

Online Event Management System: A Critical Review of Research Findings and Methodologies

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Abstract - The advancement of technology in the digital age has transformed the landscape of event planning, organisation, and execution. This review delves into the realm of online event management systems, exploring their features, benefits, and obstacles. This paper on literature review endeavours to offer an extensive examination of the current research and advancements in this particular field. Through the amalgamation of discoveries from academic articles, conference papers, and industry reports, this paper clarifies the progression, features, advantages, and obstacles linked with online event management systems. Key components like attendee coordination, schedule management and interactive features are examined in terms of their influence on event outcomes and participant satisfaction. This research proposes the development and evaluation of a web application aimed at streamlining event organisation and management. In essence, this study presents a comprehensive examination of online event management systems, offering valuable insights for scholars, professionals, and event planners.

Keywords - Web Application; Event Management; Attendee Coordination; Schedule Management; Streaming Event Organisation.

I. INTRODUCTION

In today's fast-paced world, organising and managing events efficiently is crucial for businesses, organisations, and individuals alike. Whether it's a

corporate conference, a music festival, or a community fundraiser, the success of an event often hinges on effective planning, coordination, and execution. Every Organization, whether big or small, has challenges to overcome and manage every event.

Web-based event organiser and manager applications offer a centralised platform that streamlines various aspects of event management, from initial planning and budgeting to promotion, attendee registration, and post-event analysis. This web application is designed with the vision for better organisation of the event and offers a user-friendly and intuitive interface, accessible from any internet-connected device, making it a versatile tool for event organisers. It aims to simplify event planning and execution, ultimately enhancing the attendee experience and ensuring the success of a wide range of events. By leveraging the power of technology, event organisers can now automate repetitive tasks, collaborate seamlessly with team members, and gain valuable insights to enhance future events.

In this research study, we analyse and synthesise findings from various research papers and focus on various parameters like event promotion, calendar integration, pricing, user reviews, login and customer support. Each paper delves into different aspects, contributing valuable insights and perspectives. By examining these diverse works, we aim to provide a comprehensive overview and identify common themes, trends, and gaps in the existing literature. Through this analysis, we seek to offer a deeper understanding of the subject matter and contribute to the ongoing discourse within the field.

II. LITERATURE REVIEW

The literature on event organiser and manager web applications has evolved significantly with the advent of technology, particularly web applications, which have revolutionised the way events are organised, managed, and executed. In this segment, we provide an in-depth analysis of the current body of literature. This literature review provides an overview of the key themes, trends, and technologies shaping the field of event organiser and manager web applications.

The research paper titled [1] "Event Management System" by Vinay Mishra, Madhuri Dubey, Priya Banarjee, Ajvita Jumle, Pallavi Raipure and Pooja Wankhede The study entitled "Event Management System" authored by Vinay Mishra, Madhuri Dubey, Priya Banarjee, Ajvita Jumle, Pallavi Raipure, and Pooja Wankhede introduces a system created to streamline event management processes. The system likely discusses various aspects of event management such as planning, organisation, scheduling, and execution.

The proposed system of Husnul Budhiraja, Kiron K, P.Satishwar Reddy [2] "Eventiser: An Event planning and management web system" presents a web-based system called Eventiser designed for event planning and management. The system aims to streamline the process of organising events by providing various features such as creating event listings, managing registrations, handling payments, and generating reports.

The [3] "Event Management" discusses various aspects of event management. It covers topics such as planning, organising, coordinating, and evaluating events. The paper likely explores different types of events, such as conferences, weddings, corporate events, etc., and may also delve into the challenges and strategies involved in successful event management.

The research paper proposes an [4] "Online Event Management System" (OEMS) designed to streamline event planning and coordination processes. The system aims to enhance efficiency and allow users to manage various aspects of event organisation online, such as scheduling, budgeting, and communication with stakeholders.

The proposed system of Mohana. S, Mr. P. Anbumani [5] "Online Event Management System", The Online Event Management System is a digital platform that improves the organisation of various types of large-scale events, including festivals, conferences, formal parties, concerts, and conventions. The Online Event management system enabled customers to view various packages about the event and make booking through the online platform.

In [6], "Event scheduler" helped us to learn about scheduling the events of their choice virtually. Then they focused on sending reminders via email and SMS, helping users to manage their daily schedule as well as to remember important dates via notifications. Additionally, the system includes a functionality for sharing QR codes, which can aid in creating invitations.

The [7] "Event Management Systems" explores the use of technology in managing events. It discusses various aspects of event management systems, likely including topics such as software tools, applications, and strategies for organising and coordinating events efficiently.

The research paper titled [8] "Developing Event Management Web Application" discusses the development of a web application for event management. The authors, Dr. Preeti Arora, Manan Gaur, Hitesh Jaisingh, Ritik Pandey, and Tushar

Rustagi, present their work in the International Journal of Creative Research Thoughts. The paper likely outlines the process of creating the web application, including its features, functionalities, and possibly the technologies used in its development.

Application [9] "Splash" is an event management application designed to streamline the planning and In application [10] "Cvent" is a popular event management application that offers a comprehensive suite of tools for planning, organising, and executing events of all sizes. It provides features such as event registration, attendee management, venue sourcing, event marketing, and mobile event apps. Cvent also offers analytics and reporting capabilities to track event performance. It is widely used by event planners, organisations, and businesses to streamline their event management processes and enhance attendee experiences.

Application [11] "Eventbrite" Eventbrite is a global ticketing and event technology platform that provides creators of events with tools and resources to plan, promote, and produce live experiences. Eventbrite serves as a worldwide self-service ticketing platform for live events, enabling individuals to generate, distribute, discover, and participate in activities that ignite their interests and enhance their lives.

organisation of various events. It offers a range of features to facilitate tasks such as event scheduling, guest list management, ticketing, venue selection, and promotion. Additionally, Splash may provide analytics and reporting tools to track event performance and measure success. Overall, Splash is a comprehensive solution for event organisers looking to efficiently manage every aspect of their events.

In Application [12] "Bizabao" the proposed event management platform powers immersive in-person, virtual, and hybrid experiences for brands. The Bizzabo Event Experience OS is an open platform for Event Experience Leaders to manage events, engage audiences, and activate communities. It's an approach that empowers marketers to create shared experiences that matter.

In application [13] "Whova", an event management application that provides comprehensive solutions for organising and managing events. It offers features such as event registration, agenda management, attendee engagement, networking opportunities, and exhibitor management. With Whova, event organisers can effectively communicate with attendees, share event updates, collect feedback, and analyse event data to improve future events. Whova serves as a valuable tool for both event organisers and attendees, facilitating seamless event coordination and interaction.

Study	Event Promotion/Sharharing	Calendar Integration	Pricing/Cost	User Reviews	Login
Event Management System (2016)	Multiple events	Not Available	Free	Not Available	SMS
Eventiser (2016)	Single event	Not Available	Free	Not Available	Register through registration form with their details and password of their own choice
Event Management(2019)	Single event	Not Available	Free	Available	Register through the portal with their details

Online Event Management System (2021)	Multiple events	Not Available	Free	Not Available	Login through login portal of website
Online Event Management System (2022)	Multiple events	Not Available	Free	Not Available	Username and password
Event Scheduler (2022)	Multiple events	Available	Free	Not Available	Register through user ID and password
Event Management Systems (2023)	Single event	Not Available	Free	Available	Email ID password
Developing Event Management Web Application (2023)	Single event	Not Available	Paid	Not Available	OTP based

Table 1. The table summarises key findings from various Event Management Research Papers

The literature review delves into different facets of event management systems and platforms.. Event Management System (2016), provides the specific features and innovations like attendee registration, venue management, resource allocation, and budgeting but are not elaborated upon in the citation. Eventiser (2016), a web-based event planning and management system. This system likely encompasses features for event organisation, attendee management, and logistics handling. Event Management (2019) discussed general aspects of event management without specifying any particular system or platform. Online Event Management System (2021), provides specific features and innovations like scheduling, budgeting, and communication with stakeholders but are not explicitly stated in the citation. Online

Event Management System (2022), lacks the details on the unique aspects or functionalities. Event Scheduler (2022), emphasises efficient event scheduling and coordination. Event Management systems (2023) explored various event management systems without providing specifics on their proposed solution. Developing Event Management Web Application (2023), a web application tailored for event management. Their paper likely offers insights into the system's features, architecture, and implementation details.

“Developing Event Management Web Application” (2023) appears to take a comprehensive approach by concentrating on developing a web application for event management, potentially offering valuable insights and contributions to the field.

Website	Features	Pricing	UI/UX	Customer Support	Integrations	User Reviews
Splash (1993)	Event marketing, registration, guest check-in.	Subscription-based pricing.	Sleek and modern interface, easy to use.	Email and chat support available.	Integrate with CRMs, email marketing tools.	Positive, praised for design and ease of use.
Cvent	Event	Quote-based	Comprehe	Offers 24/7	Integrates with	Mixed

(1999)	registration, venue sourcing, mobile apps.	pricing, tailored to event needs.	nsive but may require some learning curve.	customer support.	CRM systems, email marketing platforms.	reviews, good functionality, criticised for pricing.
Eventbrite (2006)	Ticketing, event promotion, attendee management.	Transaction fees per ticket sold, plus optional monthly plans for additional features.	Intuitive, easy to navigate.	Email and chat support available.	Integrates with platforms like Facebook, Salesforce.	Positive, ease to use and robust features.
Bizzabo (2013)	Event website builder, registration, networking tools.	Quote-based pricing, tailored to event needs.	Modern and user-friendly interface.	Email and phone support available.	Integrates with CRMs, marketing automation tools.	Positive overall, praised for networking features.
Whova	Event app, registration, networking, live polling, and surveys.	Quote-based pricing for large events, fixed pricing for smaller events.	Intuitive and customizable.	Email, chat, and phone support available.	Integrates with CRMs, event management platforms.	Positive, praised for networking features and ease of use.

Table 2. The table summarises key findings from various Event Management Web Applications

A comprehensive evaluation of these web applications delves that the most suitable platform depends on specific needs and priorities. If branding and design are essential, Splash could be the optimal choice. For comprehensive event management, including marketing and engagement, Cvent might be ideal. For user-friendly ticketing and registration, Eventbrite is a strong competitor. Bizzabo and Whova are excellent for enhancing attendee experience and networking.

III. CONCLUSION

In conclusion, the research paper has explored the design and development of an event organiser and manager web application, addressing the growing need for efficient event planning tools in today's digital age. Through a comprehensive analysis of existing solutions, user requirements, and technological considerations, the application has

been conceptualised and implemented with a user-centric approach.

Through a comprehensive review of the literature, we have explored the different Event Management Web Applications. The findings highlight the significance of incorporating features such as intuitive user interfaces, robust event management functionalities, seamless communication channels, and adaptable customization options to meet the diverse needs of event organisers and managers.

Overall, the event organiser and manager web application present a promising solution for streamlining event planning processes, optimising resource utilisation, and fostering collaboration among stakeholders.

IV. FUTURE WORK

The future of event organiser and manager web applications lies in research and development that

focuses on user experience optimization, integrating of emerging technologies, security and privacy measures, social media integration and user feedback mechanism. As technology evolves, it is crucial to prioritise the adoption of these solutions in the real-world, ensuring accessibility and usability for small as well as big organisations. By pursuing future research directions, the web-based event organiser and manager applications have revolutionised the way events are planned and executed. Continuous updates, enhancements, and market research will be essential to keep the application relevant and competitive in the ever-evolving landscape of event management software. Exploring opportunities for partnerships, expansion into new markets, and integration with emerging technologies will be key to sustaining growth and providing added value to users in the long term.

- **User Experience (UX) Optimization:** Investigate methods to enhance the user experience of the web application, such as user interface design improvements, personalised recommendations, and intuitive navigation.
- **Integration of Emerging Technologies:** Explore the integration of emerging technologies like artificial intelligence (AI) to provide immersive experiences for event planning and management.
- **User Feedback Mechanisms:** Implement robust user feedback mechanisms within the web application to gather insights, suggestions, and criticisms from users, facilitating continuous improvement and iteration of the platform.
- **Social Media Integration:** Explore strategies to enhance social media integration within the web application to facilitate social sharing, event promotion, and networking among attendees and organisers.
- **Security and Privacy Measures:** Investigate advanced security measures and privacy protocols to safeguard sensitive user data and prevent unauthorised access to the platform.

These future research directions can contribute to the advancement and innovation of event organiser and manager web applications, enhancing their functionality, usability, and effectiveness in meeting the evolving needs of users in the event industry.

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