

Event Finder

A Perfect Partner for Event Marketing

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Abstract - Event marketing is growing at a rate of three times that of traditional advertising. Though relatively small compared to the major components of the marketing communications mix-advertising, sales promotions and point-of-purchase merchandising-expenditures on event sponsorship are increasing. Event marketing is growing rapidly because it provides companies alternatives to the cluttered mass media, ability to segment on a local or regional basis, and opportunities for reaching narrow lifestyle groups whose consumption behavior or entertainment can be linked with the local event. Event Finder is a website specializing in Event marketing primarily targeting college students, recent graduates, and young professionals. This proposed system allows users to find events. In this system, every event manager has their own login and they can upload the event details. Event details will be sent to external users through SMS based on their area of interests.

Index Terms – Event Marketing, Enterprise

1. INTRODUCTION

Events have evolved and developed with the development of the mankind. Thus events may be part of the economic - social - cultural, business environment, part of the tertiary sector. Events can be described as non-standard services in which the knowledge, behavior and commitment to such service providers are crucial. Satisfaction of the participants at an event consists of a complex interaction of customers, event venue, and design, the management system flow, volunteers, staff, making the quality assessment a complex task, as the role and place in the management system of the organizations. Organizations should take into account the types of customers that they address with new events, so they have to develop new events or to diversify the actual ones.

Thousands of companies invest in some form of event sponsorship. Defined, event marketing is a form of brand promotion that ties a brand to a meaningful athletic, entertainment, cultural, social or other type of high-interest public activity. Event marketing is distinct from advertising, sales promotion, point-of-purchase merchandising, or public relations, but it generally incorporates elements from all of these promotional tools. In the existing system the user have to remember each and everything about events. Mass media process to make people know about events is time consuming. No system is there which notifies user about the events that are happening on his areas of interest.

2. WHAT IS EVENT MARKETING?

History is rich with examples of creative geniuses who have dreamed beyond the borders of the conventional in order

to develop awareness and increase sales for their events. We can learn much from their unique and sometimes outrageous stunts and attractions. While their venues and ventures were very different, they all shared a commonality of purpose, namely, the three Es of event marketing:

- Entertainment
- Excitement
- Enterprise

Whether you are marketing a complete convention or a standalone awards banquet, all three of these elements are critical to the continuing success of any event.

Entertainment: Years ago, people had to make a special effort to leave their homes to attend the theater or a sporting event to enjoy entertainment. They are now saturated with convenient home entertainment options on television, CDs and DVDs, computers, and videos. Key to your marketing success is the need to provide entertainment that will once again compel your audience to leave home to experience something they will not find there, because what you are offering is different, unique, and designed just for them. Excitement may seem intangible, but it is real. It is a key to making an event memorable.

Excitement: It may be generated by entertainment that “blows the doors off the place”. The great band, the dazzling magician, the fabulous party staged in the atrium lobby of a resort hotel. But entertainment may have nothing to do with the excitement promised by an event marketer. Many marketers miss the opportunity to promise excitement in other critical features of their meetings and other events.

Excitement can be a part of tribute to an industry leader, a new corporate logo introduced at a sales conference, or a celebration of an association's anniversary. The point is that it should always be considered as part of an effective marketing plan. For example, the greatest excitement for an attendee may be the eye-opening revelations of that special educational program that advances knowledge and career opportunities and changes lives forever. Or it may be the impact of that keynote speaker whose motivational message will become a lasting asset, and cherished memory, for the listener. In whatever you market, incorporate excitement as part of the promise. And then make sure it is delivered.

Enterprise is defined in a Webster's Unabridged Dictionary as, among other things, a "readiness to take risks or try something un- tried; energy and initiative." If there is any characteristic that defines the pioneers in event marketing, it is that. The willingness to stretch the bounds of reason, to sail into uncharted waters, drove marketing's original landscapers into the imagination and conscience of the public that they sought to attract.

3. ELECTRONIC STRATEGIES FOR MARKETING

The Computer Industry Almanac states that over 350 million people are online today. That's over 5 percent of the world's adult population. And that number will only continue to grow. The Internet is quickly becoming known as the fourth medium of advertising, next to radio, broadcast, and print media. With its ease of use and initial low cost, marketers are quickly turning to the Internet as the wave of the future.

Although the online community is large, its reach is far less than TV, radio, and other advertising media. This means that although the Internet has a massive audience, it does not by any means reach the entire world. With this in mind, electronic marketing, in the beginning, should only be used as a supplement to any other promotion and/or advertising you do. Because this field is ever changing and growing, this chapter will cover broad generalizations and concepts of electronic marketing. It will not cover nitty-gritty details of "how-to" create a Web site or "how-to" design a banner ad, because as soon as it would go into print, those instructions would be obsolete.

4. EVENT MANAGEMENT SYSTEMS

There are eight ways an event manager can utilize the Internet today. Jud Ashman, the professor of this course, refers to them as the eight Cs of electronic event systems.

1. Communicate: There is a large array of resources available for event managers to communicate on the Web. These include Web sites, e-mail, list serves, search engines, discussion groups, online ads, and Web site linking.

2. Cut Costs: The Internet offers a wide array of cost-saving methods for marketing. With no postage costs and lower phone bills, event managers can find themselves cutting costs for their event. Advertising dollars can also go farther by reaching more people on the Web.

3. Conduct Research: The Web is full of valuable resources and can provide the answer to almost any question. You can research venues, vendors, and target markets without even leaving your office.

4. Commerce. Not only can you shop for products for your event, but you can also sell items for your event, take registrations, and rent ads.

5. Current Events: You can keep abreast of trends and hot topics in your industry, as well as current events in your local area, nationally, and internationally. By using customizable Web sites and joining newsgroups, you can be updated on whatever topics or areas of interest you choose.

6. Command Attention: By using Web resources to promote your event, you can call attention to your event. Web advertising can direct attention to your Web site. Direct e-mail campaigns can hit your target market. Add your event to industry online calendars.

7. Cutting-Edge Services: Event management software can help manage the many tasks associated with planning a meeting. Online registration can help keep track of attendees and payments. Stakeholders from around the world can keep in touch by holding meetings online.

8. Convenience: Major aspects of event management can be accomplished right from your desk. You have access to information from around the world without even leaving your office.

5. ADVANTAGES OF WEB MARKETING

Unlike traditional marketing, electronic marketing deals with "real time." Customers experience the most up-to-date information. By keeping your Web site up to date, you will keep customers coming back over and over again. Net Results: Web Marketing That Works lists the following advantages to Web marketing:

- ❖ **Brand Building:** Establishes an instantly recognizable brand by raising awareness of your site.
- ❖ **Direct Marketing:** Eliminates the costs associated with printing and mailing. The Web gives you the ability to constantly make appropriate changes to target your audience. Allows individualized messages to specialized audiences.
- ❖ **Online Sales:** Immediate order processing in an interactive environment.
- ❖ **Customer Support:** Easy access to frequently asked questions.
- ❖ **Marketing Research:** Provides valuable information about your customers. You can use demographics to tailor your site.
- ❖ **Content Publishing Services:** Makes information on your organization available to a wider Internet audience.

6. EVENT FINDER

The aim of the Event Finder project is to provide an interactive website to the Event managers and users for event marketing. This system provides a flexible mechanism for event marketing through SMS and enforces the security to event managers through email verification.

It reduces expenditures on event sponsorship and creates a platform to know about all kinds of event. Event Finder displays different categories of events in a single website.

System Configuration:

Server:
 Operating System : Windows XP
 Database server : Oracle XE
 Web server : Apache Tomcat Server 6.0
 Technology : JDK1.6
 Scripting Language : JavaScript
 Styling : CSS
Client: Web Browser

7. IMPLEMENTATION

Event Finder Performs Following task:

- ❖ Providing login to Event Managers and External Users
- ❖ Creating a platform to know about all kinds of event
- ❖ Event Manager can upload Event Details.
- ❖ Sending Event Details to users based on their interest

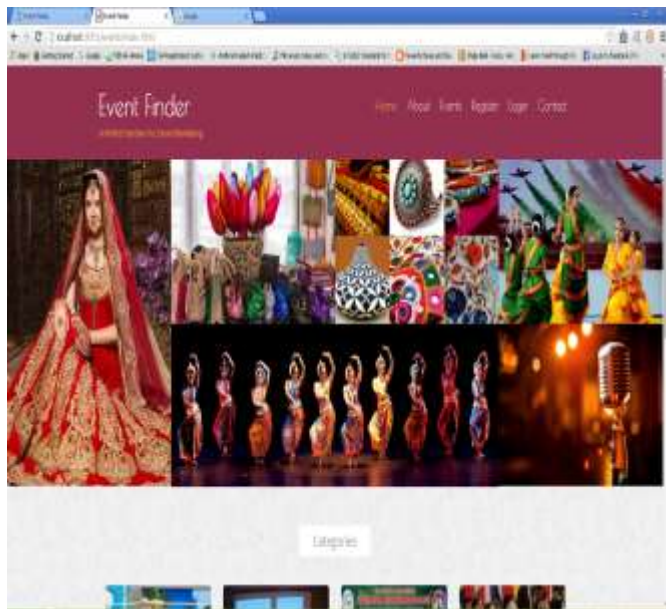


Fig.1: Home Page of Event Finder

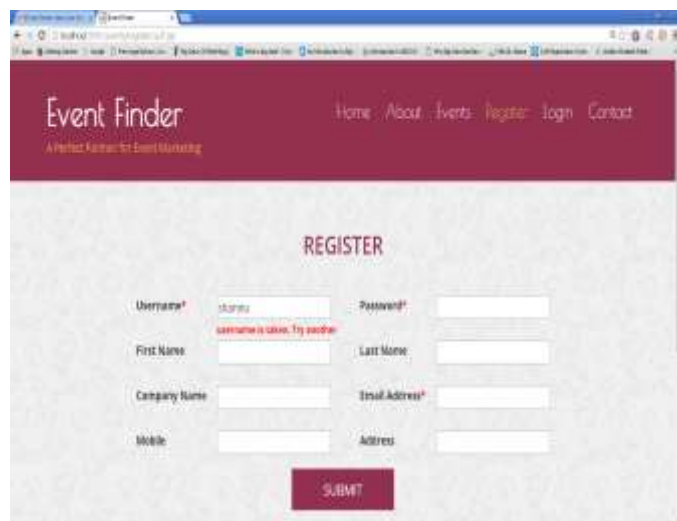


Fig.2: Registration page for Event Manager
 Registration page allows event manager to register. After submitting this form, administrator gets an email that new user request to event finder

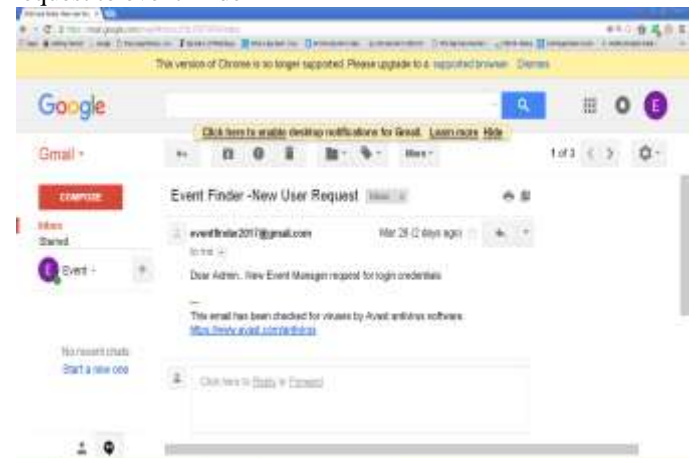


Fig.3: Email to Administrator: Request from new user



Fig.4: Administrator approving/ Rejecting Event Manager Registrations

Event Manager can access his account only after approved by administrator. Admin authenticates the user and approve/reject his credentials. Hence Event finder allows only genuine users to access the website

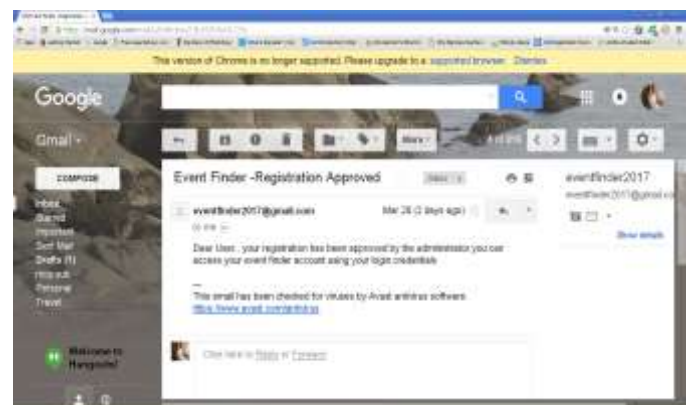


Fig.5: Email Notification to event manager

Event Manager can upload and update events. He can also add new event categories based on event requirements. After every upload SMS alert send to external users based on their interested categories

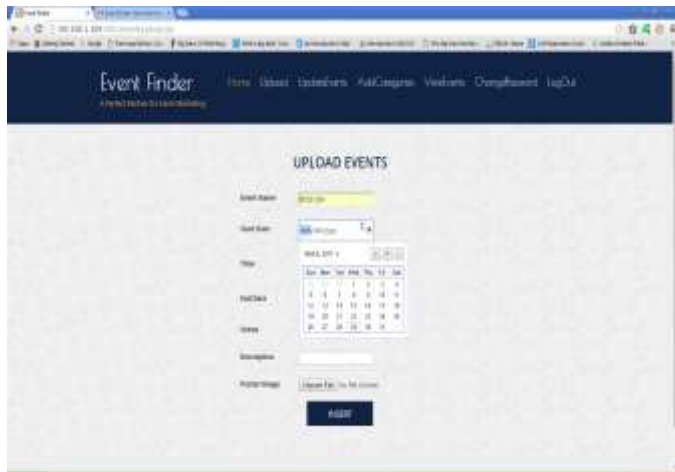


Fig.6: Event Manager Uploading Events



Fig.7: Event Manager Updating Events

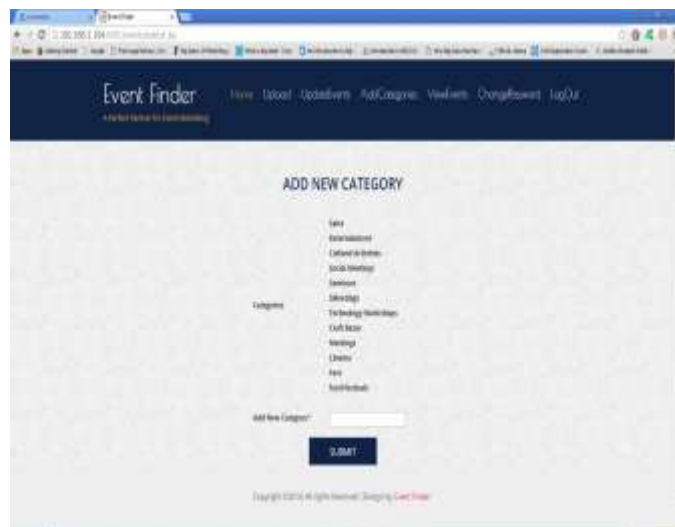


Fig.8: Event Manager Adding New Categories



Fig.9: Event Manager View all the events he uploaded

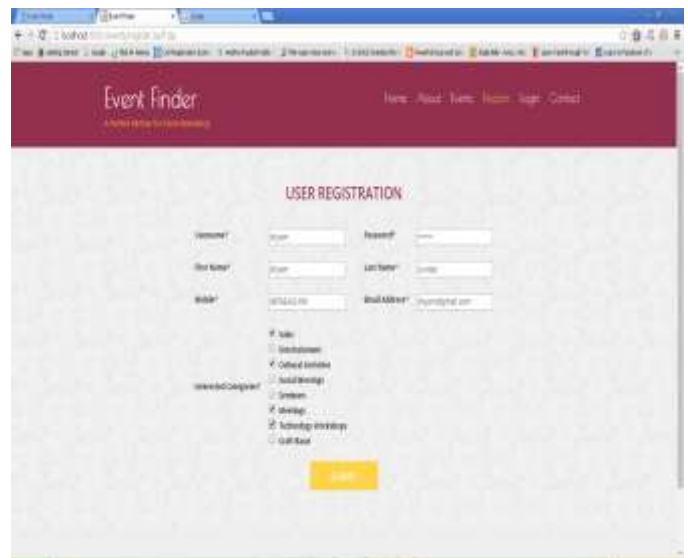


Fig.10: User Registration

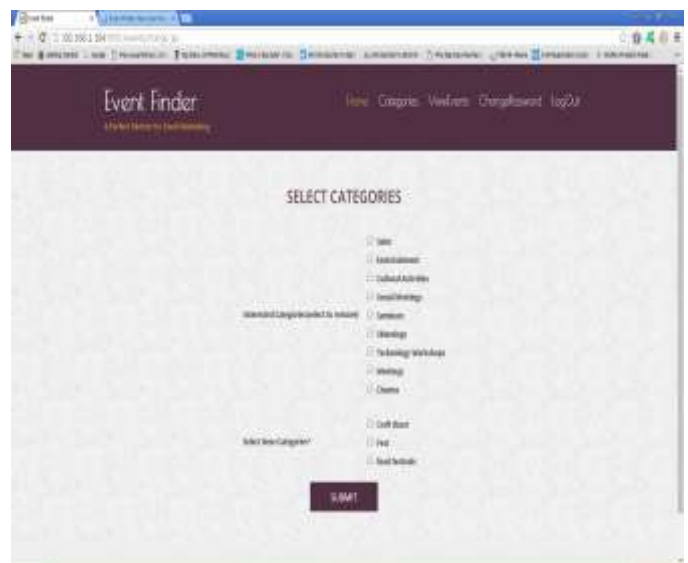


Fig.11: User can change his categories



Fig.12: User can view events of his interested categories

8. CONCLUSION AND FUTURE SCOPE

Using Event Finder one can promote their events easily and it is fastest mean of promoting the event. Emails notification and admin approved logins provide security, data confidentiality and genuine users can only access the site. SMS alerts will be sent to users for every upload and update of event based on their interests. Thus there is no change of missing event and miss use of data.

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