

**ANALYSIS OF EFFECTIVENESS OF EVENT MANAGEMENT
BY O3**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC | 12B Status by UGC |

CATEGORY-1 UNIVERSITY BY UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of PON SNEHA S 42410248 who carried out the project entitled “**ANALYSIS OF EFFECTIVENESS OF EVENT MANAGEMENT BY O3**” under my supervision from October 2023 to December 2023.

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I **PON SNEHA S (42410248)** hereby declare that the Project Report entitled “**ANALYSIS OF EFFECTIVENESS OF EVENT MANAGEMENT BY O3**” done by me under the guidance of **DR.K. SANTHANALAXMI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

This abstract describes a study that was done to evaluate gaps and identify areas where event management within O3 Company should be improved. The objective is to collect insightful feedback from attendees who have attended the past events hosted by O3 Company with the goal to improve the quality of future event experiences. The research approach used for this project include send out a questionnaire to visitors to the event. The survey comprises of well-prepared questions that cover a range of event management topics, such as participant involvement, organization, accommodation, and overall satisfaction. The study's objective is to pinpoint areas of strength and suggest areas for development by collecting both quantitative and qualitative data. Within O3 Company, this research project seeks to close the gap between event management and guest expectations. So, the O3 Company will be able to make wise judgements, put the necessary modifications into place, and improve the entire event experience for its participants by doing a thorough study of attendee feedback. The results of this research will help O3 Company's upcoming events develop and are successful, resulting in improved attendee satisfaction and increased organizational efficiency in event management. Implementing Customer Relationship Management (CRM) practices in event management can revolutionize the way organizations engage with attendees and enhance overall event experiences. By leveraging CRM tools and strategies, event organizers can personalize communication, track attendee engagement, and build stronger relationships.

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Chapter - 1

Introduction

1.1 Introduction

The purpose of this project is to evaluate and enhance the event management practices within O3 Company through a comprehensive assessment of attendee feedback. O3 Company is known for organizing various events, and this study aims to identify gaps and areas for improvement to optimize future event experiences. By collecting valuable insights from event attendees through a questionnaire, we seek to gain a deeper understanding of their perspectives and expectations.

The gathered information will be analyzed to spot trends, patterns, and strong points as well as any possible weaknesses or gaps in event management. In order to improve the entire event experience for attendees and improve organizational performance in event planning and execution, these findings will be applied to make improvement recommendations.

1.1.1 About the company:

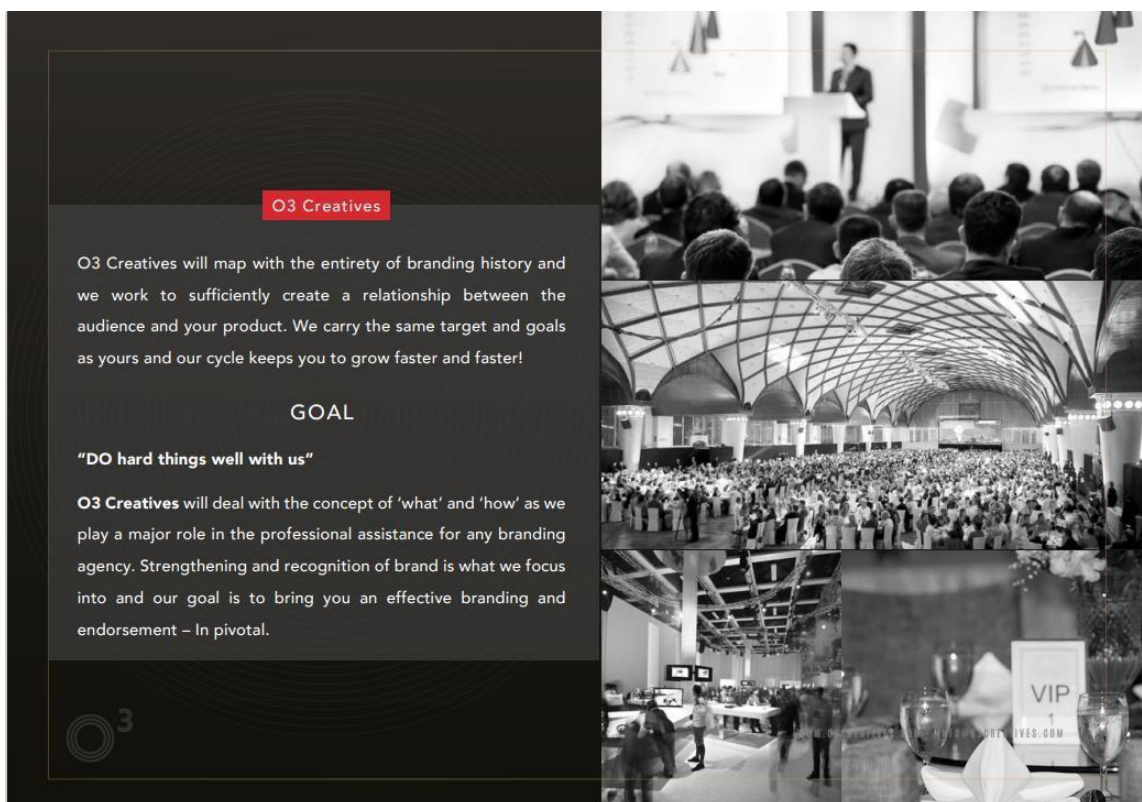


Fig 1.1

The O3 is the startup company in UAE they are doing a several services such as the events, exhibitions digital marketing etc....

At O3 company they are passionate about creating successful brands and dedicated team focuses on every customer touch point, ensuring that their brand is relevant, valuable, and presented in the best possible way. With their expertise in exhibitions, they provide you with a platform to explore new ideas and gain vital experiences that drive your growth.

O3 event strategies blend creativity and quality, benefiting you to the fullest. Through their comprehensive digital strategies, and also helps to harness the power of technology to achieve remarkable results and stay ahead in a rapidly transforming world.

At O3 company they are driven by a futuristic mindset and possess in-depth technological knowledge, enabling us to propel you towards revolutionary achievements.

1.2 Research background- description of specific

The research background provides an overview of the specific context and the rationale behind conducting the study. In the case of the project on assessing gaps and identifying areas for improvement in event management within O3 Company

O3 Company's Event Management Expertise:

Highlight the expertise and reputation of O3 Company in organizing events. Discuss their track record, the types of events they have conducted, and their significance within the industry. This background information establishes the company's credibility and the importance of their event management practices.

Significance of Effective Event Management:

Elaborate on the critical role of effective event management in achieving successful outcomes. Explain how well-planned and flawlessly executed events contribute to positive attendee experiences, brand image enhancement, stakeholder satisfaction, and the attainment of organizational goals. Emphasize the impact that exceptional event management can have on O3 Company's reputation and overall success.

Importance of Attendee Feedback:

Discuss the value of gathering feedback directly from event attendees. Explain that attendees' opinions and experiences provide valuable insights into the strengths and weaknesses of event management practices. By focusing on attendee feedback, O3 Company can prioritize areas that directly impact participant satisfaction and make targeted improvements based on their specific needs and expectations.

Need for Gap Analysis and Continuous Improvement:

Emphasize the importance of conducting a thorough gap analysis in event management. Explain that identifying gaps and areas for improvement is crucial for staying competitive, adapting to changing trends, and delivering exceptional experiences. Continuous improvement in event management ensures that O3 Company remains at the forefront of the industry and consistently exceeds attendee expectations.

Purpose of the Study:

Clearly state the purpose of your research project, which is to assess gaps and identify areas for improvement in event management within O3 Company. Explain that the study aims to gather feedback from event attendees through a questionnaire, analyze the data collected, and provide actionable recommendations to enhance future event experiences. Emphasize that the research project will serve as a valuable tool for O3 Company to refine their event management strategies and achieve higher levels of attendee satisfaction.

1.3 Identified problem

Inefficient Planning and Execution:

There may be instances where O3 Company faces challenges in efficiently planning and executing events. This could include issues such as poor time management, lack of coordination among teams, or inadequate allocation of resources, which could lead to delays, confusion, or suboptimal event experiences.

Inadequate Post-event Follow-up:

Feedback may uncover gaps in post-event communication or follow-up, such as delayed distribution of event materials, inadequate resolution of participant inquiries or feedback, or missed opportunities for post-event networking or engagement. Effective post-event follow-up is crucial for maintaining positive attendee relationships and ensuring a seamless event experience from start to finish.

Limited Participant Engagement:

Engaging attendees throughout the event is vital for a successful experience. O3 Company might face challenges in implementing strategies to actively involve participants, encourage interaction, and provide opportunities for networking or knowledge-sharing. Insufficient engagement initiatives could result in lower attendee satisfaction and limited value derived from the events.

Feedback Collection and Analysis:

O3 Company might face challenges in effectively collecting, analyzing, and utilizing attendee feedback. This could include difficulties in designing comprehensive and targeted questionnaires, low response rates, insufficient data analysis methods, or limited implementation of feedback-based improvements. Without a streamlined feedback collection and analysis process, it becomes challenging to understand attendee needs and make informed decisions for future events.

Subpar Event Execution:

Attendees might provide feedback regarding issues during the event, such as delays in starting sessions, disorganized event flow, or technical glitches. These problems can negatively impact the overall impression of the event and the perceived professionalism of O3 Company.

1.4 Objective of the study

- To evaluate event attendee's satisfaction

The primary objective of the study is to assess attendee satisfaction with the events conducted by O3 Company. This includes gathering feedback on various event management and identifying areas where attendee expectations are met or not met.

- To Identify short coming in event management practices by O3 company

The study aims to identify gaps or shortcomings in event management practices within O3 Company. This involves analyzing attendee feedback to pinpoint specific areas where improvements can be made to enhance the overall event experience.

- To Generate Actionable Recommendations

Based on the analysis of attendee feedback, the study aims to generate actionable recommendations for O3 Company. These recommendations will provide specific insights on how to address identified gaps and improve event management practices, ultimately leading to enhanced attendee experiences.

- To suggest measure to enhance future Event Experiences with O3 company
- **Budgeting** from managing excel spreadsheets and having a clear view of spending to negotiating affordable prices, effective budget management is a skill.
- **Goal Achievement:** Ensure that the event meets its predefined objectives and goals.
- **Seamless Coordination:** Coordinate all aspects of the event smoothly to avoid disruptions.

- Budget Compliance: Manage and adhere to the allocated budget effectively.
- Brand Reputation: Enhance the reputation of the organizer or brand through successful event execution.
- Timeline Adherence: Stick to the event timeline to maintain order and punctuality.
- Stakeholder Communication: Maintain clear communication with all stakeholders involved in the event.
- Risk Management: Identify and mitigate potential risks to ensure the event's success.
- Innovative Elements: Incorporate creative and innovative elements to make the event memorable.
- Post-Event Evaluation: Conduct a thorough evaluation after the event to learn and improve for future endeavors.

The overarching objective of the study is to contribute to the enhancement of future event experiences conducted by O3 Company. By implementing the recommendations derived from the study, O3 Company can improve their event management strategies and deliver more successful and satisfying events to their attendees.

It's important to tailor these objectives to the specific context and goals of this project. By clearly defining the objectives, the researcher has provided a clear direction for study and ensure that the outcomes align with the desired improvements in event management within O3 Company.

Chapter - 2

Literature survey

2.1 Review of literature

- In explaining what an experience is, **Schmitt (1999)** indicates they are private events (moments), the consequence of stimulation prompting a response that moves the entire living organism.
- Events are concerned with the scope of human experiences that are linked with attending or being touched by a planned event and are, thus, a significant sector in what is termed the experience industry (**Pine and Gilmore, 1999**)
- Events are time-precious and are often seen as occasions that are savoured as special moments to appreciate (**Gleick, 2000**). In past and present study it is acknowledged that their impact comes at both the micro and macro level.
- **Andersson and Wesslau (2000)**, when using events, companies get the possibility to have their own-right to the consumer during the duration of the event [5]. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event.
- In practice this means that the professional event manager must be able to envision and imagine the whole experience from the attendee point of view and identify the elements that will mitigate unsatisfactory experiences (**Silvers, 2004**)
- The nature and range of services and goods that they sell as well as the prices that they charge on the commodities is greatly influenced by the level of completion in the particular industry (**Tjosvold, Johnson, Johnson, & Sun, 2006**)
- The process of coordinating and planning events is usually regarded to as

event planning, and it includes a variety of things discussed in the paper
(**Martin-Flatin, Jakobson, & Lewis, 2007**)

- With the growth in research and study in events there has been a subsequent call for an 'event studies' perspective to emerge with a demand for texts with advanced ideas and multi-disciplinary research and theoretical perspectives (**Getz, 2007; 2012**).
- Event management entails the application of management in the creation and development of large-scale events (**Emmers & Wolff, 2008**).
- Experience has been described as an interactive sensation triggered by a product, service or event and that affects physical and cognitive levels over a period of time (**Diller et al., 2008**)
- **NCERT (August 2009)** "Human Ecology and Family Sciences – Part 2, Chapter 19 Event Management". We all like to celebrate and wish very little reason to celebrate – whether or not or not it's winning the globe Cup or the Common we have a tendency health Games or birthdays, Graduation party, weddings, etc. within the family
- The discussion then revolves around what design contributes towards the event experience. In separating out the design décor elements utilised to create enhanced experiences for attendees, the design also becomes a tool used in the construction of the relationship between individuals and their physical setting (**Nelson, 2009**).
- In 1990, the committee was extended further with representatives from the local Merchants Association. The event grew and the number of market sellers increased to eighty. The main attraction of this edition was a helicopter ride, from which the customers could get a view at Tomatkarnevalen from above. (**Lillgäls 2009. 16, 19**)

- Modern event management is largely about delivery of experience or experience opportunities. Events present the attendees with unique perspectives and with an opportunity to engage with a collective experience where novelty is assured because they are infrequent and time differentiated (**Tassiopoulos, 2010**).
- One method for doing this is to identify the key dimensions of event experience which it is suggested a professional organiser should address when designing an event. According to Silvers, these key dimensions are: anticipation, arrival, atmosphere, appetite, activity and amenities (**Silvers, 2012**).
- Events have become increasingly important to that society as they are both a product of, and contribute to, the social world (**Andrews and Leopold, 2013**).
- As the event industry and events have matured and developed as a tool for not only entertainment and participation, but also as a tool for learning, communication and promotion, the interest in the nature of the event experience has emerged. Determining and managing attendees experience is now a critical factor in an event's success (**Manners et al., 2014**).
- **Rahul Rane (October 16, 2015)** "The Rise and Rise of Events Industry in India: Events Industry Statistics in India". Event Management is looked upon as an industry within the service sector. The word 'Event' currently has to be re-defined visible of the manifold growth of the assorted 'happenings' within the 'commercial' still as within the non-commercial' world.
- **Getz and Page (2016)**, suggest using surveys and questionnaires as effective tools to evaluate attendee satisfaction levels and gather insights into their expectations. These tools enable event organizers to measure attendee perceptions of various event aspects, including program content, logistics, venue, and overall experience. By assessing attendee satisfaction and expectations, event organizers can identify strengths and areas for improvement, helping them deliver more successful events in

the future.

- **Shruti Arora (May 2017)** “Growth and Development of Event Management Sector in Rajasthan: An Evaluation”. The word ‘event’ is resultant from the Latin word ‘events’ and was originally used to explain big happenings out of the ordinary. Management has its extraction in the Latin word ‘manicure’, which is derived from the Latin word ‘manus’. The word ‘management’ is used to reveal the movement of organizing a group of people to achieve a preferred outcome. Event management is managing an Event.
- **Smith and McMahon (2017)**, they researched the importance of communication, logistics, and program design in achieving successful event outcomes. Clear and effective communication ensures that attendees are well-informed about event details, schedules, and changes. Efficient logistics management guarantees smooth operations and a seamless attendee experience. Engaging program design, including well-curated content and interactive activities, enhances attendee satisfaction and involvement. Continual improvement and adaptation are essential to staying abreast of evolving attendee expectations and industry trends.
- **Lam et al. (2018)**, has researched the Gap analysis. It is a valuable approach to bridge the disparities between attendee expectations and event outcomes. The research highlights the significance of conducting gap analysis in event management. This involves comparing attendee expectations before the event with their actual experiences during the event. By identifying gaps between expectations and outcomes, event organizers gain valuable insights into specific areas that require improvement. Gap analysis allows for targeted strategies to bridge the gaps and enhance participant experiences.
- **Berridge and Van Slyke (2019)**, has said Attendee feedback is crucial in event management as it provides valuable insights into attendees' opinions, experiences, and satisfaction levels. emphasize that collecting feedback allows organizations to understand attendee perspectives,

identify areas for improvement, and enhance the overall quality of events. By actively seeking and considering attendee feedback, event organizers can make informed decisions and tailor future events to better meet attendee expectations.

- **Jones and Johnston (2020)**, they present us a case study showcasing the successful implementation of attendee feedback analysis. By carefully analyzing attendee feedback, the organization was able to identify specific areas for improvement and make targeted changes to enhance the overall event experience. The case study illustrates how organizations can utilize attendee feedback as a valuable resource for continuous improvement, leading to higher levels of attendee satisfaction and engagement.
- Events have played a significant role in the way in which the Coronavirus pandemic has been experienced and known around the world. As potential vectors for the transmission of the virus, the continuation of some major sporting events in Spring 2020 caused controversy in the United Kingdom (**UK, Conn, 2020**)
- As a public health crisis, the pandemic would prevent travel, tourism, cultural and leisure activities, including attending events in the ways they were known in the “old normal”. Following the pandemic, it was doubted whether production and consumption patterns would -and indeed should- revert to how they had been before: new behavioural conventions and expectations may induce a “new normal” (**Ateljevic, 2020; Higgins-Desbiolles, 2020a**).
- Early contributions to the body of knowledge covering these intersecting activities and sectors, were clear in identifying, on the one hand, the nature and range of the potentially negative impacts of the pandemic and, on the other hand, the transformative potential of it for positive change (**Hall et al., 2020; Sigala, 2020**).

- The pandemic could be a time to reset, to introduce new behaviours or systems for mediating and managing behaviours that had become inherently unsustainable (**Benjamin et al., 2020; Ioannides and Gyimóthy, 2020**).
- **Higgins-Desbiolles (2020b)** identified sharp divergences in discourses between practitioner (i.e., industry) views and academic perspectives: in broad terms, the latter expressing more sympathy for the transformative potential of the pandemic and the desirability of a new normal; the former appearing to favour to the resumption of the old normal and sooner.
- Several commentaries and “think pieces” have speculated on the future for events. For example, **Séraphin (2020)** revisited existing propositions around the future of events (Getz, 2012) to conclude that virtual events will assume a greater role, events will remain a prominent feature of civilisation, but events will face -and have to be more resilient and adaptable to- more crises in the future.
- local authorities have long been identified as major stakeholders in organising and operating events (**Thomas and Wood, 2004; Wood, 2005; Maguire, 2019, 2021**), and they play pivotal roles in co-ordinating responses to crises and catastrophes in visitor economies.
- A focus on decision-making points to a key lacuna in events management research on crises and catastrophes, including the pandemic, that has not been previously detected (**cf. Miles and Shipway, 2020**).
- While events are included in general discussions about how the tourism sector (widely writ) may be impacted, they do not appear to have featured prominently in early research and discourse (**Yang et al., 2021**).
- Adopting perspectives from organisational management, **Séraphin and Jarraud (2021)** have observed that, through ambidexterity, opportunities have been perceived and realised from the Lourdes pilgrimage despite the

unpredictable context.

- The salient point though is that, while the range and nature of local authority involvement in events management is relatively well-understood in pre-pandemic times (**Thomas and Wood, 2004; Wood, 2005; Maguire, 2019, 2021**), they have been largely overlooked during the pandemic, at a time when public sector intervention is keenly valorised by private sector operators.
- We have studied several papers based on event management system. First paper which we have studied is named as “Barcode Enabled Event Management System for Logistics and Consumables Management” which was published by **Aswin Chandrasekharan, Nikhail Venkat, Aniruddha P.B, and Siva Rama Krishnan Somayaji**. In this paper authentication is provided by barcode. Barcode used to ensure smooth and quick registration. It is faster and efficient as well as it is secure .The outcome of this is quick and secured registration.
- “Smart Event Management System” which is published by Assistant **Prof. Khalil Pinjari and Khan Nur**. This paper introduced a system which will be computerized and has been developed using advanced language. It was a web application. Now a day’s, the events such as festivals, wedding etc.
- “ Event Management System” which is published **by M. Mahalakshmi, S. Gomathi and S. Krithika**,.The main idea of this paper is used to maintain the College Event information and organize the event and to send the Student Registration time through sms with verification code to the student using mobile application based on Android App. The tools constitutes Android SDK development, Java.

2.2 Research Gap

While attendee feedback analysis is recognized as an important tool for event improvement, there appears to be a research gap regarding its specific application within O3 Company. Existing studies predominantly focus on the general importance of attendee feedback and its impact on event quality improvement. However, there is a lack of research specifically addressing the utilization of attendee feedback analysis within O3 Company's event management practices to identify gaps and drive improvements.

By exploring this research gap, the researcher has found the gap is lack customer relationship maintaining and lack of communication, so implement the customer relationship management (CRM) is the well-designed process to overcome the problem, when implement the those build customer relationship which means the event attendees and customer retention and gain some more customer.

Chapter – 3

Methodology

3.1 Project Design

3.1.1 Source of Data

Data Collection

- Develop a questionnaire and survey to gather feedback from any event attendees.
- Include a mix of closed-ended questions (rating scales, multiple-choice) questions to capture quantitative and qualitative data.
- Consider using online survey platforms depending on the feasibility and preferences of the target audience.

Sampling size

- Data are the primary data which collected from attendees by the questioner through the G-form.
- Define the target population of attendees for the study.
- Determine the appropriate sample size, considering factors such as the number of events, attendance rates, and desired level of statistical confidence
- The data contain more than 45 responses from attendees.

Data Analysis

- Conduct statistical analysis to interpret the quantitative data collected.
- Use appropriate statistical measures, such as means, standard deviations, and variances, to analyze attendee satisfaction levels and identify significant gaps.
- Utilize qualitative analysis techniques, such as thematic analysis, to extract key themes and insights from the open-ended responses.

3.2 Assumption, constraints and limitation

3.2.1 Assumption

Attendees' responses are accurate and reflect their genuine opinions and experiences:

This assumption implies that the data collected through the questionnaires accurately represents the attendees' perceptions and feedback. It assumes that respondents have provided truthful and unbiased responses, reflecting their true experiences during the event. However, it is important to acknowledge that self-report data can be influenced.

The collected data represents a diverse range of attendees:

Assuming that the data represents a diverse range of attendees ensures a comprehensive perspective on event management. This assumption suggests that efforts were made to target a diverse sample in terms of demographics, including age, gender, occupation, and previous event experience. However, it is essential to recognize that the representativeness of the sample might still have some limitations and may not fully capture the perspectives of all attendees.

The feedback received from event attendees is a reliable indicator of the overall event experience and areas for improvement:

This assumption implies that the feedback obtained from event attendees is a valid and reliable measure of their overall event experience. It assumes that attendees' opinions and suggestions accurately reflect their perceptions and can provide valuable insights into the strengths and weaknesses of the event. However, it is important to consider that individual perspectives and experiences can vary, and the collected feedback may not capture the entirety of attendee experiences.

3.2.2 Constraints

Time Constraint:

The time constraint refers to the limited time available for conducting the research project. This constraint may impact the extent of data analysis and the depth of insights that can be derived from the collected data. It might require prioritization of certain aspects of analysis or limitations in the scope of the study.

Resource Constraint:

Resource constraints encompass limitations in terms of human resources, technology, and budget available for the research project. These constraints may affect the capacity to analyze the data effectively, utilize advanced data analysis techniques, or implement certain recommendations. It is important to acknowledge and work within the available resources to ensure the feasibility of the project.

Scope Constraint:

The scope constraint implies that the research project is specifically focused on assessing gaps and identifying areas for improvement based on attendee feedback. It acknowledges that the project may not cover all aspects of event management, such as financial analysis, marketing strategies, or vendor management. The scope constraint should be clearly defined to manage expectations and ensure the project remains focused on its specific objectives.

3.2.3 Limitation

Sample Representativeness:

Sample representativeness refers to the extent to which the data collected from a specific event represents the overall population of events conducted by O3 Company. It acknowledges that the findings and recommendations derived from the collected data may not be fully generalizable to all events. This limitation should be acknowledged when discussing the applicability of the research findings.

Response Rate:

The response rate limitation refers to the fact that not all attendees may have completed the questionnaires, leading to potential non-response bias. This limitation recognizes that the respondents who completed the questionnaires might differ in certain aspects from those who did not respond, which could influence the representativeness of the collected data.

External Factors:

External factors, such as weather conditions, personal circumstances, or concurrent events, can influence attendees' experiences and feedback. This limitation recognizes that the event experience and attendee feedback may be influenced by factors beyond the control of O3 Company. While it may not be possible to account for all external factors, researchers can acknowledge their potential impact when interpreting the findings.

By these assumptions, constraints, and limitations, I have provided a comprehensive understanding of the context and potential challenges associated with this event management project. Addressing these factors enhances the transparency and credibility of research findings and recommendations.

3.2.4 Data Collection and Tool For Analysis

Data Collection:

(Questionnaires) the researcher has collected data using questionnaires distributed to event attendees. These questionnaires likely included a mix of closed-ended (rating scales, multiple-choice) and open-ended questions to capture quantitative and qualitative data.

Data Analysis:

The researcher has used SPSS tool to do a statistical analysis and visualization. SPSS is a widely used software package for quantitative data analysis, offering a range of statistical tests such correlation T-test and CHI square.

Chapter – 4

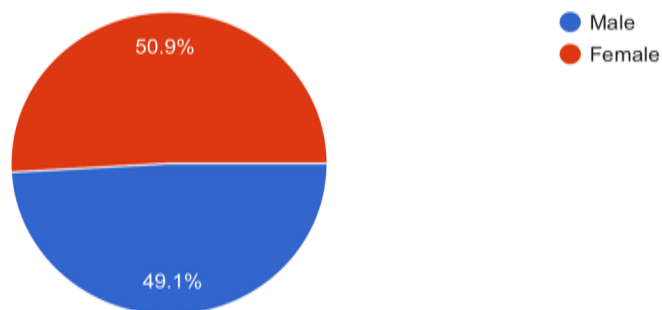
Data analysis and Interpretation

4.1. PERCENTAGE ANALYSIS

4.1.1 TABLE INDICATING THE GENDER

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
MALE	53	49.1	49.1	49.1
FEMALE	55	50.9	50.9	100
TOTAL	108	100	100	

Gender
108 responses



Interpretation

From the above table it is interpreted that the number of respondents were, 50.9% female, 49.1% male

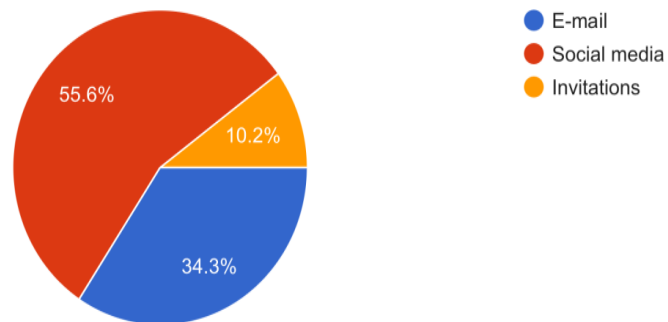
Inference

The majority 50.9 of the responses was female.

4.1.2 TABLE INDICATING KNOW ABOUT EVENT CONDUCTED.

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
E-MAIL	37	34.3	34.3	34.3
SOCIAL MEDIA	60	55.6	55.6	89.9
INVITATIONS	11	10.2	10.2	100
TOTAL	108	100	100	

How do you know about event which is conduct by o3
108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were 55.6% social media, 10.4% invitations, 34% E-mails

Inference

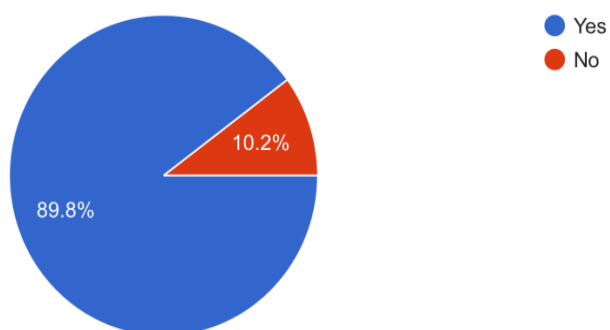
The majority 55.6% of the responses was social media.

4.1.3 TABLE INDICATING SATISFACTION WITH THE EVENT

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
YES	97	89.8	89.8	89.8
NO	11	10.2	10.2	100
TOTAL	108	100	100	

Are you satisfied with the event which is the way of conducted by o3

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were 90.6% YES, 9.4% NO.

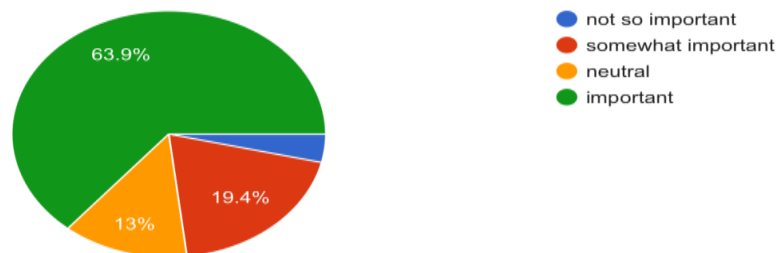
Inference

The majority 89.8 was yes.

4.1.4 TABLE INDICATING IMPORTANCE OF EVENT MANAGEMENT

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
NOT SO IMP	69	3.7	3.7	3.7
SOME WHAT IMP	21	19.4	19.4	23.1
NEUTRAL	14	13	13	36.1
IMPORTANT	4	63.9	63.9	100
TOTAL	108	100	100	

Please rate, how importance of effective event management for the success of a business event
108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were 3.7% not so important, 18.9% some what important, 12.3,neutral 12.3%, important 65.1%

Inference

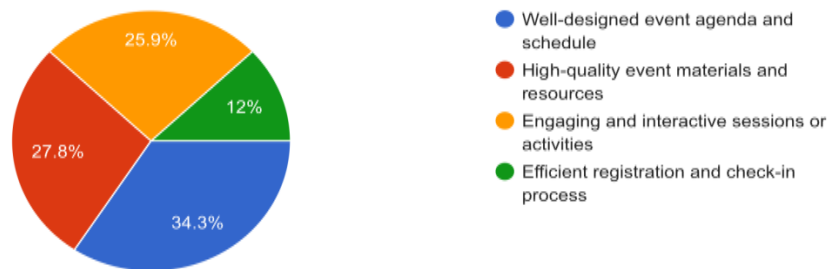
The majority 63.9 was important.

4.1.5 TABLE INDICATING GREATEST IMPACT ON ATTENDEES OVERALL EXPERIENCE

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
WELL DESIGNED	37	34.3	34.3	34.3
HIGH QUALITY	30	27.8	27.8	62.1
ENGAGING & INTERACTIVE	28	25.9	25.9	88
EFFICIENT REGISTRATION	13	12	12	100
TOTAL	108	100	100	

Which of the following aspects of event management do you believe have the greatest impact on attendees' overall experience?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were 34.9% well designed, 28.3% high quality, 24.5% engaging & interactive, 12.3%, efficient registration.

Inference

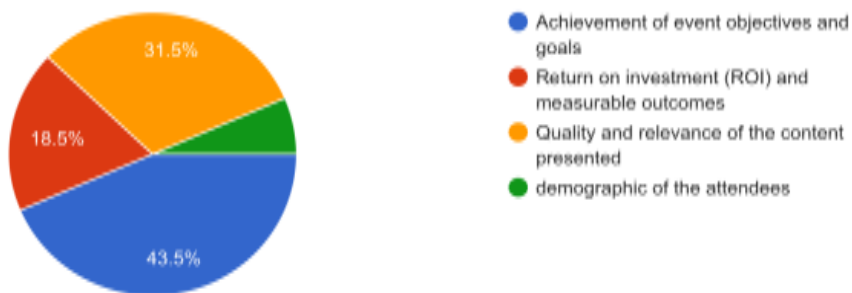
The majority 34.3% was well-designed event agenda and schedule.

4.1.6 TABLE INDICATING THE MOST IMPORTANT FACTOR

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Objectives and goals	47	43.5	43.5	43.5
Return on investments	20	18.5	18.5	62
Quality	34	31.5	31.5	93.5
Demographic of attendees	7	6.5	6.5	100
total	108	100	100	

When evaluating the success of a business event, which one of the following factors do you consider most important?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were 44.3% achievement of event objectives & goals , 18.9% ROI & measurable outcomes, 30.2% quality & relevance, 6.5% demographic of the attendees.

Inference

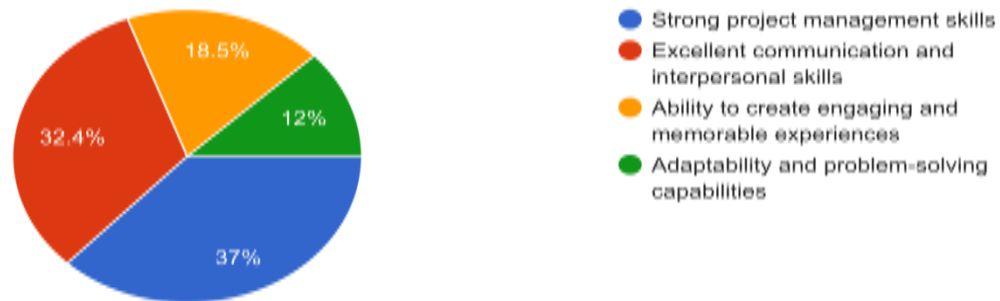
The majority 44.3% was achievement of event objectives & goals

4.1.7 TABLE INDICATING PERSONAL OPINION

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
STRONG PROJECT MGMT SKILL	40	37	37	37
EXCELLENT COMMUNICATION	35	32.4	32.4	69.4
MEMORABLE EXPERIENCE	20	18.5	18.5	87.9
ADAPTABILITY & PS	13	12	12	100
TOTAL	108	100	100	

In your opinion, what is the key attributes of an effective event organizer?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were STRONG PROJECT MGMT SKILL, EXCELLENT COMMUNICATION, MEMORABLE EXPERIENCE , ADAPTABILITY & PS

Inference

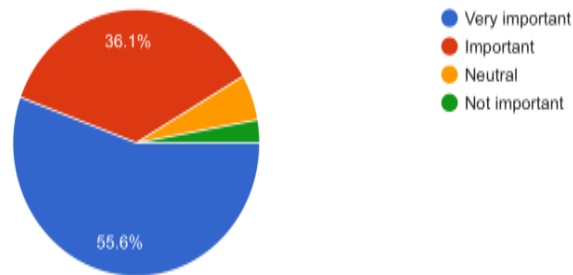
The majority was STRONG PROJECT MGMT SKILL

4.1.8 TABLE INDICATING IMPORTANCE IN BUSINESS

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
VERY IMPORTANT	60	55.6	55.6	55.6
IMPORTANT	39	36.1	36.1	91.7
NEUTRAL	6	5.6	5.6	97.3
NOT IMPORTANT	3	2.8	2.8	100
TOTAL	108	100	100	

How important is it for a business event to incorporate sustainable and environmental and friendly practices?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were STRONG PROJECT MGMT SKILL, EXCELLENT COMMUNICATION, MEMORABLE EXPERIENCE , ADAPTABILITY & PS

Inference

The majority was STRONG PROJECT MGMT SKILL

4.1.9 TABLE INDICATING STRATEGIES

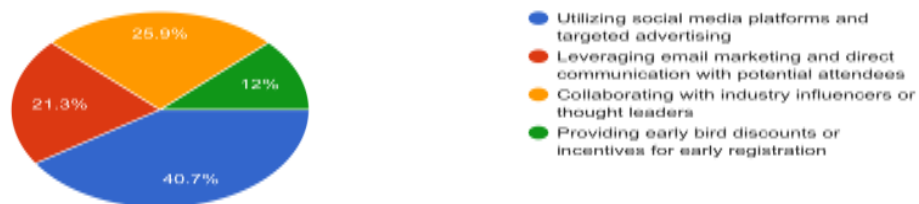
	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
UTILIZING SOCIAL MEDIA	44	40.7	40.7	40.7
LEVERAGING E-MAIL MARKETING	23	21.3	21.3	62
COLLABRATING WITH INDUSTRY	28	25.9	25.9	87.9
PROVIDING EARLY BIRD	13	12	12	100
TOTAL	108	100	100	

INTERPRETATION

From the above table it is interpreted that the number of respondents were UTILIZING SOCIAL

In your opinion, which are all the most effective strategies that promote and market a business event?

108 responses



MEDIA, LEVERAGING E-MAIL MARKETING, COLLABRATING WITH INDUSTRY, PROVIDING EARLY BIRD DISCOUNTS

Inference

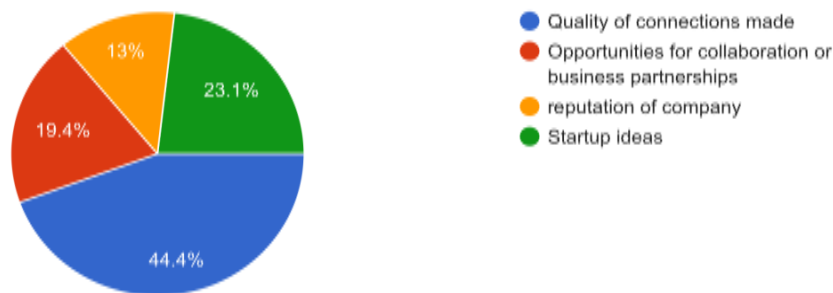
The majority was USING SOCIAL MEDIA PLATFORMS AND TARGETED ADVERTISING

4.1.10 TABLE INDICATING VALUABLE OUTCOME

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
QUALITY OF CONNECTIONS MADE	48	44.4	44.4	44.4
OPPORTUNITIES FOR COLLABORATION	21	19.4	19.4	63.8
REPUTATION OF COMPANY	14	13	13	76.8
START UP IDEAS	25	23.1	23.1	100
TOTAL	108	100	100	

When evaluating the success of a networking session at a business event, which outcomes do you consider most valuable?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were QUALITY OF CONNECTIONS MADE, OPPORTUNITIES FOR COLLABORATION, REPUTATION OF COMPANY, STAND UP IDEAS

Inference

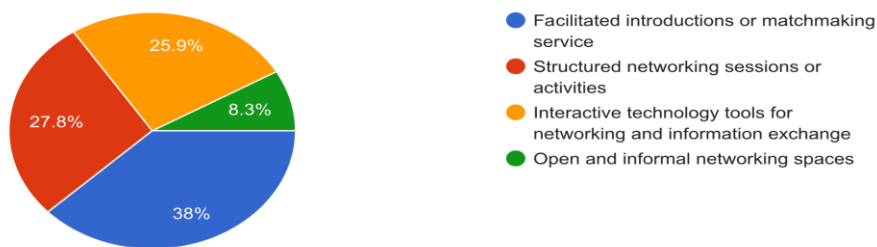
The majority was QUALITY OF CONNECTIONS MADE

4.1.11 TABLE INDICATING STRATEGY FOR NETWORKING OPPORTUNITIES

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
STRUCTURE NETWORKING SESSION	30	27.8	27.8	27.8
FACILITATE INTRODUCTION	41	38	38	65.8
INTERACTIVE TECH. TOOLS	28	25.9	25.9	91.7
OPEN & INFORMAL SPACE	9	8.3	8.3	100
TOTAL	108	100	100	

In your experience, which is the most effective strategy for facilitating meaningful networking opportunities and connections at a business event?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were STRUCTURE NETWORKING SESSION, FACILITATED INTRODUCTION, INTERACTIVE TECH TOOLS FOR NETWORKING, OPEN & INFORMAL NETWORKING SPACE

Inference

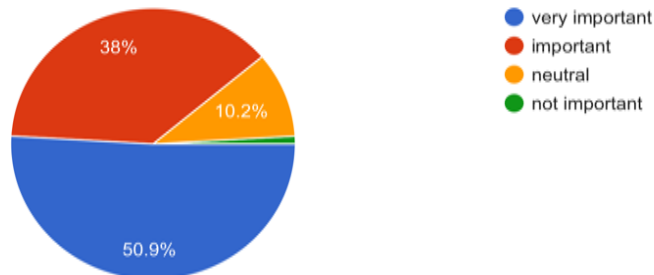
The majority was FACILITATED INTRODUCTION

4.1.12 TABLE INDICATING IMPORTANCE IN FROSTER ENVIRONMENT

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
VERY IMPORTANT	55	50.9	50.9	50.9
IMPORTANT	41	38	38	88.9
NEUTRAL	11	10.2	10.2	99.1
NOT IMPORTANT	1	0.9	0.9	100
TOTAL	108	100	100	

How important is it for a business event to foster an inclusive environment that welcomes and accommodates attendees with diverse backgrounds, perspectives, and needs?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were

Inference

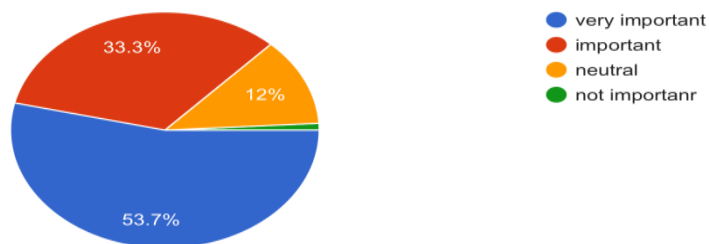
The majority was STRONG PROJECT MGMT SKILL

4.1.13 TABLE INDICATING TECHNOLOGY INDICATION

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
VERY IMPORTANT	58	53.7	53.7	53.7
IMPORTANT	36	33.3	33.3	87
NEUTRAL	13	12	12	99
NOT IMPORTANT	1	0.9	0.9	100
TOTAL	108	100	100	

To what extent do you believe technology integration, such as live streaming, virtual attendance options, or event apps, enhances the overall attendee experience at business events?

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were

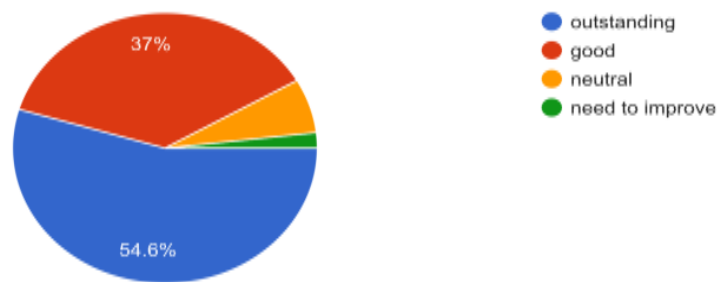
Inference

The majority was STRONG PROJECT MGMT SKILL

4.1.14 TABLE INDICATING ATTENDEES EXPERIENCE IN EVENT MANAGEMENT

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
OUTSTANDING	59	54.6	54.6	54.6
GOOD	40	37	37	91.6
NEUTRAL	7	6.5	6.5	98.1
NEED TO IMPROVE	2	1.9	1.9	100
TOTAL	108	100	100	

Sate your overall experience as an attendee of the event attended by you on o
108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were

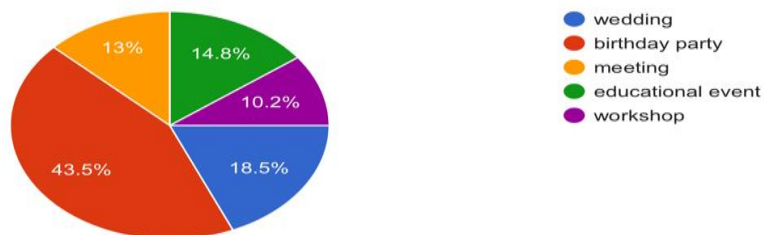
Inference

The majority was STRONG PROJECT MGMT SKILL

4.1.15 TABLE INDICATING MOST PREFERRED TYPE OF EVENT

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
WEDDING	20	18.5	18.5	18.5
BIRTHDAY PARTY	47	43.5	43.5	62
MEETING	14	13	13	75
EDU. EVENT	16	14.8	14.8	89.8
WORKSHOP	11	10.2	10.2	100
TOTAL	108	100	100	

What type of event that is mostly preferred ?
108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were

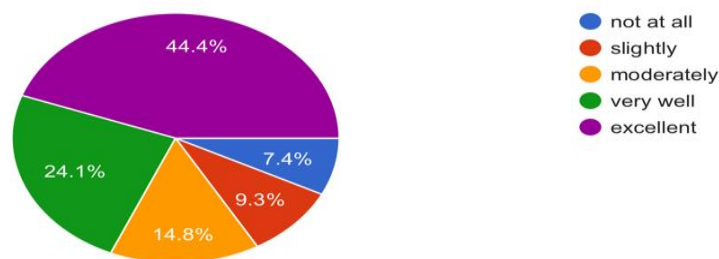
Inference

The majority was STRONG PROJECT MGMT SKILL

4.1.16 TABLE INDICATING HOW WELL THE EVENT STRUCTURED

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
NOT AT ALL	8	7.4	7.4	7.4
SLIGHTLY	10	9.3	9.3	16.7
MODERATELY	16	14.8	14.8	31.5
VERY WELL	26	24.1	24.1	55.6
EXCELLENT	48	44.4	44.4	100
TOTAL	108	100	100	

how well was the event structured?
108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were

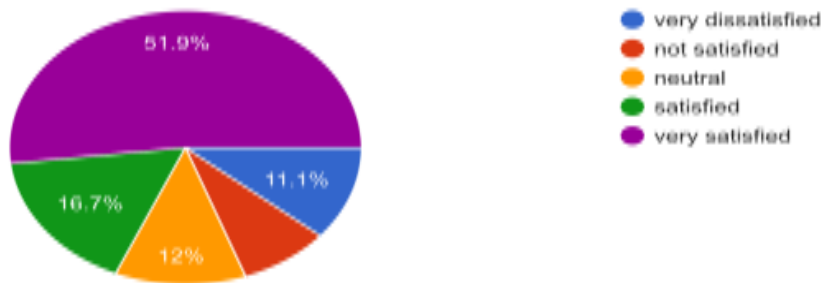
Inference

The majority was STRONG PROJECT MGMT SKILL

4.1.17 TABLE INDICATING SATISFACTION OF FOOD & MUSIC

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
VERY DISSATISFIED	12	11.1	11.1	11.1
NOT SATISFIED	9	8.3	8.3	19.4
NEUTRAL	13	12	12	31.4
SATISFIED	18	16.7	16.7	48.1
VERY SATISFIED	56	51.9	51.9	100
TOTAL	108	100	100	

how satisfied you are with the food & music
108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were

INFERENCE

The majority was STRONG PROJECT MGMT SKILL.

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Gender	108	163	1.509259259	0.252249913		
How do you k	108	190	1.759259259	0.390100381		
Are you satisfie	108	119	1.101851852	0.092332987		
Please rate, ho	108	364	3.37037037	0.852197992		
Which of the fo	108	233	2.157407407	1.06844929		
When evaluatin	108	217	2.009259259	1.018605054		
In your opinio	108	222	2.055555556	1.043613707		
How 2 is it for a	108	168	1.555555556	0.529595016		
In your opinion	108	226	2.092592593	1.150224991		
When evaluatin	108	232	2.148148148	1.491865697		
In your experie	108	232	2.148148148	0.856351679		
How important i	108	174	1.611111111	0.501557632		
To what extent	108	173	1.601851852	0.540931118		
Sate your overa	108	168	1.555555556	0.492211838		
What type of e	108	275	2.546296296	1.539892696		
how well was th	108	420	3.888888889	1.632398754		
how 4 you are	108	421	3.898148148	1.980183454		
How 4 with the	108	193	1.787037037	1.32805469		
State your level	107	446	4.168224299	1.311056251		
How 4 was the	107	214	2	1.679245283		
ANOVA						
Source of Variatic	SS	df	MS	F	P-value	F crit
Between Groups	1589.481612	19	83.65692697	84.75182822	8.3745E-244	1.591379303
Within Groups	2110.37937	2138	0.98708109			
Total	3699.860982	2157				

Chapter – 5

conclusions

5.1 Findings

- **Overall Satisfaction:** The analysis of attendee feedback using SPSS revealed that the majority of event attendees reported a high level of satisfaction with the events conducted by O3 Company. This finding indicates that O3 Company is successful in delivering enjoyable and engaging events.
- **Key Strengths:** The data analysis identified several key strengths of O3 Company's event management practices. These strengths include effective event coordination, engaging program content, smooth logistical arrangements, and excellent customer service.
- **Identified Gaps:** The analysis also identified specific gaps or areas for improvement within O3 Company's event management practices. These gaps include aspects such as event communication, on-site facilities, attendee engagement, or post-event follow-up.
- **Prioritized Recommendations:** Based on the identified gaps, actionable recommendations were developed to address the areas in need of improvement. These recommendations are designed to enhance the overall event experience, improve attendee satisfaction, and ensure a seamless event management process.
- **Gender Differences:** The analysis also explored potential gender differences in attendee feedback. It may reveal variations in satisfaction levels, preferences, or priorities between male and female attendees. These insights can help tailor event management strategies to better cater to the needs and preferences of different genders.

- **Qualitative Insights:** The analysis of open-ended responses provided qualitative insights into attendees' suggestions, concerns, and specific areas for improvement. These qualitative insights add depth and context to the quantitative findings and offer valuable input for refining event management practices.

5.2 Suggestions and Recommendations

Enhance Event Communication:

Implement a comprehensive and proactive communication strategy to ensure attendees are well-informed about event details, schedules, and updates. Utilize multiple communication channels, such as email, social media, and event apps, to reach attendees effectively. Provide clear and concise event instructions, including parking information, directions, and any special requirements.

Enhance Attendee Engagement:

Introduce interactive elements and engaging activities throughout the event to promote attendee participation and enjoyment. Offer networking opportunities, interactive sessions, and gamification elements to create a dynamic and immersive event experience. Utilize technology, such as event-specific apps or live polling, to encourage real-time engagement and interaction with attendees.

Strengthen Post-Event Follow-up:

Develop a systematic approach to post-event follow-up, including timely thank-you emails, surveys, or feedback collection mechanisms. Use attendee feedback to identify areas of success and areas for improvement for future events. Consider providing attendees with post-event resources, such as presentation slides or additional educational materials, to further support their learning and engagement.

Diversity and Inclusion:

Ensure diversity and inclusion in event planning and execution, including representation of diverse speakers, panelists, and attendees. Create an inclusive environment that embraces participants from different backgrounds, cultures, and perspectives. Seek feedback from attendees on how to improve diversity and inclusion efforts and implement relevant suggestions.

Continuous Improvement and Evaluation:

Establish a feedback loop with attendees and internal stakeholders to continuously monitor and evaluate event management practices. Regularly assess the effectiveness of implemented improvements and make necessary adjustments based on attendee feedback. Encourage ongoing learning and professional development for event management staff to stay updated with industry trends and best practices.

5.2.1 What if implement CRM practices in this event management

Attendee Database Management:

Implement a centralized attendee database to gather and store attendee information, including contact details, preferences, and past event participation. Utilize CRM software or tools to effectively manage and segment the attendee database for targeted communication and personalized interactions.

Personalized Communication:

Leverage CRM capabilities to send personalized and targeted communication to attendees, tailoring messages based on their interests, past interactions, and preferences. Use CRM data to deliver timely event updates, relevant content, and exclusive offers, creating a personalized experience for each attendee.

Attendee Engagement Tracking:

Utilize CRM tools to track attendee engagement throughout the event lifecycle, from registration to post-event follow-up. Monitor attendee interactions, such as session attendance, booth visits, and social media engagement, to gain insights into attendee interests and behaviors.

Feedback and Surveys:

Integrate CRM with survey tools to collect feedback from attendee's post-event. Use CRM data to create customized surveys based on attendee profiles, ensuring targeted questions that capture specific insights for further improvement.

Relationship Building:

Use CRM data to identify key attendees, sponsors, or partners and nurture relationships through targeted communication and exclusive networking opportunities. Implement relationship management strategies to foster long-term connections with attendees, leading to increased loyalty and repeat attendance.

Data Analytics and Insights:

Leverage CRM analytics and reporting features to gain valuable insights into attendee preferences, behaviors, and satisfaction levels. Analyze data to identify patterns, trends, and opportunities for further enhancement in event management practices.

By incorporating CRM practices into event management, O3 Company can enhance attendee engagement, personalize the event experience, and build stronger relationships with attendees. CRM enables data-driven decision-making, empowers targeted marketing efforts, and fosters continuous improvement in event management practices.

5.3 Conclusion

In conclusion, this project focused on assessing gaps and identifying areas for improvement in event management within O3 Company. Through the collection of attendee feedback and the use of data analysis tools like SPSS, valuable insights were gained to enhance the overall event experience. The findings indicated that O3 Company's events were generally successful, with high levels of attendee satisfaction and several key strengths identified. However, specific areas for improvement were also identified, such as event communication, on-site facilities, attendee engagement, and post-event follow-up.

To address these gaps, several recommendations were made, including enhancing event communication, improving on-site facilities and amenities, increasing attendee engagement, strengthening post-event follow-up practices, promoting diversity and inclusion, and implementing continuous improvement and evaluation processes. Implementing CRM practices was also suggested to personalize attendee interactions, track engagement, and build stronger relationships. By implementing these recommendations, O3 Company can further enhance the event management process, deliver exceptional experiences to attendees, and foster long-term relationships. It is important to continuously monitor and evaluate the effectiveness of implemented changes, ensuring ongoing improvement and adaptability to meet the evolving needs of attendees.

Overall, this project provides valuable insights and actionable recommendations that can drive the success of future events conducted by O3 Company, ensuring that each event is a memorable and impactful experience for all attendees.

5.4 Direction for Future Research

Long-term Impact Assessment: Conduct a longitudinal study to assess the long-term impact of O3 Company's events on attendees. This research could explore the sustained benefits, professional development outcomes, or networking opportunities that arise from attending these events over an extended period.

Sustainability and Environmental Impact: Examine the incorporation of sustainable practices and environmentally friendly initiatives within event management. This research could focus on reducing carbon footprint, waste management, eco-friendly event designs, or the adoption of renewable energy sources during events.

Cross-Cultural Event Management: Explore the challenges and strategies involved in managing events that cater to a diverse and multicultural audience. This research could investigate cultural differences in event preferences, communication strategies, and overall attendee satisfaction, providing insights for designing inclusive and culturally sensitive events.

Emotional and Experiential Aspects: Delve deeper into the emotional and experiential aspects of event management. This research could focus on understanding the impact of emotional experiences on attendee satisfaction, loyalty, and event outcomes. It could also explore innovative ways to create memorable and immersive event experiences that leave a lasting impression on attendees.

Hybrid Event Experiences: With the rise of hybrid events (combining in-person and virtual components), investigate the best practices and challenges in creating seamless and engaging experiences for both on-site and virtual attendees. This research could explore the optimal balance between in-person and virtual elements, technology requirements, and attendee satisfaction in hybrid event formats.

These future research directions will contribute to the continuous improvement and innovation of event management practices within O3 Company. By exploring these areas, the company can stay ahead of industry trends, adapt to changing attendee expectations, and deliver even more impactful and successful events in the future.

APPENDICES

Appendix 01: Questionnaire

1. Gender

- male
- Female

2. How do you know about event which is conduct by o3

- E-mail
- social media
- invitations

3. Are you satisfied with the event which is the way of conducted by o3

- Yes
- No

4. Please rate, how importance of effective event management for the success of a business event

- not so important
- somewhat important
- neutral
- important

5. Which of the following aspects of event management do you believe have the greatest impact on attendees' overall experience?

- Well-designed event agenda and schedule
- High-quality event materials and resources
- Engaging and interactive sessions or activities

- Efficient registration and check-in process

6. When evaluating the success of a business event, which one of the following factors do you consider most important?

- Achievement of event objectives and goals
- Return on investment (ROI) and measurable outcomes
- Quality and relevance of the content presented
- demographic of the attendees

7. In your opinion, what are the key attributes of an effective event organizer?

- Strong project management skills
- Excellent communication and interpersonal skills
- Ability to create engaging and memorable experiences
- Adaptability and problem-solving capabilities

8. How important is it for a business event to incorporate sustainable and environmental and friendly practices?

- Very important
- Important
- Neutral
- Not important

9. In your opinion, which are all the most effective strategies that promote and market a business event?

- Utilizing social media platforms and targeted advertising
- Leveraging email marketing and direct communication with potential attendees
- Collaborating with industry influencers or thought leaders
- Providing early bird discounts or incentives for early registration

10. When evaluating the success of a networking session at a business event, which outcomes do you consider most valuable?

- Quality of connections made
- Opportunities for collaboration or business partnerships
- reputation of company
- Startup ideas

11. In your experience, which is the most effective strategy for facilitating meaningful networking opportunities and connections at a business event?

- Structured networking sessions or activities
- Facilitated introductions or matchmaking services
- Interactive technology tools for networking and information exchange
- Open and informal networking spaces

12. How important is it for a business event to foster an inclusive environment that welcomes and accommodates attendees with diverse backgrounds, perspectives, and needs?

- Very important
- Important
- Neutral
- Not important

13. To what extent do you believe technology integration, such as live streaming, virtual attendance options, or event apps, enhances the overall attendee experience at business events?

- Very important
- Important
- Neutral
- Not important

14. Rate your overall experience as an attendee of the event attended by you

- Outstanding
- good
- Neutral
- need to improve

15. What type of event that is mostly preferred?

- Wedding
- Birthday party
- Meeting

- Educational event
- Workshop

16. How well was the event structured?

- Not at all
- Slightly
- Moderately
- Very well
- Excellent

17. How satisfied you are the food & music?

- Very dissatisfied
- Not satisfied
- Neutral
- Satisfied
- Very satisfied

18. How satisfied with the amount of activities/workshops?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

19. State your level of agreement with the duration of the event was just right.
[Not too long or not too short]

- Strongly disagree
- Disagree

- Neutral
- Agree
- Strongly agree

20. How satisfied was the pre-event information?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Appendix 03: References

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