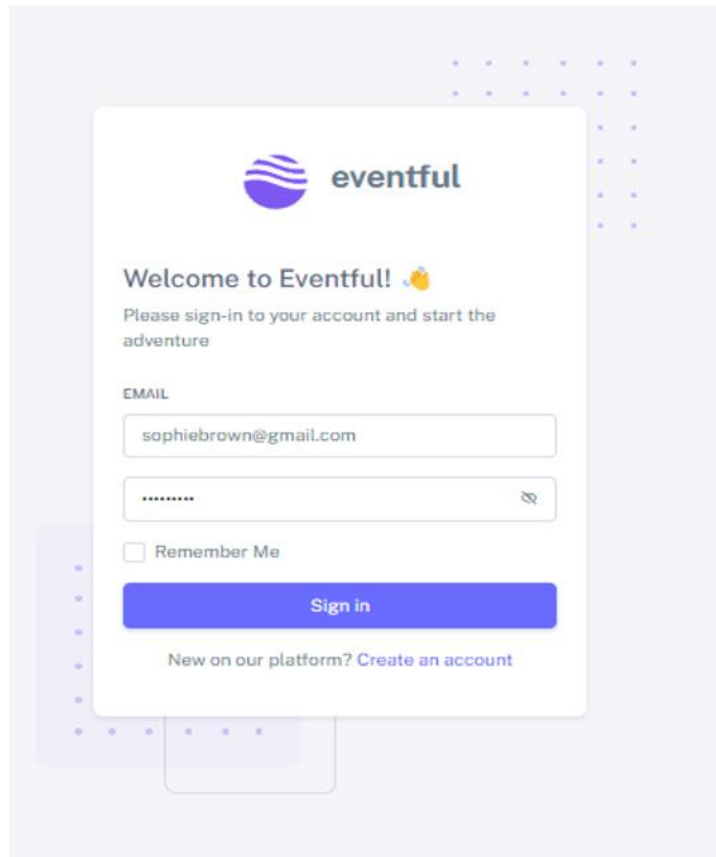
browser, they can see this welcome page and from here, read about how to use Eventful, and access the application.



- Login

The screen below shows the interface for users' login into Eventful. This page allows the user who

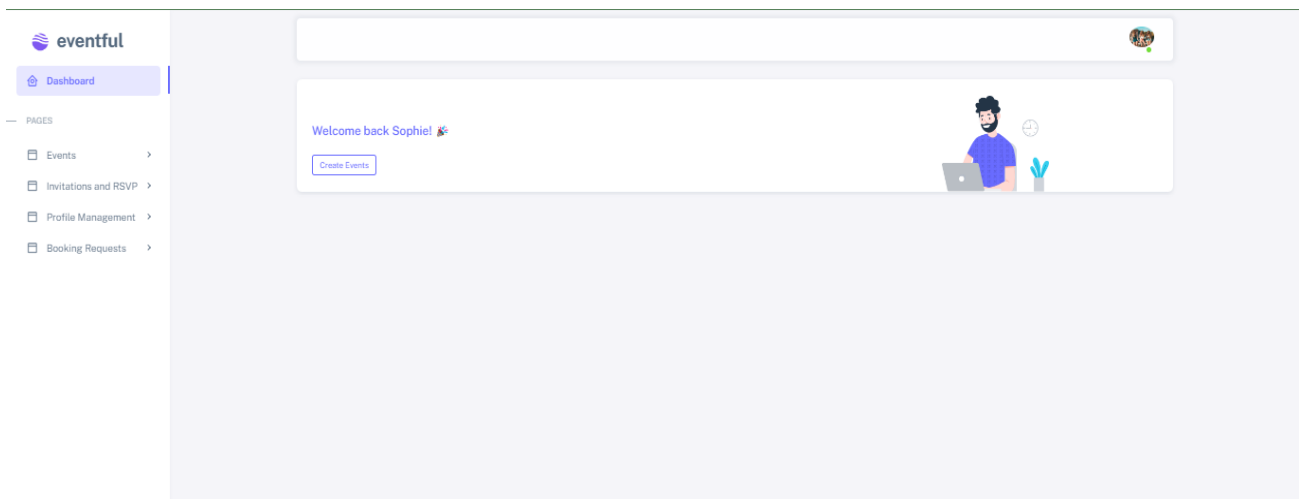
already has an account to login and access the application.



- Dashboard for the Customer

The screen below is the design for the dashboard of the user. The screen is displayed to the customer once they login to then system. It welcomes the

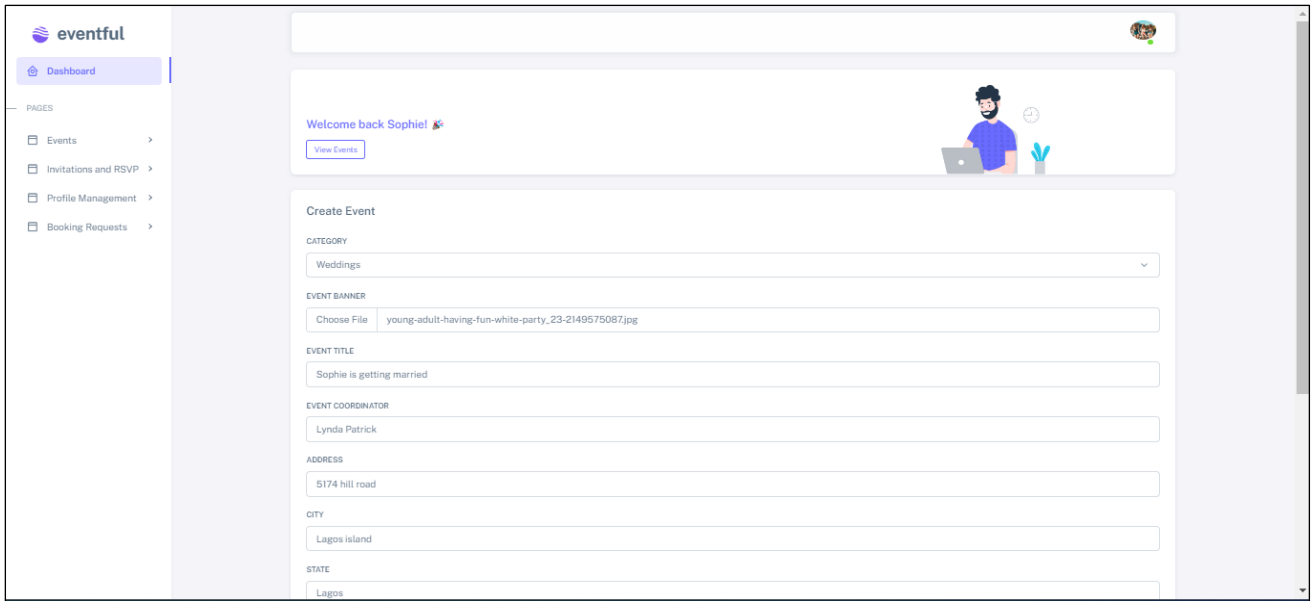
user to Eventful and on the left they can navigate to other modules of the application. Here the customer can create an event, click on their name to view their profile or logout of the application.



- Create Events

The screen below the customer can create an event and save it. The events created are seen in my events.

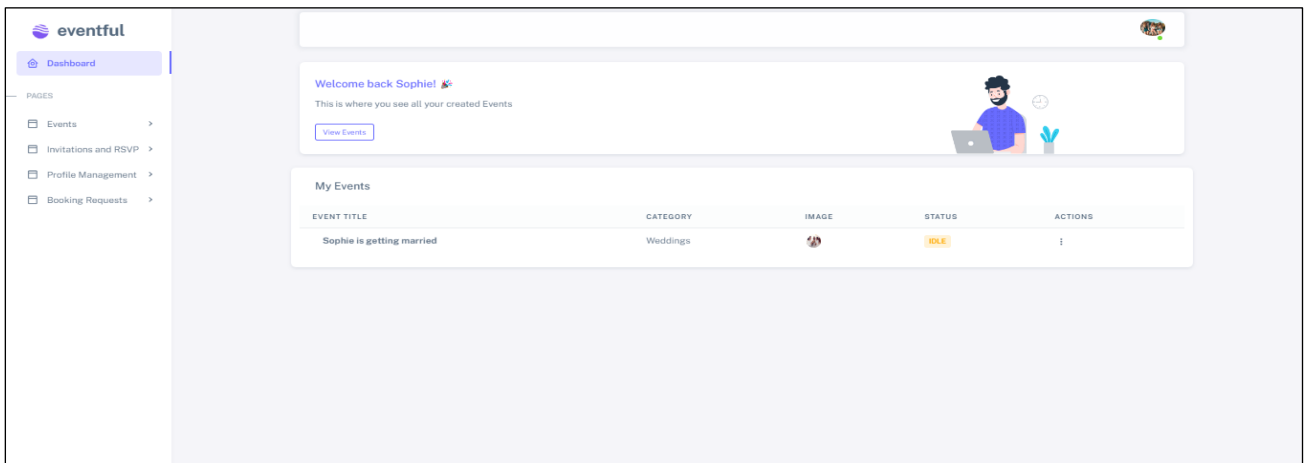




• My Events

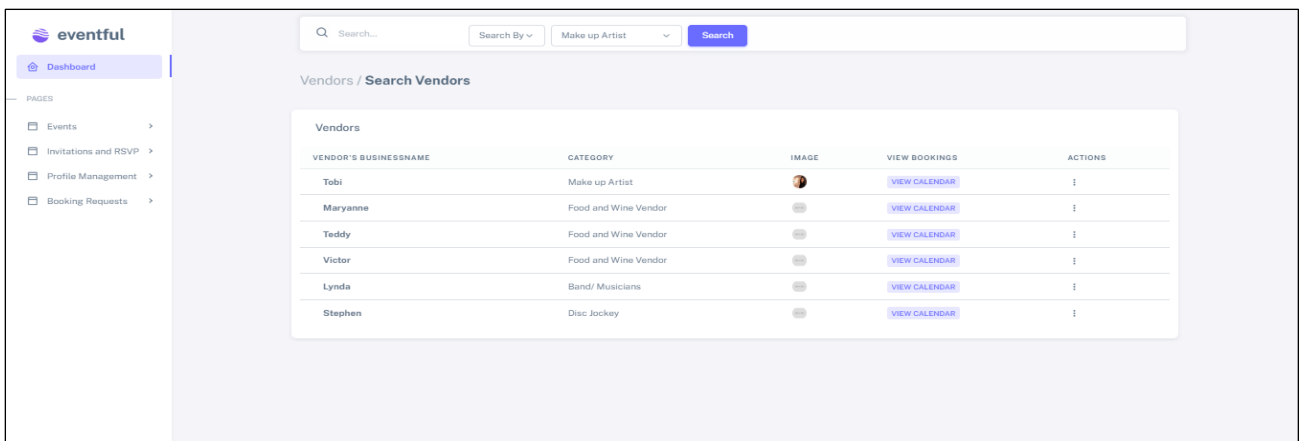
The screen below the customer can make changes to the event created and save it. The changes

include adding vendor to the event, updating, and deleting event by clicking on the 2 dotted lines under action. The events created are seen in my events.



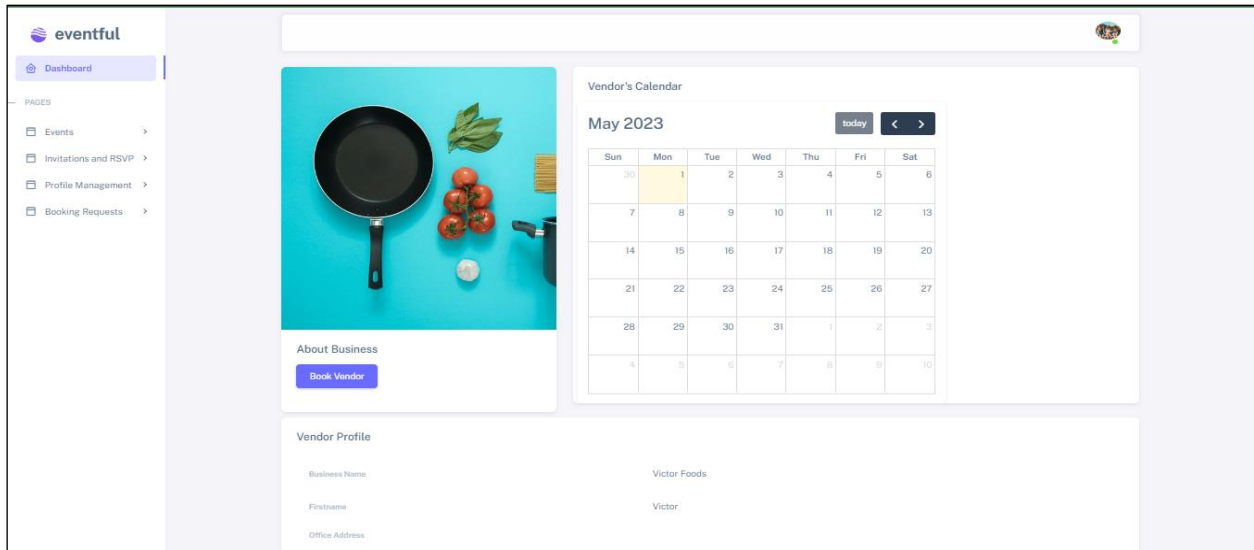
The action to add vendors to an event leads to the screen below where the user can search different vendors to book for an event. Then they can click on the

view calendar button to view the calendar of the vendor and book the vendor

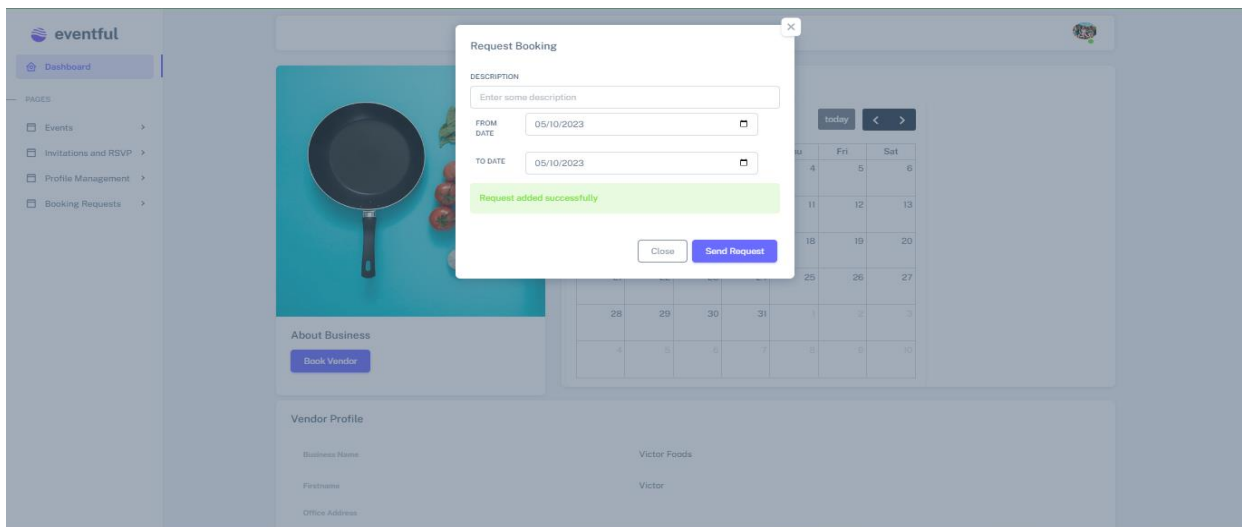


- **View Calendar**

The customer checks to see if the vendor is available and books him for the event.

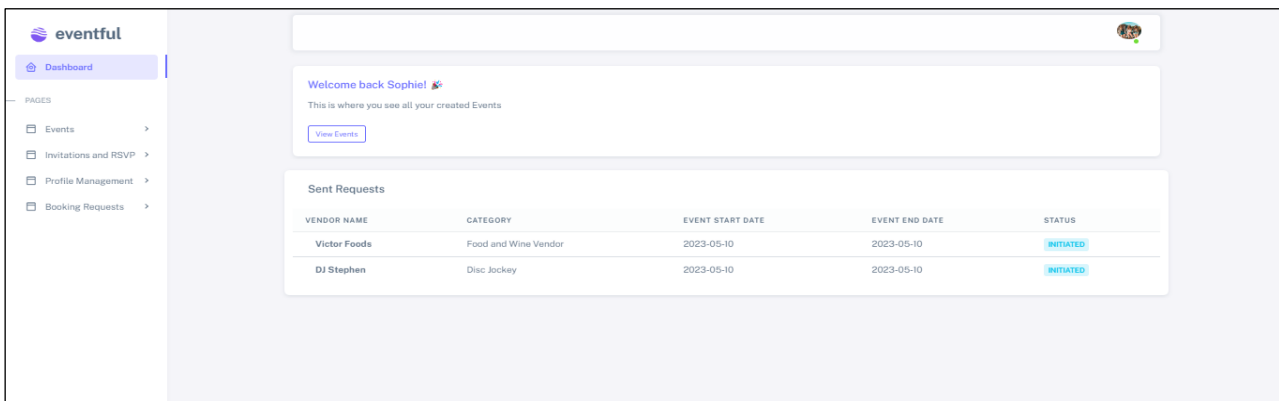


- **Book Vendor**

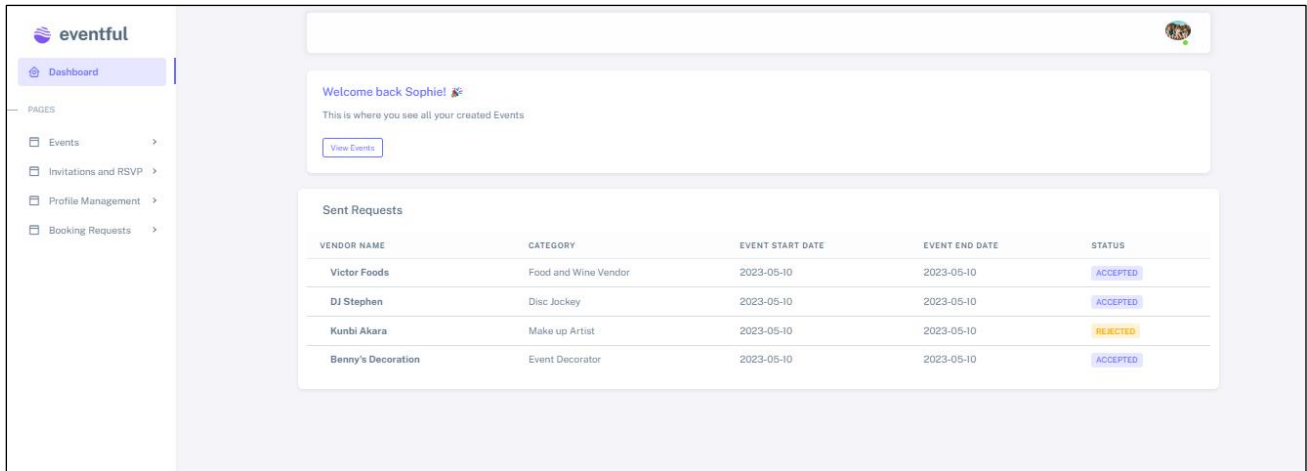


- **Bookings**

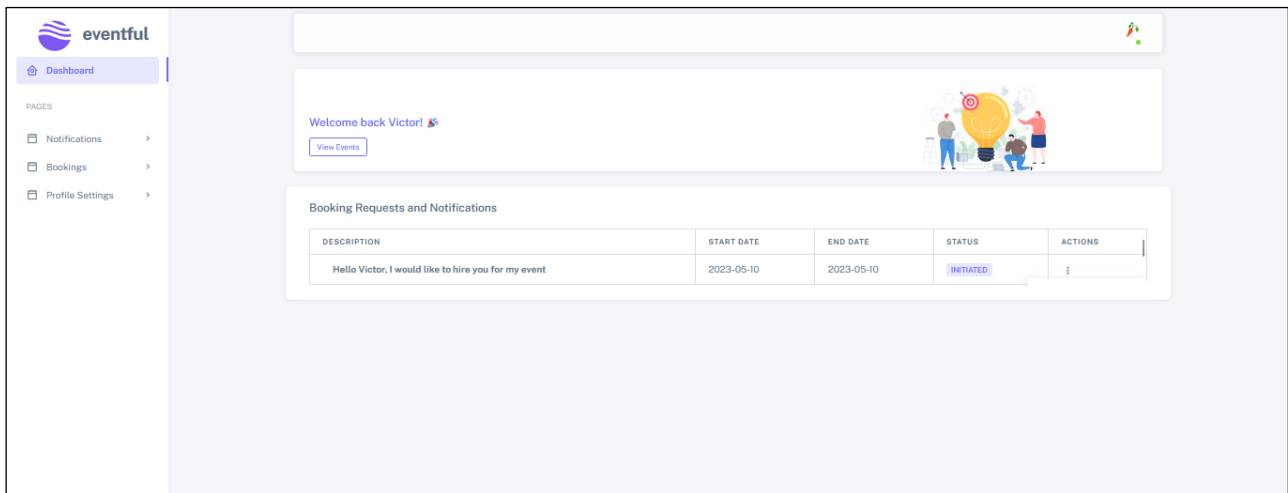
The customer can see the booking request has been sent to the customer and it is awaiting response. Once the user accepts the request it is updated.



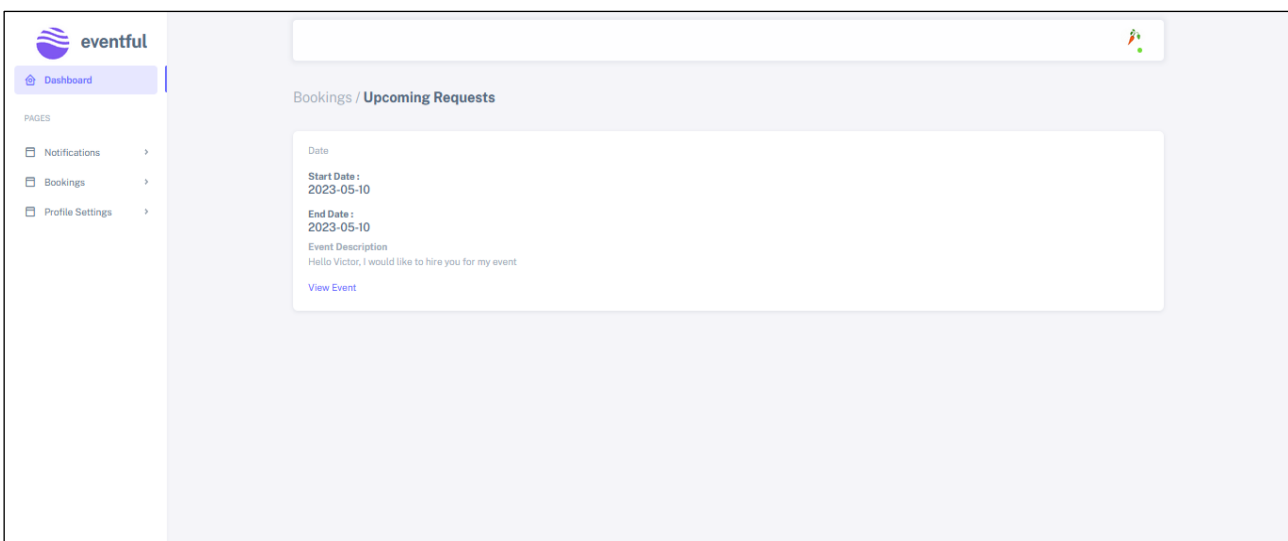
The screen below shows the status of the booking for each vendor to the customer after the vendor accepts or rejects the offer.



On the Vendor's end the vendor is notified of the request and the vendor can accept/ decline the request.



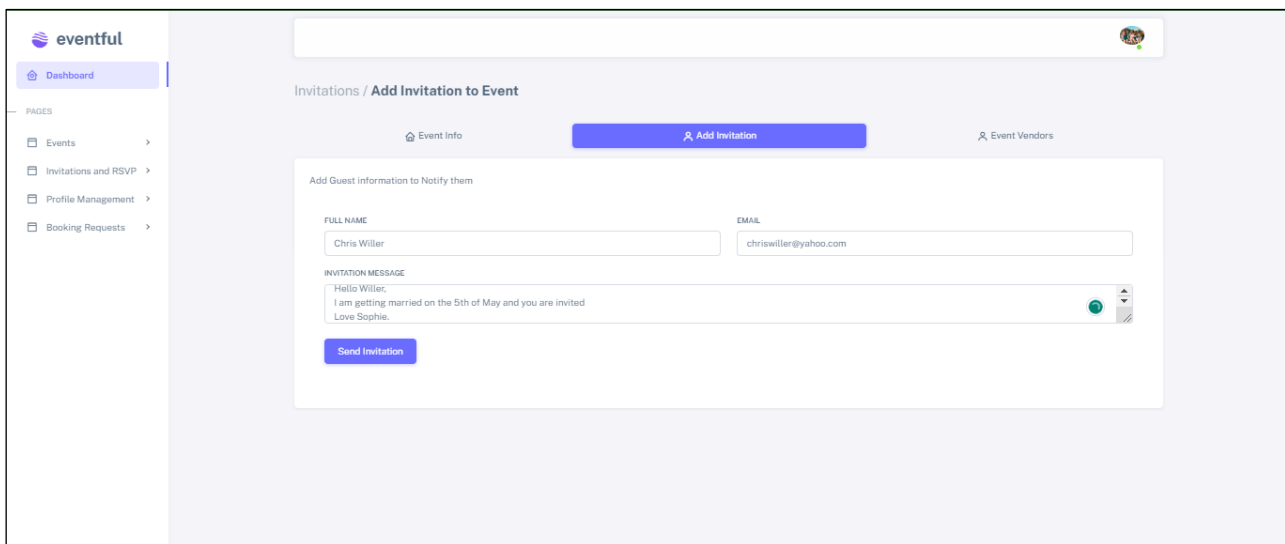
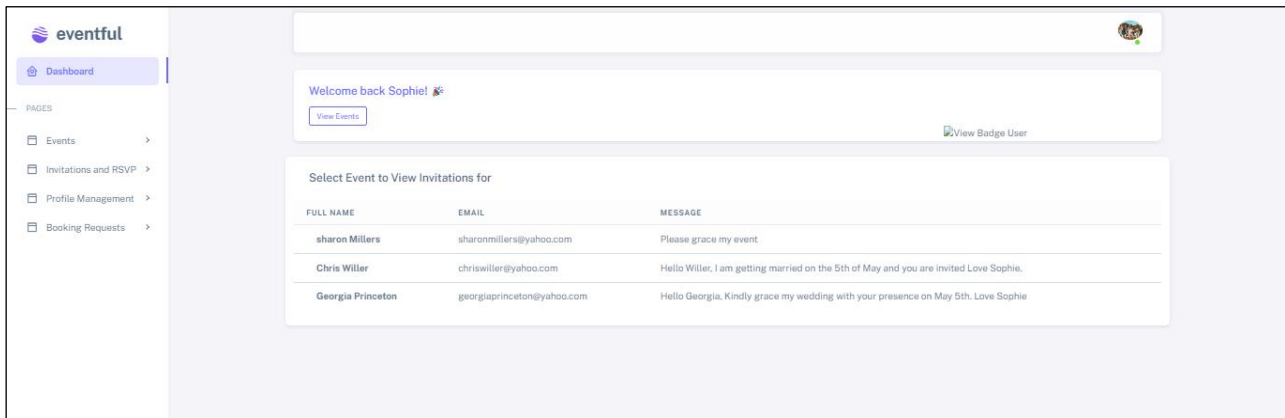
Once accepted the vendor can see the event on the booking module, with the summary and information about the event.



- **Invitations**

On the invitations screen the customer can send out invitations to the guest to attend his/her event. The

user would provide the full name of the guest, email address and message. From the screen the user can see the event info and event vendors that are putting the event together.



### User Acceptance Testing

The primary objective of this UAT process is to validate whether the Eventful aligns with the specified requirements and meets the expectations of end-users, including customers and vendors. The UAT for Eventful focused on evaluating key functionalities, such as event initiation, progress tracking, and record-keeping. The primary goal was to simulate real-world scenarios and gather user feedback to ensure that the system functions as intended. UAT scenarios were meticulously designed based on system functionalities, these included booking, invitations, user notification, account creation user interfaces. Test cases were formulated to assess the system's responsiveness and usability. Hypothetical scenarios were considered, envisioning engagement with customers, vendors, and other stakeholders. The focus was on capturing potential user perspectives and expectations. Simulated UAT scenarios were executed, and the system's performance was evaluated against predefined criteria. Hypothetical feedback and experiences were considered in assessing how well the Eventful aligned with user needs, even in the absence of

direct participant interaction. The simulated UAT resulted in positive outcomes, indicating that the Eventful effectively met the specified requirements. The system demonstrated responsiveness in event initiation, provided intuitive progress tracking features, and maintained comprehensive records. Hypothetical user feedback suggested a positive user experience, underscoring the system's potential to streamline event management processes. These simulated UAT results inform the readiness of the EMS for further refinement and potential deployment, emphasizing its potential in transforming the event management landscape.

### Event Management System: Towards Sustainable Economic and Environmental Development

The transformation of event management through technological advancements contributes significantly to economic development. By streamlining processes, enhancing efficiency, and expanding reach, event management systems (EMS) have opened new avenues for economic prosperity. They enable a broader and more effective distribution of events, which can

attract larger audiences, generate higher revenues, and stimulate local economies. The digitalization of event management also fosters innovation, creating demand for new services and solutions that further drive economic growth.

The adoption of advanced IT solutions in event management has potential implications for environmental sustainability. Digital platforms reduce the need for physical materials, cutting down on waste and decreasing the carbon footprint associated with large-scale printings and physical logistics. Online event management and virtual participation options can reduce travel-related emissions, contributing to lower overall environmental impact. Moreover, data analytics and monitoring features within these systems can help event organizers implement more sustainable practices, such as optimizing resource use and reducing waste.

The paper highlights the industry's shift towards creating personalized and immersive experiences, with an emphasis on sustainability and accessibility. This approach aligns with broader societal trends valuing environmental responsibility and inclusivity. Sustainable event management not only considers the economic and operational aspects but also integrates ecological and social considerations, aiming to deliver experiences that are enjoyable yet mindful of their environmental and societal impacts. The convergence of business, technology, and sustainability within event management reflects an interdisciplinary approach essential for addressing complex global challenges. By integrating insights from various fields, event management can contribute to broader sustainability goals, such as those outlined in the United Nations Sustainable Development Goals (SDGs).

The ongoing evolution of EMS suggests a future where event management aligns even more closely with sustainable development principles. Innovations like AI, VR, and AR offer opportunities for reducing resource consumption and fostering virtual engagements that transcend geographical boundaries, reducing the environmental impact associated with travel and physical infrastructure. In conclusion, the development of event management systems and practices encapsulates a microcosm of broader trends in sustainable economic and environmental development. Distinctively, 'Eventful' aligns with the ISO 20121:2012, Event Sustainability Management Systems framework designed to offer benefits to all actors involved in the organization of events at all stages of the cycle by improving communication and strengthening relationships with event owners, organizers, key stakeholders, and suppliers. Future system development will concentrate on harnessing technology and integrated standards to optimize resource use, reduce cost with respect to material consumption, and facilitate

meaningful experiences in the event management industry and thus continue to advance sustainability across economic and environmental dimensions.

## CONCLUSION

"Eventful" represents a significant advancement in event management technology, addressing critical gaps in communication and efficiency between customers and vendors. By leveraging the latest in web and mobile technologies, the platform promises to simplify the planning process, making it more accessible and manageable for users of all types. The focus on user-centered design and the incorporation of feedback from real-world users underscore "Eventful's" potential to meet the evolving demands of the event management industry. With its comprehensive feature set and innovative approach, "Eventful" is poised to become a key player in transforming how events are planned and executed, offering a more seamless, efficient, and enjoyable experience for all stakeholders involved.

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