

E-EVENT PLANNER

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I dedicate this thesis to all lecturers from the FSKSM who have taught me. Without your efforts, I can't produce this thesis. I also dedicate this thesis to my parents who never fails to support and pray for me. Not forget to Abang for always being there for me through up and down. I thank to Allah for nurturing me spiritually and helping me see the world in the right perspective.

IN THE NAME OF ALLAH, MOST GRACIOUS, MOST COMPASSIONATE



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ABSTRACT

The process of exchanging information regarding activities in university is becoming more important lately. It has become even more challenging when the campus community is demanding fast and convenient access to information. Thus, there is a need to develop a solution that provides this facility. The main purpose of this E-Event Planner is to help the academicians committees in UTM to handle their event planning processes more effectively and in an easier way. The objective of this project is to develop a well-designed, visually and functionally consistent web-based application. The problems caused by manual system have triggered the idea to develop this system. With the current manual system, the event management is not systematic enough and practically too slow in planning which causes unsuccessful event. The project solution goes through five different phases: (1) strategy, (2) requirements, (3) design, (4) development and (5) evaluation. Windows-Apache-Microsoft-PHP was utilized in developing the system. As a proof of research, the system developed goes through User Acceptance Test (UAT). The UAT measures users' acceptance to the idea of using information and communications technology in managing event activities and functionalities of the system. The result shows that the system can help contribute to a more efficient and systematic event management.

ABSTRAK

Proses bertukar-tukar dan berkongsi informasi tentang aktiviti dalam universiti telah menjadi semakin penting sejak kebelakangan ini. Oleh itu, adalah perlu untuk mencari penyelesaian yang memberi kemudahan seperti ini. Matlamat utama projek adalah untuk menghasilkan satu sistem E-Event Planner yang boleh dicapai secara atas talian yang memberi kemudahan kepada komuniti akademik di UTM untuk merancang dan menguruskan *event* yang mereka anjurkan dengan lebih cekap dan efektif. Objektif utama projek ini adalah untuk membangunkan satu sistem dengan rekabentuk yang menarik dan interaktif, dapat berfungsi dengan konsisten dan menjadikannya satu aplikasi perancang (*planner*) yang berguna di dalam persekitaran web. Timbulnya hasrat untuk membangunkan sistem ini adalah memandangkan masalah yang dihadapi oleh penggunaan sistem manual. Antara masalah yang dihadapi oleh sistem manual adalah urusan perancangan dan pengurusan dalam menganjurkan *event* yang tidak sistematik serta menyukarkan pengguna. Penyelesaian yang dicari ini melibatkan lima fasa: (1) strategi, (2) keperluan, (3) rekabentuk, (4) pembangunan dan (5) pengujian. Sistem ini dibangunkan menggunakan bahasa pengaturcaraan PHP dan mySQL sebagai pangkalan data di persekitaran Windows. Setelah sistem siap dibangunkan, ujian kepenggunaan berdasarkan model penerimaan teknologi dibuat bagi mengukur tahap penerimaan pengguna terhadap sistem. Hasil kajian membuktikan bahawa sistem yang dibangunkan dapat memberi kemudahan pihak penganjur event di UTM menguruskan *event* mereka.

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LIST OF TERMS

ENGLISH	MALAY
Application	Aplikasi
Communities of Practice	Komuniti Praktis
Effective	Effektif
Phase	Fasa
Functionality	Fungsian
Web page	Laman
Sequence Diagram	Rajah Jujukan
Class Diagram	Rajah Kelas
Use case Diagram	Rajah Peristiwa
User friendly	Ramah Pengguna

LIST OF ABBREVIATIONS

KM	-	Knowledge Management
UML	-	Unified Modeling Language
EPS	-	Event Planner System
UTM	-	Universiti Teknologi Malaysia
ICT	-	Information Communication Technology
CoP	-	Communities of Practice
B2B	-	Bussiness to Bussiness
B2C	-	Bussiness To Customer
IT	-	Information Technology

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Due to the problem arising in organizing and managing an event, an online system will be developed in order to assist academic committee in UTM in managing event activities. This project “Event Planner System” will act as a planner to help and guides academic committee in UTM in managing an event successfully. Academic communities in UTM by mean of is faculties which involved lecturers and students that have experienced in organizing an event. 4th Annual UTM MsC IT Management Event will be use as a case study of this research.

This first chapter is a brief section containing preliminary comments and information. The purpose is to lay the foundation for succeeding chapters and to acquaint the reader with the problem to be investigated, the research objectives, and scope of the research. The importance of the study and benefits will be discussed.

This project will be base of in academic communities (lecturers and students) in UTM. This project concentrates on developing a portal that is practical and efficient in this modern day as a guide to plan and manage an event better.

1.2 Overview

The event planner's role is to ensure that an event is organized, planned, and conducted professionally, with the highest level of educational integrity. In a sense, a planner is the production managers. It will help to shape the event by assisting with instructional design, overseeing the marketing and promotion, developing and monitoring the budget, assisting in the registration and program implementation and making arrangements for facility usage, technology, publications, and conferee amenities.

This event planner will walk through the entire planning process and provide guidance from the initial planning meeting to the summarizing of program evaluations. This event planner also will explain all the details of the conferencing process including program design, timelines, task scheduling and financial issues such as budgeting and pricing, marketing, and hospitality options. Planning time varies considerably depending upon the program demands and complexities and can take several months to a year or two. In addition, the event planner will help identify our responsibilities during the process and will provide time guidelines tailored to your event once the program parameters are known.

1.3 Background of Problem

The success of each event program is due largely to advance preparation and good planning. A good event planner is needed to help each organization manage their events effectively. There are several problems that organizations like UTM will face in organizing their events manually like lack of time management, disorder task deployment and information flow among committees, miscommunications among committees and there is a delay in information delivery. There are also many details that need to be considered such as program design, timelines, task scheduling, budgeting and pricing, marketing, and hospitality options. All these details need to be organized systematically in order to success in organizing an event; therefore a web based e-event planner can help reduce the manual workload.

In UTM, there are many events are organized by different parties. Among them are faculties, student association, staff association and centre of excellences. But there is no systematic approach or system in managing an event to helps the committee in UTM. Organizing events is done manually. Events community comprises of students, lecturers and industrial people that committees need to deal with such as speaker. The normal practice in getting the right information is via notice board or via email. For example information about committees meeting is usually pasted on the notice board and sends through emails. Sometimes the same information is delivered via emails or through middleman.

This project is also about improving the current flow of information between communities in organizing an event in the Universiti Teknologi Malaysia. Challenges that we see in these types of efforts include:

a) Information is not continuously available to enable committees to retrieve it.

The current practice is depending on the middleman either to call or to email such information to the respective students. Sometimes the emails is not fully distributed resulting is left unknown for the rest of the committee.

b) Slow delivery of information.

c) Collaboration between committees to discuss takes time.

d) Difficulty in discussion of organizing an event because the availability of committees to attend meetings.

d) Non-interactive process. In many situations, the information is one-way practices where the management presented the information to the audience. There is no feedback gathered as should the information be detailed out or etc.

As we know that the UTM mission is to be the World Class University, consequently it is the right step to implement a systematic system in managing an event. It is important to have a systematic system that manages the knowledge and information because at the end, this system will assist knowledge communities to organize work through a learning process. A web-based E-Event Planner system is needed in the university academic environment and a university event community to provide a continuous, fast and interactive flow of information amongst its members. This event planner will be designed to help academic communities in UTM plan their event. The success of event planner is based on the ability to juggle multiple priorities while ensuring that every detail is covered.

1.4 Problem Statement

A university community faces difficulty in exchanging information about its activities in organizing and managing an event amongst its member. There is no systematic approach to guide in planning and organizing event in a better way.

- a) The main research question is how to develop an E-Event Planner system in UTM It involves identifying and determining the event process in organizing an event in UTM and implementing it in the system.

- b) The next research question is how the knowledge and information can be shared in organizing an event in UTM. It involves determining the issues and problems in managing event process and how the E-Event planner system can help academic communities in UTM in planning their event.

1.5 Objectives

The aim of this project is to develop a web portal to assist organizations in planning an event effectively. In order to achieve this aim, the following objectives must be fulfilled:

1. To develop a system that will ensure that event is designed, organized, planned and conducted systematically.
2. To develop an online system to support event planning activities in UTM.
3. To develop a web-based system as a mechanism for information and knowledge sharing in organizing event.

The steps to be followed to achieve this aim include a review of the literature to determine if similar research exists and to review existing theory, distribute questionnaires to collect appropriate data, a process to analyze the data once collected, and a summary of the findings. Following these steps will result in an answer to the problem.

1.6 Scopes

The scopes of this project are:

1. The research focus on how the application of information technology could support UTM community in managing their event.
2. Event problems will be captured through questionnaires and structured interviews given to community.
3. Research will focus on academic communities who are experienced in organizing event in UTM.
4. An academic community is refers to faculties (lecturers and students) in UTM that have experience in organizing and managing an event.
5. The system will be developed as a web based application.

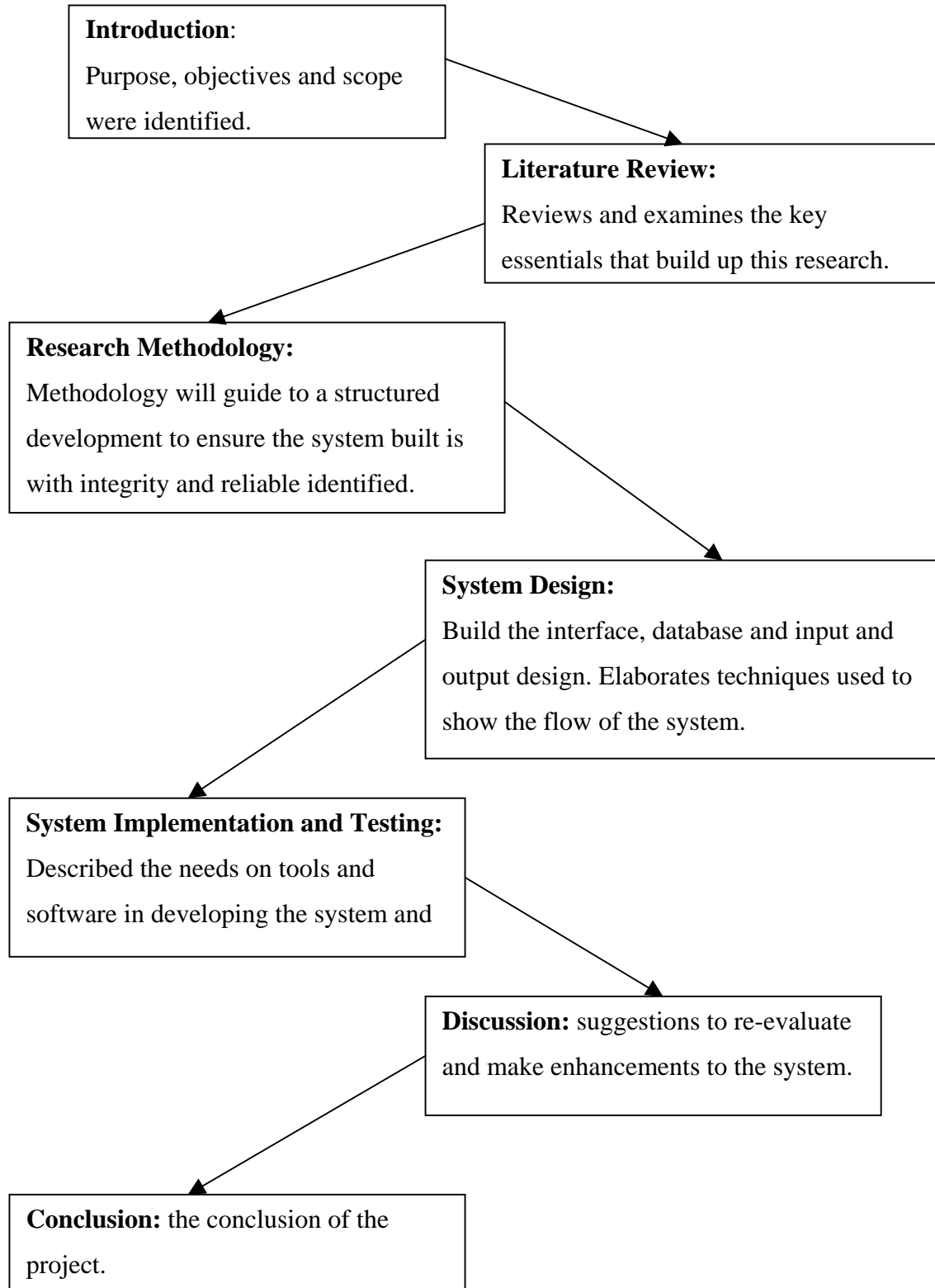
1.7 Potential Benefits

Many benefits arise by using the e-event planner such as:

- 1) The system delivers the right information or knowledge to right people at the right time. Help the knowledge workers to create, organize, and make available important knowledge, wherever and whenever it's needed. The system also helps users to know what they want to know and uses it, and know what they need to know and learn it.
- 2) Save time and cost because portal provide quick and relevant information. In its simplest form, portals take the shape of a Web page to provide direct access to the basic information that an employee or customer seeks in conducting his or her daily activities.

- 3) The portal distributes large files more efficiently. Using e-mail as a document distribution and management system is a widespread but often inefficient practice. The portal ease users to distribute and share file with others people they want to share. As a result, knowledge portal promotes knowledge sharing among different categories.
- 4) The planner will guide user to manage an event efficiently.

1.8 Project Structure



Chapter 1 described the main idea on the project. The problem involves in organizing and planning event manually. Chapter 2 elaborates the literature review of the project that includes event planning activities. The theoretical basis of web system and portal were discussed in detail in this section.

Chapter 3 describes the methodology used in the development of the system. This chapter also explains the literature review resources. Chapter 4 discusses on the system design. The discussions are divided into several sections. These sections are Initial system design, Interface design and Database design. The designs are enclosed in the appendix section.

Chapter 5 reveals the needs on tools and software in developing the system and how it will be developed. This chapter described the Black Box testing and User Acceptance Testing. A number of suggestions to re-evaluate and make enhancements to the system were given for the developer's reference in the future. Chapter 6 is the conclusion of the project.

1.9 Summary

Generally, the development of E-Event system was said to be a solution to the problems and challenges faced by university community in exchanging information in organizing an event. A portal web E-event planner will be developed based on the stated project scope. It will give a significant impact to the community member of university if the implementation carries out to meet the mentioned objectives. In the next chapter, the literature review is done based on the problem background, problem statements, objective and scope discussed in this chapter.

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