

Web-Based Event Planning and Management Platform

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ABSTRACT

Digital event planning has become a professional field that focuses on the systematic structuring, organisation, and control of various events with a specific focus to particular target audiences. The fast-growing trend of information technology has prompted modern event organisations to take an even more digital approach, where online platforms and toolkits are utilised in order to facilitate efficiency of operations, enhance accessibility, and facilitate overall management. Event planning, in a sense, covers a continuum of activities, between the formulation of the thematic narratives, budgeting and allocation of resources, the coordination of various teams of stakeholders, and stringent supervision that is needed to ensure smooth conduction of the events. The event industry in itself cuts across a broad spectrum of formats, comprising matrimonial festivities, corporate symposia, musical shows, exhibition galleries, personal achievements, and theme assemblies. All these categories require unique strategic schemes, exact timeframes, and perfect communication synergy among the organisers, suppliers, and customers. Traditional management methods in the past were based on a high level of manual coordination between management and suppliers and physical check-ups, a system that was often time-consuming and managed to underperform. The emergence of digital infrastructures, however, transformed the event design and supervision modality and integrated the multifaceted services into the integrated ecosystem. Modern sources show that the event management field has undergone a significant increase over the past several years that can be attributed to the growing rise in demand for professionally curated events. Companies and individuals are at large focusing on professional advice in order to facilitate careful planning to make their parties well prepared, interactive, and effectively organised. These digital solutions offer immediate accessibility of booking systems, agenda management and operational coordination within the user, hence improving its convenience. Therefore, digital event planning is the key component of the new event business, creating increased organisational coherence, enhanced customer interactions, and further development of the world event market.

Keywords: Online Event Services, Web-Based Event Management, Event Booking System, Digital Event Platform, Smart Event Planning.

I. INTRODUCTION

The internet of the new digital world has transformed the patterns in which individuals organize and coordinate events radically. Researchers and professionals observe that there is a niche of active users, who are inclined to use online technologies and who can be supported in their choice by the fact that they can receive needed information and services within a short period of time, and spend less time and efforts on it. Matrimonial parties, birthday, anniversaries, baby showers, and educational functions are among the occasions that definitely need a lot of planning such as the venue, the decoration of the beauty, food provisions, and other supporting activities. When manual, these processes are time-consuming and present lesser and lower convenience to the participants. Consequently, the proposed web application tries to streamline the process of event planning continuum by offering a single common interface through which users can catalogue, organise, and provide myriad services that are pertinent to an event. Under this system, the stakeholders can do specific searches to the venues, decorators, caterers, and other interested service providers in line with their personal preferences and specifications. Moreover, the platform assists in the comparison of the available assortment of choices, allowing the users to select individual packages that are modified according to specific typologies of events, financial constraints, and locations. Such a functionality is in combination with the fact that it eliminates the need to travel physically to separate physical locations or deal with different providers separately. Nevertheless, one can still say that despite the numerous digital portals that offer simple e-commerce, procurement, or preliminary booking services, the majority of them are dedicated to a single type of service. The shortage of system which incorporates ecosystems which they provide and at the same time enable venue bookings, ornamental services and a variety of ancillary event requirements are in close proximity. To this end, the present application will also be concerned with offering a unified solution to seal the gap existing between the clients and the event service professionals and ensure a higher level of operational efficiency. The growing trend of the increasing internet

technology in the twenty first century has led to a demographic shift whose resultant effect is an increasing number of people of diverse age groups opting to use internet technology in their day to day activities. Internet has been the key information exchange device, skills acquisition and interaction among individuals. Meanwhile, business organizations get new opportunities to cover their markets and find more broad audiences. The micro-businesses like decorators, caterers and event organisers also stand a lot to benefit in the digital front in regards to visibility of their services as well as the promotion of their services in strategic locations.

II. LITERATURE SURVEY

All types of services are provided by event management companies and amateur decorators in terms of organization and decoration of events (Shone & Parry, 2010). However, the point is that these guys are in varying locations and this made it difficult to compare what is available to the customers. Getz (2005) points out that before making a decision, people were expected to visit multiple providers physically to observe the decoration and event setups. Getz (2005) argues that people used to attend various suppliers of decoration options and event preparation services in order to make final decisions in person. It became a lot easier with the emergence of online platforms. Through computerized systems, clients can book a number of services and products in a single location and leave the time-consuming visits. The sites tend to display a combination of themes of decoration and service packages arranged by the type of event allowing the user to choose the appropriate ones more quickly (Tum, Norton, and Norton Wright, 2006). The internet is practically a daily occurrence today. We chat, get information, snatch digital services, etc on the web which Bellman (2001) notes was the biggest channel of e-commerce since it is convenient, easy to use and is widely employed. In the case of online purchasing, a bunch of factors influences consumers: their cultural background, their necessity, their engagement with a product or service, their trust towards the platform, their readiness to spill their personal information, and their attitude towards online payments. Online purchase intention is simply the likelihood or preparedness of a customer to make purchases via the internet (Pavlou, 2003).

III. METHODOLOGY

This paper concerns the design, creation and testing of an online application in event planning and management. Our mission is to develop a system that ensures that organization of various types of events can become incredibly easy and convenient. To achieve that, we are employing a mixed-methodology that is a combination of qualitative and quantitative methods. The application allows one to explore a selection of event choices through an online system. They have the ability to select services according to their categories, options and budgetary constraints. Besides, they have package- based choices of how to customize decorations, venues, and other services to suit their preferences and requirements. We have also integrated in-secure online payment to ensure safety and efficiency of transactions. Due to the improved internet and technology, online services delivery has received a massive boost. In the olden days, companies used to utilise offline means of advertising and marketing products. However, the rapid emergence of the digital technology has reversed those conventional practices. Companies both commercial and banks nowadays share information and perform financial transactions using computer systems and web platforms. There is a world of benefits that online shopping and online services entail. The advantage of saving a lot of time is one of the largest ones you have the possibility to use PCs, laptops, tablets, smartphones, and the list is not full. In addition, these platforms also eliminate the need to travel or make manual transactions due to the fact that you can be able to complete transactions wherever you are.

IV. PROPOSED SYSTEM

The proposed system is a web-based event planning platform, which allows users to browse and book services through the organizers of the events. It consists of the following features filtering events by category, price, or location, choosing decoration package, and performing an online payment which is safe. The system encrypts sensitive information with XML-based encryption to increase the level of data security. The aim of this platform is to make it easy to manage any event, make it easier to the users, and have a secure and effective online booking system.

A. Filter product according to categories and prices

By using service filters in an online event decoration site, people are allowed to narrowly search services that meet their specific demands. The filters allow customers to reduce the offered options based on the qualities of event type, venue, the style of decor, or budget. As an example, a visitor who wants packages of wedding decoration at a certain price level can use both the type of the event and the filter by the price to show only the more relevant ones. Using the filtering mechanism, only the services that meet the guidelines chosen are shown and the other irrelevant options are not displayed. This will allow users to shop through customizable service packages and reserve the preferred decorator or packages. Service filters enhance the user experience by making the process of search simple and it could also lead to high engagement and booking rates in the site.

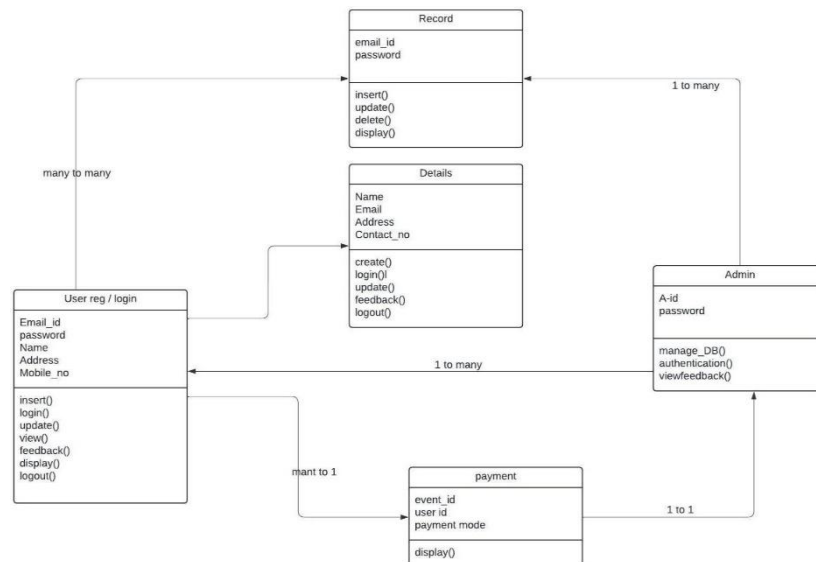
B. Online Payment Options

Cash-on-delivery (COD) transactions can vary in structure and may influence a company's accounting records differently. According to Generally Accepted Accounting Principles (GAAP), publicly traded companies must follow the accrual accounting method. Under this system, revenue is recorded at the point of the transaction, and if payment is delayed, it is noted under accounts receivable. On the other hand, private companies can choose between the accrual and cash accounting methods. Under the cash accounting method, revenue is recognized only when the payment is received. When a customer buys directly from a seller with inventory on hand, payment is collected immediately at the point of sale, which is a common example of a cash-on-delivery (COD) transaction.

C. Easy Order Placement

E-commerce order management is the internal operations that are performed to take orders and fulfill them, i.e. order routing, shipping, handling returns and subscriptions. It is no longer appropriate in the contemporary fast-changing digital market to use the manual spreadsheet or the conventional enterprise resource planning (ERP) systems. The businesses are now required to have flexible and scalable Order Management Systems (OMS) capable of automating the operation and streamlining the whole order life cycle. The features of these systems include centralization of information, provision of a number of sales channels and distribution centres, and ultimately facilitating real-time decision-making. With the increase in the retail business across the platforms, including BigCommerce, it is believed that the presence of integrated and responsive systems is necessary to guarantee the seamless and stable customer experience.

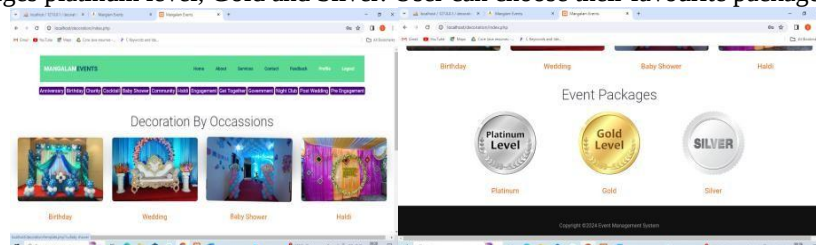
D. Class Diagram:

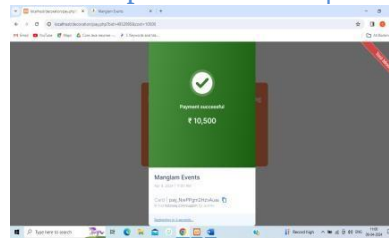


V. EXPERIMENTAL RESULTS

fig A) is the main page of the Digital Events Planning website. Shows different decoration options for events. There are many decoration images, which users can view.

At the top, there is a menu with options like Home, About, Services, Contact, Feedback, Profile, and Logout. Below that, different event categories like Birthday, Wedding, Baby Shower, and Haldi are shown with fig A). Each image shows a decoration setup and helps users choose according to the its needs. Fig B) shows three event packages platinum level, Gold and Silver. User can choose their favourite packages.





A)

B)

C)

Fig c) shows used advanced feature Razor pay Gateway is integrated to enable secure and smooth online payments for event bookings, ticket purchases, or service payments. When users want to book an event or pay for event-related services (like venue booking, catering, or entertainment), Razor pay Gateway acts as the payment processor that:

- Collects payment information securely from users.
- Processes payments through various options like credit/debit cards, UPI, net banking, or wallets.
- Verifies and confirms successful transactions instantly.
- Sends payment status updates back to the event planning system to confirm booking and manage records.

VI.CONCLUSION

This paper is a brief effort to address the practical requirements of an environment with a focus on shops. Through simple yet user-friendly codes, the app will turn out more accessible and simpler to the target audience. The software is realistic and practical solution, which is meant to fit the organizational functional and operational requirements. The central aspect of the dev process is to come up with a firm structure that provides the managers with the tools necessary to connect the right and time-constrained project estimates at the very beginning, and also allows them to modify such estimates later in the project. The site serves as a web gateway to follow-ups on workshop matters and real advantages are achieved by the users and visitors. The members are able to log in to check the status of the service requests, add additional items and leave feedback or suggestions. Meanwhile, the administration interface also allows managers to monitor services, monitor user activity, conduct promotions, and distribute updates about new activities and upgrade of the system.

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