

EVENT MANAGEMENT ORGANIZER

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Especially to my lovely siblings

Thank you for all supports and understands my fight to the road of success

Your kindness and love will be remain in my heart forever

To my supervisors

Especially PM. Wardah Zainal Abidin and Encik Ahmad Zaidi Bahari for being

completely understanding me and support me for all this time

To all lecturers

Thank you for the knowledge that you teach to me

To my beloved friends

Thank you for all supports and help

May Allah bless us forever... insyaAllah

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IN THE NAME OF ALLAH, MOST GRACIOUS, MOST COMPASSIONATE

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ABSTRACT

Event Management Organizer (EMO) is an alternative for event management companies or individuals who wish to use a web-based system. EMO helps to organize and plan conference, meeting, celebration, party, workshop, seminar, training sessions, business activities, webinars and other event. The main objective of the system is to build the activity platform for event planning base on procedure which has been decided for used by event manager or event planner and interested individual. At this moment, many event management activities are carried out manually. By using this system event manager can increase their service support through the internet with at an affordable price. This system also helps in handling client database more efficiently and effectively by generating full report. The system is developed using the development model *Unified Modelling Language (UML)*, the language *Pretext Hyper Processor (PHP)* and *MySQL* database. Other software used in developing the project include Microsoft Dreamweaver MX and Adobe Illustrator CS2.

ABSTRAK

Event Management Organizer (EMO) merupakan satu alternatif bagi pengguna sistem untuk menggunakan sistem yang berasaskan web. EMO membantu menyusun dan merancang sebarang persidangan, mesyuarat, perayaan, bengkel, seminar, sesi latihan, aktiviti perniagaan dan pelbagai acara lagi. Tujuan utama sistem ini dibangunkan ialah untuk menyediakan satu platform aktiviti perancangan acara berpandukan prosedur yang telah ditetapkan untuk kegunaan para pengurus perancang acara dan individu yang berminat. Pada masa ini, kebanyakan aktiviti merancang acara terhadap kepada bentuk manual sahaja. Menerusi sistem ini, para perancang acara dapat meningkatkan lagi perkhidmatan mereka secara langsung menerusi internet dengan kos perkhidmatan yang berpatutan. Dalam masa yang sama sistem dapat membantu pengurusan data pelanggan dengan lebih cekap dan berkesan menghasilkan keputusan laporan yang menyeluruh. Sistem ini dibangunkan dengan menggunakan model pembangunan Unified Modelling Language (UML) di samping penggunaan teknologi *Pretext Hyper Processor (PHP)* dan pangkalan data *MySQL*. Antara perisian yang digunakan ialah *Windows XP*, *Macromedia Dreamweaver MX* dan *Adobe Illustrator CS2*.

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LIST OF ABBREVIATION

CATS	Conference Administration Toolset
CPU	Center Processor Unit
EMO	Event Management Organizer
EMS	Event Management System
MICE	Meeting, Incentives, Convention and Exhibition
PHP	: Hypertext Preprocessor
RAM	Random Access Memory
ROI	Return On Investment
RUP	Rational Unified Processing
SDLC	: System Development Life Cycle
UML	: Unified Modeling Language

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CHAPTER I

INTRODUCTION

1.1 Introduction

Events have long played an important role in human society. The tedium of daily life in the past, with its constant toil and effort, was broken up by events of all kinds. Every day, trade shows, training, marketing, human resources development, sport and athletic and other corporate events are held throughout the world. With corporations exporting their products and services to global markets, the event management industry has exploded. Given the ever increasing complexity and concurrency of events, a formalized project management process is essential for effective coordination.

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 research. The importance of the study and benefits will be discussed.

This project will be based on handling an event management in Malaysia focusing on wedding, sports and conference. 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 manager must determine his or her role in the event project management process. The title, level and role differ from one company to another. The event planning function may be assigned to a professional corporate planner, who often resides in marketing, corporate communications or human resources. Or it may be assigned to an already overburdened program manager or sales executive, who may, in turn, hire a professional event planner or delegate event planning to an administrative assistant. Some people in this position who lack experience in the event management world often underestimate the effort required to produce a successful event, especially a multi-element event. The event manager is really a ringmaster, a juggler, executives with the process capabilities of the vendors while staying within the budget assigned by finance is a delicate balancing act. Fulfilling any one of these responsibilities is a remarkable feat in and of itself.

This Event Management Organizer (EMO) will walk through the entire planning process and provide guidance from the initial planning to the summarizing of program evaluations. This organizer 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 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 Event Management Organizer can help reducing the manual workload.

In addition, most of the event planner companies still using the traditional method to do all tasks when preparing a certain event. Basically, they are using Microsoft Office Excel for counting the costing and Microsoft Office Access as a database for keeping customers information. Beside, for conference attendance confirmation, they need to call all the participants to make sure they will be coming to the conference, while the payment will be doing separately. This system will be able to keep contact all the participants and clients to make the confirmation and the payment will be doing through the website.

The major problem in the corporate event office is clutter. It can result from bad planning in file management, office layout or staff training. These types of bad planning relate to the organizational design of the corporate event office. The sudden growth in activity at the office is the main culprit and it should be anticipated when the office is set up. However, there will be always be unforeseen changes and the corporate event management team needs to be able to respond to such changes to enable the event office to continue functioning effectively.

Another significant problem is the risk of data overload. The important information can often be swamped by the unimportant and trivial. Time can be lost searching for the right information. The information needs to be kept up to date. Incorrect or outdated information will produce bad decision, devalue information as a whole and undermine effective communication. Ensuring the validity and integrity of all information is a high priority in corporate event knowledge management.

1.4 Statement of Problem / Opportunity

As the background of problem have mentioned, there are a few problems that is related during planning an event. The main research for this project is whether the event planner companies in Malaysia have been using any tools or software to simplify their jobs. Based on the research, most of them do not use any special software to assist then in completing their jobs. Although there are a lot of event planner software in the market, these software only cover for only one event such as handling conference. If they want to manage the other events they need to buy other software.

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:

- i. To identify what is important items activities and criteria in planning an event.
- ii. To determine the processes involves in event management system.
- iii. To design a workflow for several event in planning options.
- iv. To develop a workflow system for event planners in Malaysia.

1.6 Scope

The scopes of this project are:

- i. This system is for organizing an event. From this software, the users able to plan any event. For prototype presentation, the system will focus on planning a seminar.

- ii. This software involves the entire task that an event planner needs to start an event including planning and organizing the event.
- iii. The system development will be using Rational Unified Processing (RUP) and Unified Modelling Language (UML) as analysing presentation and designing.

1.7 Importance of Project

This project will benefit the event planners in terms of the below reasons:

- i. 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.
- ii. 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.
- iii. The portal distributes large files more efficiently. 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.
- iv. The planner will guide user to manage an event efficiently.

1.8 Chapter Summary

Generally, the development of Event Management Organizer (EMO) was said to be a solution to the problems and challenges faced by event planner in exchanging information and planning in organizing an event. A portal web Event Management Organizer will be developed based on the stated project scope. It will give a significant impact to the users 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.