

Online Event Management System Built for a US based Digital Enterprise

Objective

Organizing successful events is no cake walk. Getting people to the event and achieving an above average return on investment are two major challenges an event manager faces. There is always so much work to be done, minor details to be taken care of and last minute errands to be run.

There are a few existing technological innovations for event management. However, they are standalone systems that handle user registration, event check-in, lead capture, event surveys, event marketing, and event analytics. Using these disparate software applications is cumbersome for event managers. The client required to build an event management solution to manage event life-cycle and execute events successfully. The solution had to be cloud based in order to be scalable and mobile ready for user enrollment.

Challenges

- › Simplifying communication between event managers & attendees
- › On the spot event enrollment & participation management
- › Achieving a good ROI - Event Analytics

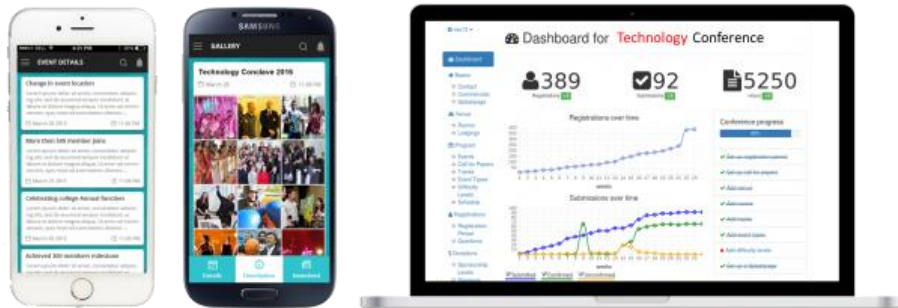
Approach

Rishabh Software's team developed the web based event management software using CakePHP & Apache Cordova. The development focus was emphasized on streamlining event management by building custom back end in order to handle event ticketing, category management, analytics, marketing and promotions. Additional features like user registration, user management and real-time event notifications were delivered through a mobile front end.

The team used location based services, video plugins and social media integrations to facilitate event management. Event administrators were able to plan events, engage attendees, measure the impact of their events, and achieve a generous ROI. The online event management system was built in a planned phase manner, starting with a "Proof of Concept" to test and validate market acceptance of the proposed concept to developing the final cloud ready solution.

Business Benefits

- › User management
- › Event & category management
- › Real-time event notifications
- › Better user experience with minimalistic navigation structure



Industry Segment

Digital Enterprise

Customer Profile

US based event management organization conducting various corporate, non-profit and educational events

Technology and Tools

- › Cordova
- › AngularJS
- › CakePHP
- › MySQL
- › HTML5
- › CSS
- › JavaScript

About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.



www.rishabhsoft.com

sales@rishabhsoft.com

US: +1 877 747 4224

UK: +44 207 993 8162