

**EVENT MANAGEMENT TECHNOLOGY TRENDS BEFORE  
AND AFTER 2020**

**Total word counts 10,000**

ExpertsMind Sample

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## **Chapter 1 Introduction**

### **1.1 Introduction**

Event management plays a great role in companies' marketing of newer products. For this method, a huge number of customers are contacted throughout the world, and event management technologies are used for this purpose. Before the pandemic large sector companies organize events in large seminars or physical locations but after the pandemic situation has restricted the companies from organizing any events in any physical locations. In recent times due to lockdown and pandemic situations, people become used to webinars and live events which has allowed the event management to arrange an event through platforms like Facebook, Instagram, or YouTube. Survival is what makes any company to exist in this pandemic situation. Online events and webinars have helped businesses and companies to reach a huge number of customers throughout the world at any specific time. So, research mythology has been made where the success factor in online events shows before 2020 and compared with the online event management success after 2020.

We will carry out a live project and research proposal on the primary data collection method, where both quantitative and qualitative data would be used. In the last part research proposal has been shared and the research methodology and literature review have been provided very properly and with future scopes.

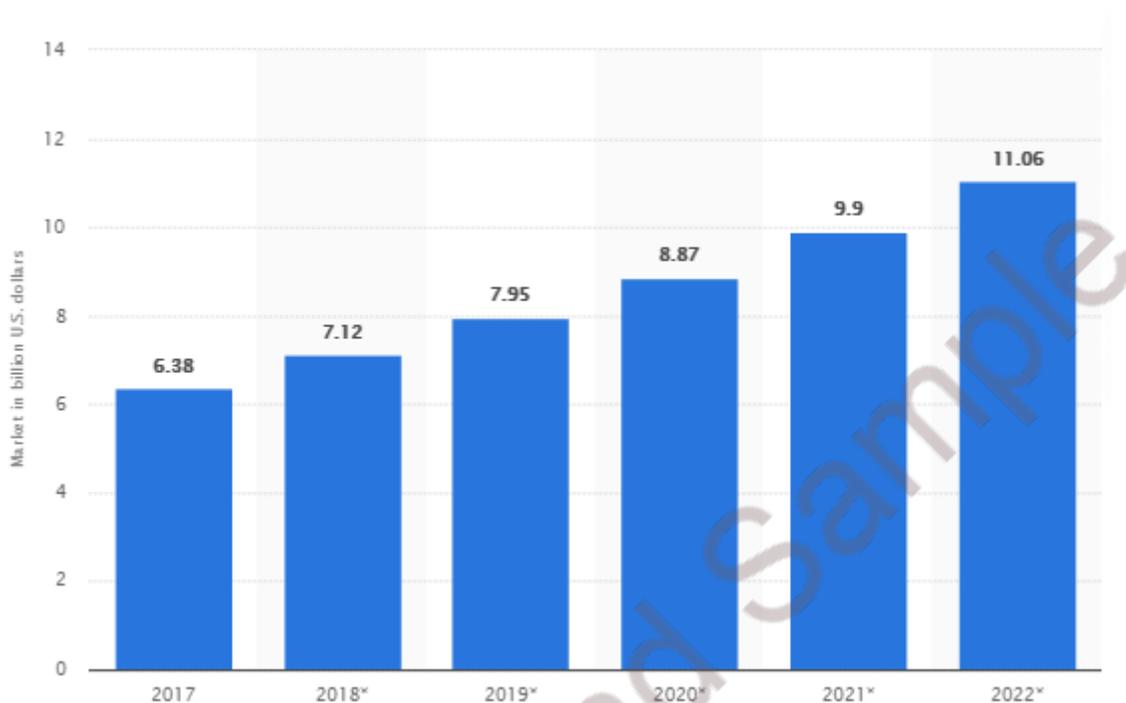
The event technology management — and accepting the most important ones — gives place of the event and planners cutthroat benefits. According to research event management Technology can amplify audience by 20% and impoverished output by 27%.

But with the newly technologies related to events and technologies upcoming constantly, how you know which ones to accept? We've got you cover with the event technology management trend you should know.

### **1.2 Background of the study topic**

Event management technology has expanded in every aspect of the getting attendance of the audiences, any event planning, 3D technology event, webinars, holograms, digital live shows, etc. There are different types of event management technology like Virtual reality, chatbots and augmented reality, etc.. In the view of the year 2019, event management technology is important

as it is also identified as a mechanism for economic development. With the new and latest technologies, the event management Industry is dependable.



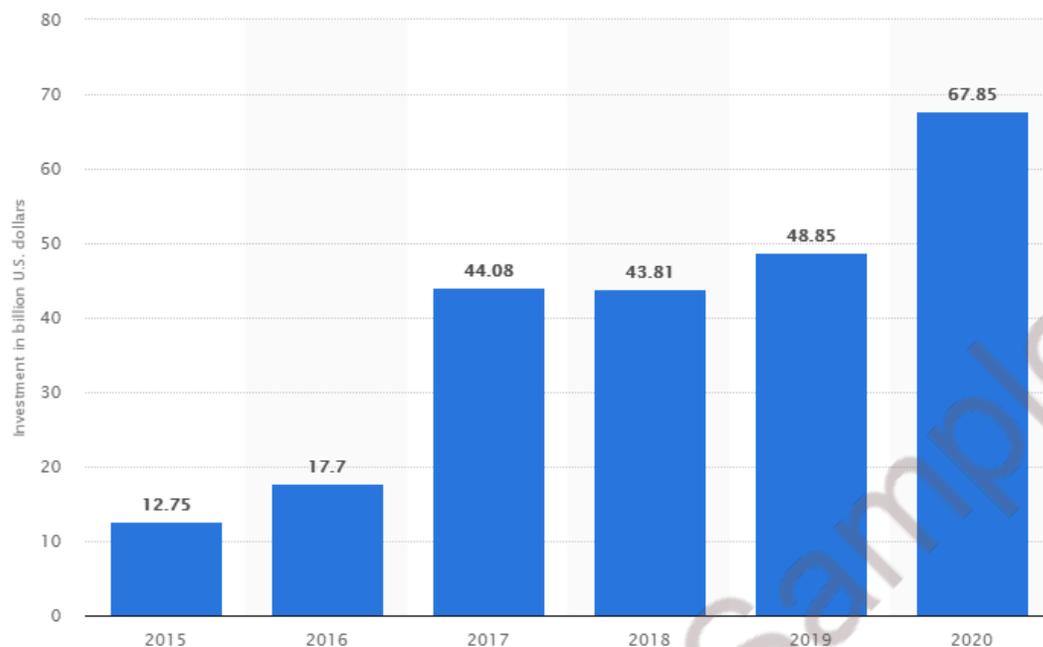
**Figure 1.1: Uses of technology software- Event Management**

( Source: Statista.com, 2019 )

Day by day the usage of Technical software are increasing in the Event Management Trends. According to Statista.com, 2019, the software in the event shows are 6.38 billion \$, whereas in the year 2019, the value of the event management software is nearly 8 billion \$. The above information shows the usage of technical software in the increasing manner of event management.

### **1.3 The rationale of the research**

A lot of Technological Advancements have taken place in the Event Management Industry. Most event organizers prefer advanced technological tools and methods to arrange any events. It's found with the help of technology event has become much easier and more preferable in terms of online transactions and booking of online event tickets.



**Figure 1.2: Investment in Artificial Intelligence Technology by Corporates**

( Source: Statista.com, 2021 )

The global investment in AI (Artificial Intelligence) after pandemic reached 68 billion\$ according to stats.com, in 2021. The above diagram shows the increase in the advancement technology with the assist of AI in the Event trend Managemen. The above data, its known that Technology is the essence of Event Management, and knowing drawbacks and advantages connected with Event Management, Technology is highly significant. This research will tell about the technical significance of Event Management.

#### **1.4Research aim**

As our topic is, "Event Management Technology Trend before and after 2020". The main aim is to research proposals and to identify the event management technologies before 2020 and what its now after 2020.

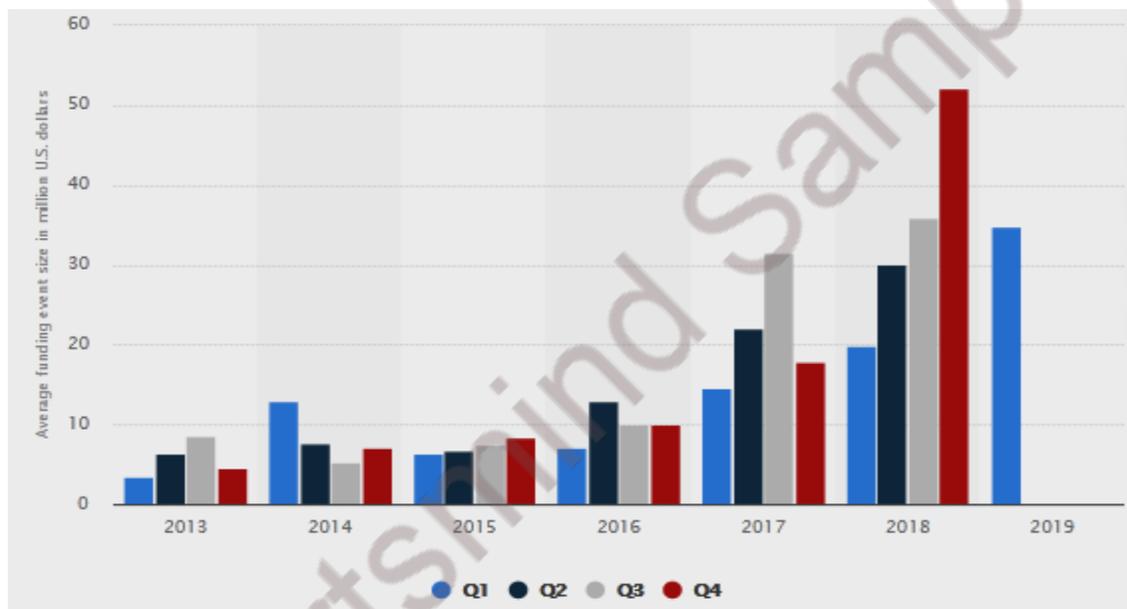
#### **1.5Researchobjectives**

- To find out the real essence and needs and requirement of the technology before 2020 and after 2020, in the event management trends.
- To find out and assess the event management trend before 2020 and after 2020

- To find out the importance and related challenges of event management technologies
- To make the event management more efficient through different concepts and models

### 1.6 Research drawbacks and short comings

Technology in event management is important as it makes it much more efficient and costs effective. As the yearly quarter progresses, the application of technologies has decreased. Previously much research work was carried out which reveals the challenges and benefits related to event management technologies. But this project research work will find out the detailing of the significance of event management technology.



**Figure 1.3: Average funding for AI**

(Source: Statista.com, 2020)

The above diagram indicates average funding for AI. In the initial quarter of 2014, the speculation in the Artificial Intelligence was huge, but as the year progresses, the investment decreases at the end of the quarter. Similarly, the speculation in Artificial Intelligence technology in 2018 was more but as year passes by, at the beginning of 2019 the investment is less compared to 2018. The following data shows that there may be some harmful effects of investing in technologies. This research will find out the issues related to the problems and shortcomings of implementing technologies in event management.

## **1.7 Research questions**

- Q1.** What is the meaning of event management?
- Q2.** What is the technology related to event management trends before and after 2020?
- Q3.** What are the drawbacks and shortcomings related to event management technology?
- Q4.** How the event management process can be much more efficient and easier?
- Q5.** How the event management organizers can make the event shows much more cost-effective?

## **1.8 Research hypothesis**

- 1. There is no connection between innovation and event management technology.
- 2. After trending technology in the overall process, There is development in event management after trending technology in the overall procedure.
- 3. There are significant challenges in the event management technologies to implement.
- 4. By using technological trends, there are different paths to make the procedure more efficient for event management.

## **1.9 Significance of the study**

The emerging knowledge of event management and the implication of technology are the two signs of the study. For many top companies and in the corporate arena the usage of the technologies like AI will play a very important role. This research work will help in gathering information about the technology in the global business market. These research works will also open doors for future researchers on the event management topic. Moreover, in the academic sector, this project will give knowledge about event management and its usage before and after 2020.

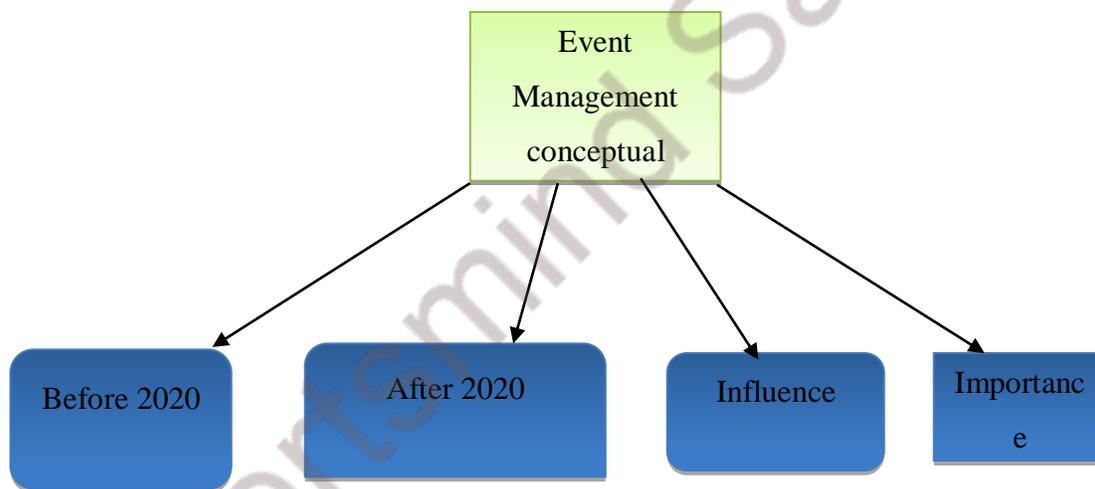
The future researcher can improve the event management as this study and research will provide gaps between their knowledge and understanding. Knowledge about different technological trends will benefit the corporate sector. On another side, this study will help the event managers by making them aware by providing data about the drawbacks of the event management technologies. This research will provide a vast knowledge and futural perspective about event management technology before and after 2020.

## Chapter 2: Literature Review of Event Management

### 2.1 introduction

Event production is, at its center, way of arranging an event. This category includes any type of incident, whether it is held in participant, practically, or in a blended setting. It is associated with event and gathering planning. The extent of every venture, as with those other terms, varies depending on the business, firm characteristics, and other factors. There are numerous names for event management. Administrators, event implementers, and incident technicians are some of the terms used to describe planners. The people who have a palm in event management have one common factor (Ismailov, 2019). Events must be scheduled, whether they are extrinsic or intrinsic, medium or large, inside or digital.

### 2.2 Conceptual Framework



**Figure 2.1: Conceptual Framework**

(Source: influenced from statista.com, 2017)

### 2.3 critical analysis

#### 2.3.1 Technology trends in event planning earlier the year 2020

Innovation in event planning generally aids in the broadcasting of live sporting events, and also 360° merchandise displaying, that also aids in properly focusing features or functionalities of the product. On either side, the use of artificially intelligent aids in increasing the ability to customize persons' life experience as well as going to bring the society together. Furthermore, it has been

discovered that in 2020, there could be another innovation for event planning, which really is face detection. Since some event advancements have changed, there has been a major technological trend before that in 2020. Innovations connected with events are constantly being refined or developed in order to improve availability. It's been discovered that, in the scenario of event production technology, artificial and digital reality have become more vibrant and revolting (Schoonenboom, 2017). Using this new tech, dresses can easily search their faces, highlighting latecomers.

Event production innovation has been discovered to have dispersed to many elements such as planning an event, participation encounter, and so many more. There are numerous types of entertainment technology available, including augmented reality, augmented worlds, AI-powered virtual agents, and many others. In the opinion of Schoonenboom(2017), event management industry has been discovered to be heavily reliant on cutting-edge technology. Nevertheless, the use of science and technology software in wedding planning has indeed been observed to increase slowly but surely. It's been discovered that devices are increasingly being used in occasion management to make it more effective. Nevertheless, it has been discovered that as the period progressed, the use of innovations decreased. Preceding studies in this area only discloses the advantages and disadvantages of event planning technologies. The very next proposed study will provide an in-depth look at the significance of event planning technology.

Simulated occasion management encompasses the very same steps as handling some incident, but with the difficulty in ensuring that your material is more fascinating. While events have the added advantage of travel, connectivity, free meals, a virtual occasion depends a lot on its subject matter to keep participants occupied. Hybrid events are a mix of simulated and in-person occurrences. It has all of the advantages of both but also has its own range of difficulties. When hosting a hybrid event, visitors must manage two viewers – virtual and in-person – and make a decision which material and event coding will be accessible to everyone.

### **2.3.2 Trends in event planning technology after 2020**

Now with help of Fingerprint scanners that are able to fit in the everyones' bracelets, bookings or physical payouts can be replaced at the occasion. RFID can be useful in trying to arrange events that take into account social range safety precautions, importance in the recent moment of this flu

epidemic. Furthermore, in the future, AI-powered chatbots may be used to computerize customer support or provide a quick response. Some research firms predict that the AI market will be worth \$190 trillion dollars by 2025. Several forthcoming event planning techniques have been discovered in the last few years (Pewresearch, 2020). Rfid Tags, also known as RFID, is the most significant advancement in event planning.

The event's objective is always to stay connected. Event manufacture is more than simply discovering linens or the best virtual technologies dealer; it also tells controlling contacts as smoothly and easily as possible. At the time of the conference, you will gather prospects that are used in sales. These contacts will be important in representation the ROI of your occasion. Event planning doesn't end with the completion of the occasion. Its required to describe success and show areas of improvement during the occasion. During the procedure whatever data has been gathered it will made it more easily to carry out the process. Live voting is an outstanding approach to find out the reaction of the attendees during the program. The organizers deals with several activities like adding prospect who can come in the event, to describe success through the event, ensuring communications, and creating an unimaginable and unforgettable event for the attendees as well as for the business owners.

It's a challenging job that entails rotating an endless number of items and functioning overtime to produce a unforgettable occasion for visitors. It can be made simple only by involving technology, especially when setting up a hybrid and virtual event. Although event organizers depend on scraps of paper and spreadsheets, there are technology accessible that will save time and take gatherings to the next level. As a result, RFID and Chatbot event planning technologies may have an impact on trends in the next decades. The usage of event mobile applications is a trend lately in hosting events. There are several applications for event mobile applications (Madray, 2020). They could be used to store somewhat static data such as the program, speaker bios, and basic FAQs. They also can stimulate audience interest and inclusion by using interactive technologies such as live casting a vote, sending comments to presenters during Q&A, or creating live interactive "word clouds." Event organizers can also utilize mobile event applications for communication. Organizers can connect with participants via alerts, alerts, and pushing messages. They may also be used to gather information from the respondents through the usage of questionnaires in the application.

### **2.3.3 The influence of Epidemic on event planning**

Technology has advanced significantly in recent years, and individuals have embraced it quicker than ever before, to the point where, as a result of the epidemic, practically every business worker has been accustomed to work from homes and phone conferences, as well as webinars concepts. Following that, the Events management began to employ larger and more accepted digital channels, such as YouTube and twitter, as viable venues for the event organization. The pandemic rendered 2020, difficult years for all industry owners that separate itself and battle in opposition to the financial disintegration while also entering the Industrial Revolution 4.0.

The covid-19 epidemic has severely harmed practically every sector and the financial foundation of the whole worldwide market. In this era, desire for trendy items decreased throughout the worldwide market, and enterprises grew economically backward over time. As a consequence, many corporations ceased holding events in physical locations since consumers would be unable to participate physically (Milesand Shipway, 2020). As a result, businesses began to push the boundaries of their digital operations, such as hosting an event in a recording broadcast on those popular services. Many large corporations, such as Apple and Google, have held events on digital sites and have been effective in reaching their consumers and other investors with brand new goods as a result of the challenges.

The 2020 Tokyo Olympic games and European Football League titles have been postponed, top music events such as the Glastonbury Festival and the Eurovision Song Contest have been canceled, major blockbusters have had their launch dates pushed back, and 's biggest teaching federation, the Education Policy Union, has canceled their annual convention. Although some events have been delayed rather than canceled, there is no disputing the epidemic will have a severe impact on the business in 2020. In the long run, it must adapt. When the UK government stated that we would be heading into lockup on March 23, 2020, all activities were canceled or relocated online. Individuals were urged to remain at home if we needed to go somewhere for food, medicine, or recreation.

Keeping physical space between persons from various families is critical for future occurrences. This implies bigger venues for fewer people. You'll also need to add space between chairs to maintain this gap, and method is available floor markings to indicate when folks may need to wait.

Then there's the environmental effect to ponder if you think throwaway cups are the easiest and safest option. In recent times, there's been a lot of emphasis on sustainability measures, but it is probable that the fear of the disease spreading would then take priority. Most common spaces now include washing or hand sanitizer facilities.

#### **2.3.4 The importance of technical advancement in the planning process**

Technology plays a crucial part in making event operation more effective. Started practicing face detection as well as online payment events administration, it has gotten easier. Furthermore, options like live streaming or leveraging social media may be quite beneficial in keeping potential guests up to date or connecting with them properly. Furthermore, with the support of GDPR (General Data Protection), safeguarding data and assuring security solutions for the company becomes easier. Currently, the event production sector has been discovered to be stepping towards the future, which is full of technical breakthroughs. Adopting future technical advancements in event planning might provide various advantages.

Event management systems can assist to improve things for attendees. Technology simplifies an event manager's job and enables them to focus on the significant aspects of the occasion. It benefits everything from visitors' pleasure to managing projects, so give it a shot during the next conference (Kestler, 2021). Event planning software can assist you in focusing on the most critical aspects of planning. The programme organizes data for customers so that it becomes easy to utilize. This way, one won't have to waste time preparing anything. One may instantly resume work on the event's essential components. One can measure how often they spend on every event that is arranged by using party planning software. One may also compare the number spent on one event to prior similar incidents. In this way, you'll be able to recognize places where one can minimize costs so it can be cost effective on comparable situations in the near future. Since everybody is operational on the same system, it's easy for all parties occupied in event preparation to communicate with others. Effective communication is required to know effective event will take place or not.

Social media may be applied in a variety of sectors. Whenever it comes to wedding planning, social media makes it simpler for individuals to share their stories, and event organizers can simply gather feedback from participants. This is an excellent approach to make adjustments for upcoming

developments (Kennedy, 2017). Mail advertising is an effective technique for publicizing any event. Marketing strategy, when integrated with digital marketing, may assist an event planner in sending more tailored emails on an occasion. While the use of augmented worlds grows, this will become an important tool in wedding planning.

## **2.4 Theory and model**

### **2.4.1 5C's of Event Planning**

Through offering a positive experience to guests, event management may be regarded among the most trendy and exciting employment opportunities. To go forward with a good event management approach, the 5 C's must be understood.

#### ***Concept***

It is critical to understand the event's genuine purpose since without defined objectives, it will be impossible to identify the target audience. The first stage in wedding planning is to prepare for a good tournament, which is also called the idea.

#### ***Coordination***

Following the establishment of a solid plan, a theme for the specific event must be chosen, which will lead to an idea for the décor site as well as many other extra items (Midlothiancenter, 2020). The next steps must be taken in order to promote the function to the intended or possible attendees.

#### ***Control***

Throughout order to create a successful event, event management must be concerned about ensuring there will be enough room for all guests. This is among the most crucial phases of event planning because event managers must ensure everything is on path.

#### ***Culmination***

The completion stage in event planning is similar to the crescendo stage. The next step often includes communicating with vendors, monitoring the theater's security, and ensuring that the setup begins on schedule (Midlothiancenter, 2020).

#### ***Closeout***

communicate problems or successes of the event only with a group so that they may be supported or led if there is a problem. After the event has concluded satisfactorily, it is critical to ensure that all payments and vendor terminations have been completed.

#### **2.4.2 7 Ps of Event**

##### ***Product***

In a market strategy what's more important is the goods and services that it offers. The internet marketing mix is ideal for promoting business items, such as through SEO, blogging or publications, paid advertising, influencers, and video clip initiatives.

##### ***Price***

When any product is produced by the manufacturers, on what factors and qualities of a product the consumers see to purchase a product in compared with other factors.

##### ***Promotion***

Digital promotion is only restricted by company creativity and may include shows, conversations, facebook groups, and livecast.

##### ***Place***

Place and location matters for any product to be sold and promoted in less time. If the product is promoted technologically then where it should be promoted like in social media or webinars or through live VR or in hologram technology. Location matters as then it should be promoted in that location and no extra energy is lost in distributing and promoting the product in some other location where the target customer is not present.

##### ***People***

Any product produced by any individual or organization should be sold in front of the consumers. They try to get the consumers through different mechanisms like chat bots or sales professionals or through calling or advertising. Training is being given to the sales professional who will represent their product and deliver it understanding the consumers requirements and lives.

### ***Process***

The process matters where the produced end product make available to the consumers in specified time and according to their demand. This process includes the manufacturing, the wholesalers or the retailers or the middlemen and delivers it through a correct specified channel to the ultimate users or consumers.

### ***Physical evidence***

Any product which is thought to be sold at firsts produced. Any product is produced with different elements in it. Like a laptop is produced with different parts like plastic, glass, metals, mechanics and battery etc. so these all elements made together creates an existence of a product which have values in it and which can be sold to the ultimate consumers.

### **2.5 literature gap**

Event analysis is an important issue of any business since it helps with marketing, stakeholder involvement, and expanding brand recognition and client base by actively confronting target customers. As a result, there are several issues that may be addressed in this debate of literature review, as well as a discussion of prospective scopes of wedding planning. Evaluating all the issues would deviate from the goal of the study request, thus they were left out of this existing literature. The residual treatment of connected themes, on the other hand, may be argued as a research gap in this study proposal.

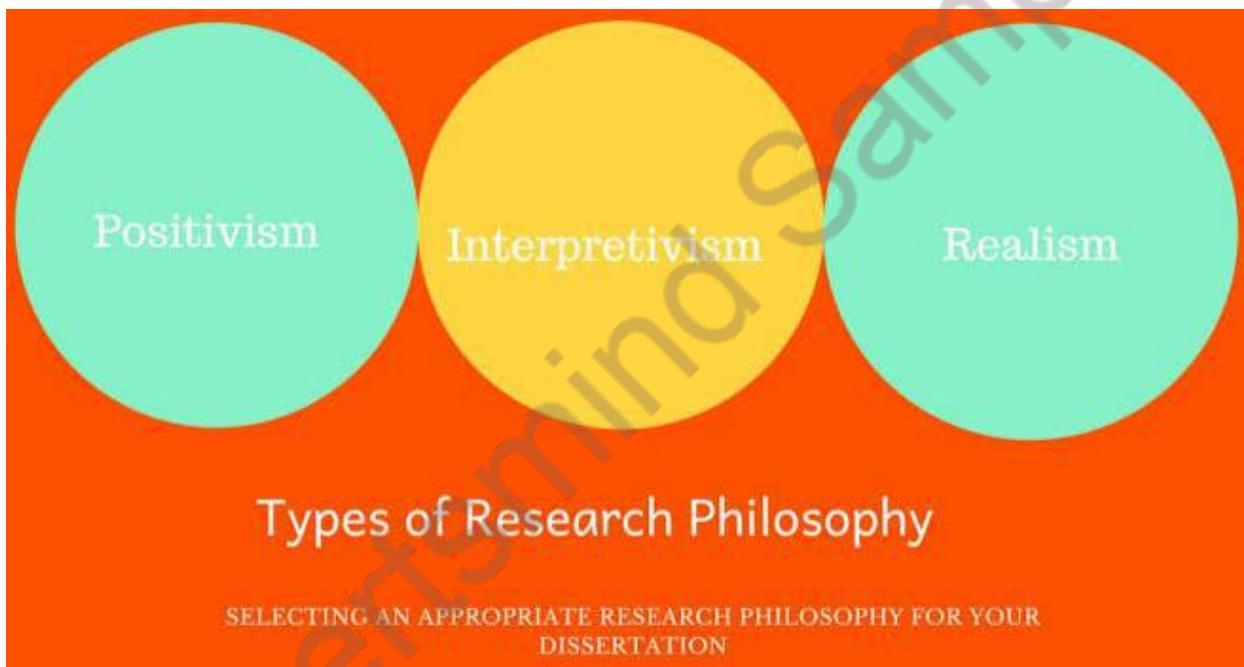
### **2.6 summary**

Event planning has also effectively exploited digital services and performed huge events throughout the world, ushering in industrialization 4.0. Furthermore, as a result of the epidemic, most people have gotten accustomed to such online platforms, and seminars and also activities on internet technology have allowed the possibility to contact more new clients via popular services. These factors have opened up a variety of future possibilities for wedding planning as well as the study proposal. After evaluating the success aspects from these events via this study proposal, small company organizations would want to focus on similar events internationally through digital sites in the coming future to attract more consumers and investors to their organization.

### 3. Research Methodology

#### 3.1 Research philosophy

There are 4 types of philosophy in research in the research arena, they are Realism, Interpretivism, Positivism, and Pragmatism. This research program has focused in identified the success of the event management before and after 2020. Interpretivism is the easiest and most suitable research philosophy because it will complete the whole research and there would be some meaning behind it, and it would focus on only a single topic.

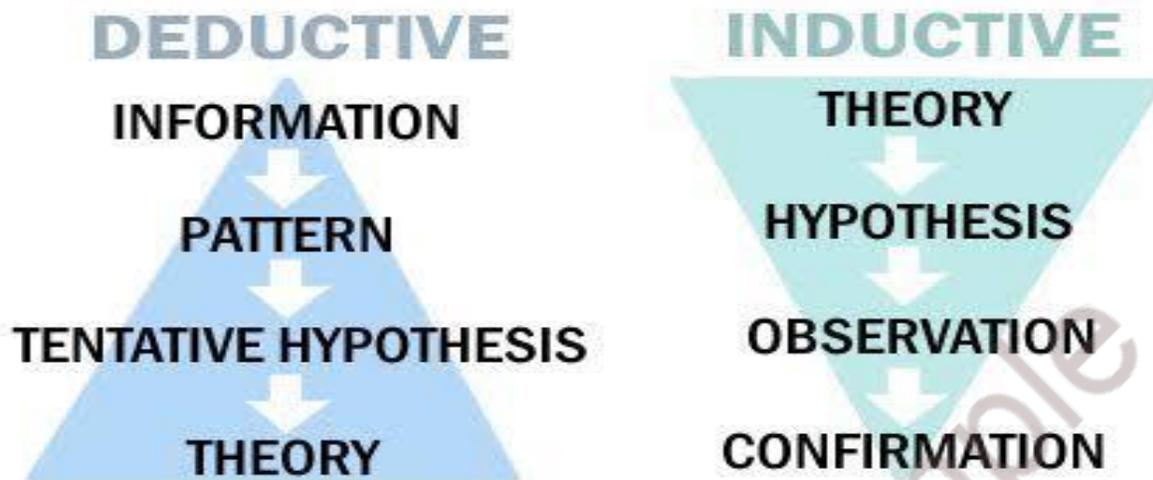


**Figure 3.1: Research Philosophy**

(Source: influenced by author Pranas Žukauskas, 2017)

#### 3.2 Research Approach

There are two varieties of research approaches in research, they are deductive and inductive research. They play a major role in any research. According to Alase (2017), deductive research refers to those research that has found the final result from any events using acceptable models and theories. According to Savic and Cvetkoska, inductive research is such research, which will find out the model and theory of a series of events.



**Figure 3.2: Research Approach**

(Source: influenced by author Bryman A. & Bell, E. (2015))

We are doing research in analyzing the success of event management before and after 2020. It follows a deductive research approach. The above diagram shows deductive research approach has 4 steps information, pattern, tentative hypothesis, and theory. The deductive research approach would help in constructing the research methodology in a constructed way but also helps in the collection of data from survey results and interviewers.

### 3.3 Research design



**Figure 3.3: Research Design**

(Source: Influenced by author John W. Creswell and J. David Creswell, 2017)

## **Research Design: The Explanation, Characteristics, and Varieties**

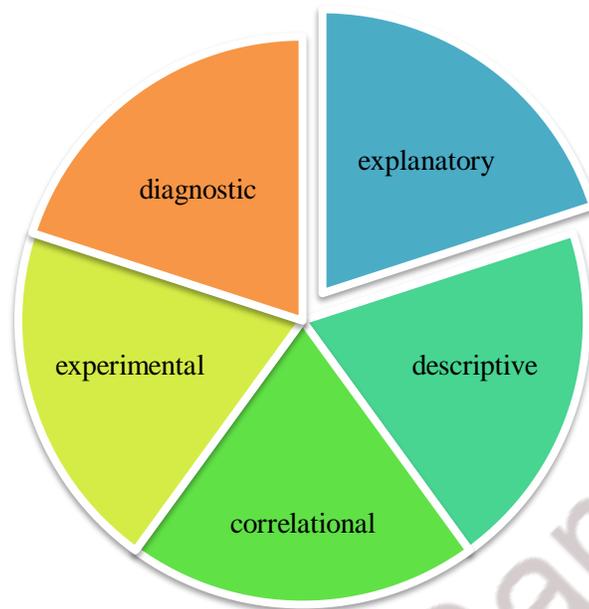
### **Research design description**

A researcher chooses a framework of research methods and techniques is known as research design. This research design allows researcher to have research methods that are favorable for the research and it may achieve success.

A researcher chooses study methods and techniques as a framework of research design. The researcher uses the semi-experimental topic or the topic in focus and makes different theories for its betterment and success.

Different types of research study experimental, correlational, survey, semi-experimental, and its feedback. There are different sub headings like research problems, descriptive case studies and experimental design. The different types of research design are-measurement, , analysis and data collection.

If any organization is facing any difficulties, then it will be because of the research design. The design phase means how and which tool to use. Any importance of research is dependent on an increase in the trust of the data and its accuracy in force and minimum prejudices. In any experimental design, there should be the least error of margin and it's indicated as the desired outcome.



**Figure 3.4: Research Design Definition**

(Source: influenced by author J. David Creswell and John W. Creswell, 2017)

If you do proper research study maybe you will get success for sure. Correct research studies will always use data that are accurate and unbiased. Whatever characteristic it meets, it can be done by creating a survey.

## Characteristics of research design



Neutrality



Reliability



Validity



Generalization

QuestionPro

### **Figure 3.5: Characteristics of research Design**

(Source: influenced by author John W. Creswell , 2014)

#### **Neutrality:**

The data you expect to collect should be at firsts carried out through assumptions. The outcome of any research should be away from any biases or neutrality. We should understand any opinions about the conclusions and final evaluated scores.

#### **Reliability:**

The researcher carried out similar research work and they expect similar outcomes or results. To ensure the result of the research the questions to be considered should be well constructed. If your overall design is reliable then only you will reach the expected result.

#### **Validity:**

There are many tools available for validity. There are certain objectives of any research and the result to be searched should be carried out only with the proper measuring tools. The questionnaire of the design should only be suitable.

#### **Generalization:**

The end result of the research ought to indicate the overall inhabitants and not a specific sample. In this design a survey can be conducted which may applied to any part of the population with the same frequency.

In a good design, all the characteristics should be balanced the way respondents answer the questions. A researcher should have a clear understanding of which model to apply for any research work-study.

The research study design can be segregated into qualitative and quantitative.

#### **Qualitative:**

The qualitative research means mathematical calculations done through relationships between observations and collected data.

Using statistical methods theories can be approved or disproved. Researchers trust qualitative methods because of what respondents have to say about the theory and to find and conclude why a particular theory exists.

#### **Quantitative:**

Cases where conclusions of statistical data to collect actions of insight are necessary. Numbers are required for better business decisions. For the growth of any organization, quantitative business decisions are made. When making any decision about the future of the business analysis and numerical data proves to be effective.

### **3.4 Data collection method**

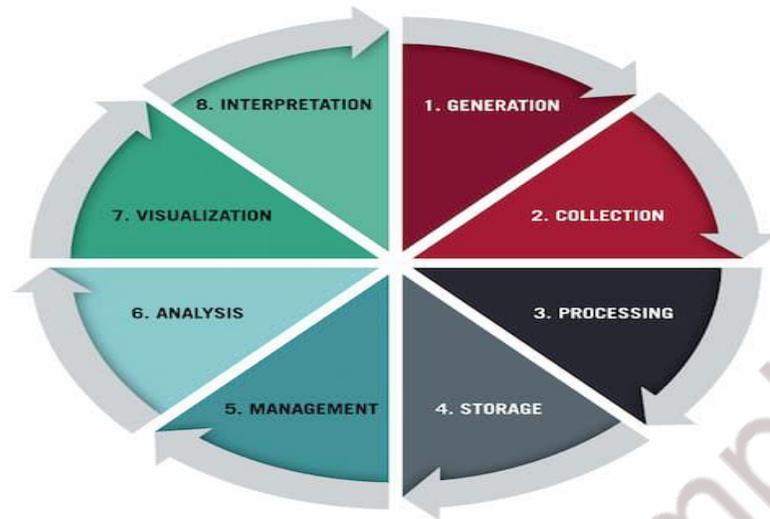
Data means a collection of consumers, facts, symbols, events, and objects gathered together from various sources. Data helps in decision-making for various organizations. Without data, correct decisions cannot be taken so data are collected from various sources.

Before launching any new product data are collected for customer preferences, demand for the product about the competitors, etc. Before launching any product proper research work is not done then the product face failure and has less demand and an inability to meet customers' demand. Data for any organization is a none valuable if its not processed and transformed into a valuable product, then it's of no use.

There are 3 types of data: -

- First party Data- the organizations collect it directly from the users.
- Second-party Data- When any organization shared its data about its consumers with other organizations.
- Third-party Data- Data that is rented and sold by organizations that don't have any connection to other users.

Be its Qualitative (contextual) or Quantitative(numeric). Many data collection methods maybe suited for your business or others may not.



**Figure 3.6: Research Methods**

(Source: influenced by author John W. Creswell , 1994)

#### 7 Data collection methods used in business

Surveys can be digital or physical that gather quantitative as well as qualitative data. After any event complete behavioral surveys are done on the attendees to get the feedback. The survey may consist of how to save money, improve any part, how much they enjoyed the event, and what are their wishes.

Every time your customer makes a purchase you can use that data to know your target market and in which segment you should sell your product and to understand your customer better.

For getting qualitative and quantitative data interviews are taken on one-to-one basis or with the focus group about any particular topic or situation. You can take the feedback from the audiences about any new features. The data can help to identify how to make changes in the product and which features to change.

Observing people how they react and complain about the event they attended. Did they like the product or have complained about any specific portion. Observe their behaviour, reaction, and feedback to change develop and correct your product.

Every website has its tracking tool to understand the behavior and improve the website design. The tracking includes which part of the website has the highest interest of the customers, whether

they are confused at the time of using it, and how long they spend on product pages. The design of the website can be changed to make it more user-friendly.

Online forms are useful for acquiring qualitative data about users like contact information or demographic data. These are very easy to create and ask the audiences to fill up for attending any webinars or email newsletters. This data may be used to contact audiences who are interested in your goods or products or for remarketing such as email workflows and contextual recommendations.

Like Facebook or Twitter, the visitors are followed and monitored to know their interests and motivation. Many social media channels draw out all the data of the customers or audiences to search for their preferences or likings in order to understand them better to sell them their products or to contact them and their phone contacts to inform them about their new launches. The data collected from social media can be used to determine what is much more important to your followers.

### **3.5 Samples**

#### **3.5.1 Sample size**

##### **What is a sample size?**

“Sample Size” is a research terminology that indicates the total numerology of individuals who participated in any research work for carrying out any survey. When you are surveying large respondents of a large population sample size is very much important. It relates to the way research is conducted on large populations. Maybe you cannot reach every population so this sample size of a large or small population is taken from different segments and sizes to research and understand their mentality. The size of the population is very important for searching for the statistically significant result, accuracy, and running your study. Samples are chosen by the researcher based on their age, gender, location, and demographics. Example, you want to understand what age group of public will visit your event is it 18-25 or 40-50. The survey can be done on a sample size of 100 distributed among a huge population of USA. The total personal in a particular sample is indicated as the sample size.

Why sample size is required?

Take an example a researcher want to make survey and want to know about the success of your new product, it can be any event or a mobile phone. You want to know whether the mobile phone will be successful or not. You want to know whether the target sample size will buy or use your product or not. What are their thoughts on the new launch and what are the new features they want in their product?

Hypothetically, the predictive population of New York is around 10 million. You take a sample size of 500 that fit the survey done on those sample sizes. The responses of the population will be used to know the reaction the population. You have to keep in mind how much sample size can fulfill your requirements. If the sample size is much more then it will not be helpful in any way and can waste your money and energy, to reach a large number of people and take the responses. Whereas if the sample size is much less then it would be of no use and will not fulfill your requirements and purpose.

Terms related or used in the sample size?

**Population size:** It is how many people fit in the total population. For example, you want to find out how many Ph.D. students reside in New York City. Here the population size can be less as not every time a large population will be required. A small population size can give you perfect results.

**Confidence level:** How much confident you are that your data are correct for further research work. It is the percentage of your confidence level and its accuracy. Example- your result is 90% and your confidence is accurately 90%.

**The scope of error:** Any survey cant is 100% accurate. The confidence level tells you how much the population you will target for your survey. The margin of error represents how close the result of the survey falls relative to the total population. To find out the margin error a calculator is used.

**Standard deviation:** Its the determination of the dispersion of a set of information. Its the absolute variability of distribution. The standard deviation and the scale of the deviation will be much greater if the dispersion and variability are higher. You have already distributed confidence. In the total responses how many variations do you expect? That variation of the response of the sample size is known as the standard of deviation

Sample size computation formula –how to search for the sample size

To learn how to determine sample size through a sample computation formula. Its described with an example below:

Lets take confidence level represents as Zo-score. This is the same value required for this calculation. Here are the Zo-scores of the confidence levels:

90% – Zo Score = 1.645

95% – Zo Score = 1.96

99% – Zo Score = 2.576

If the confidence level is different, many online tools can help you to get the ultimate score.

<b>Required Sample Size = <math>(Z_o\text{-score})^2 * StandDevi * (1-StandDevi) / (\text{margin of error})^2</math></b>
--

Example- how to find out the standard deviation, determining to choose a 90% confidence level, .6 stand devi, and a margin of error of +/- 4%.

$((1.64)^2 * .6(.6)) / (.04)^2$

$( 2.68 * .36) / .0016$

$.9648 / .0016$

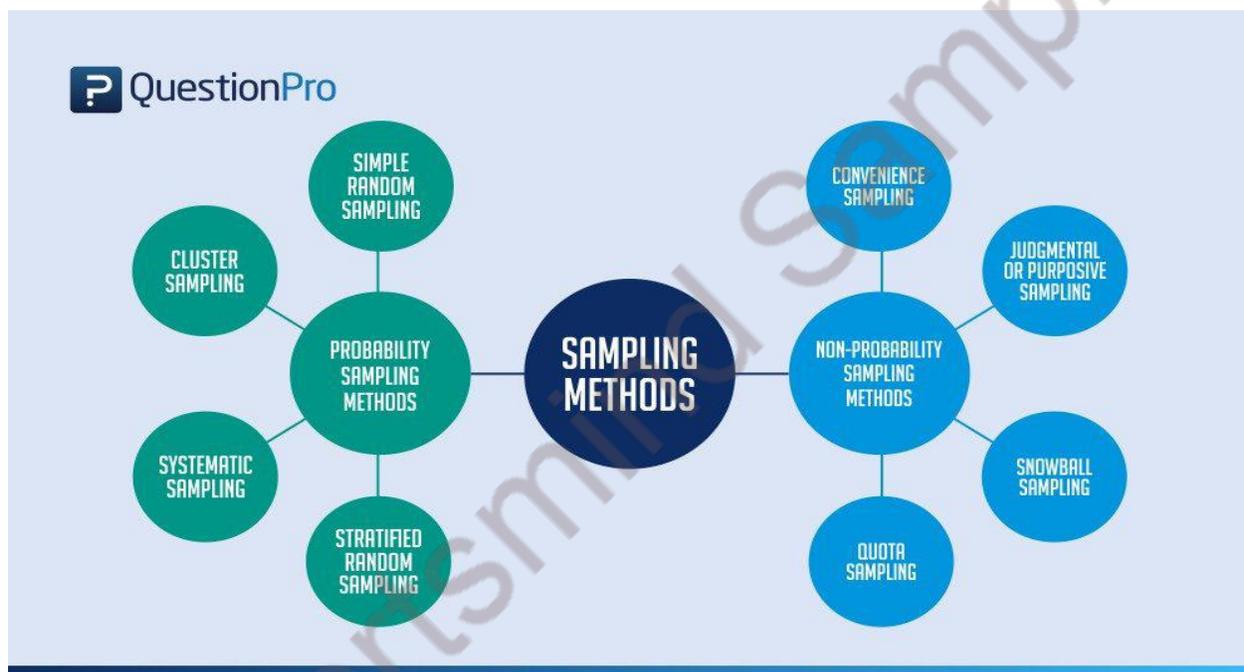
=603

603 respondents are required in the survey and it becomes your sample size.

### 3.6 Sample type

Before any analysis, whatever sample or data are collected according to the requirements. There are 2 types of samples they are quantitative and qualitative and this research will use both types. Quantitative data refers to numerical data such as disagreement of a case, agreement, and other numerical numbers. It's according to Hennink et Al. 2019. Qualitative data means non-numerical theories, data opinions, and others. Qualitative data would be gathered through interviews and for Quantitative data gathering survey should be carried out.

### 3.7 Sampling methods



**Figure 3.7: Sampling methods**

(Source: influenced by author Mohamed Elfil and Ahmed Negida' 2017)

#### 3.7.1 Types of sampling: sampling methods

There are 2 types of sampling in Research, non-probability sampling and probability sampling, Lets discuss about the methods:-

It's a technique where a researcher chooses the sample size from the population randomly. With this selection technique, all the members have the right to be a part of the sample.

Here in this sampling technique, the members are chosen from the population randomly. Its not a pto search for the number of immigrants living in India it can divide the population into clusters of states, like Delhi, Mumbai, Haryana, Rajasthan, etc. If the survey is conducted in this way may be the results will be found in states and detailed immigration reports.

Here the researcher selects the sample size from the population at regular intervals. Its starting phase for a sample size that can continue at regular intervals. It has a predefined range, so it is least time-consuming.

Example- If the total population 5000 and the systematic sample is 500. The researcher will count from 1-5000 and at every 10<sup>th</sup> place the person to be added to sample size. Here{ total people /sample size =  $5000/500= 10$  }

Here the researcher divides the population into smaller groups that represent the whole population. The groups can be structured separately and take samples from every group of the sample size.

Example- The researchers trying to find out characteristics of general public according to their income. So they are divided among groups according to the family's annualized income.

### 3.7.2 use of probability- sampling

Ther

e several use of probability sampling are:

Decrease Sample Biasness.

Diversified Population.

Create an Accurate Sample.

### 3.7.3 Types of non-probability sampling { with example }

A fixed selection process is not used but it includes the collection of feedback based on the statistician or researchers and the selection of sampling techniques. The result of any survey conducted by the non probable sample extends to a twisted outcome. It may be not indicating any target population. Some situation where non probability sampling will be more beneficial for conducting any research at the beginning stage.

The 4 types of non-probability sampling are given below:-

### 3.7.3.1 Convenience sampling:

Here the survey is done on the passers or the visitors in any mall. It is known as convenience sampling because the researcher easily visits directly to the subjects in the streets and the mall. A researcher cannot select the sample element and its done based on no representativeness and proximity. When there are cost-effectiveness and time limitations then no probability sampling method is used. In the beginning stage of the research, where there are resource limitations then this convenience sampling method is used.

For example-NGOs and start-ups use the convenience sampling method. Like distributing the pamphlets for a cause or any upcoming events. They stand at the mall and distribute the leaflets. Purposive or judgmental sampling is formed due to the purpose of the target audiences. The researcher wants to know and understand the thought process that how many will opt for a master's degree. Like if the question is asked in such a format, "Will you do your higher degree in.....?" and those who say "No" will be excluded from the lists.

When the subjects are difficult to find out it is known as snowball sampling.

Example- If the survey is related to illegal immigrants or shelter less people then it's difficult to trace them. The researcher in this case can track a few categories to find out the result of the interview. If the topic is highly sensitive then this method is used and not disclosed.

Collecting data about HIV Aids. Not all sufferers will openly answer this question. Still, the researcher can reach out to the victims to ask questions and do research on their causes, and collect information.

In the sampling technique the members are chosen on the basis of pre-set standards. Sampling is created based on specific attribute; sample will have the similar features and character as its established in the whole residents.

### 3.7. Use of the non-probability sampling

Why non-probability sampling is used?

Its used for the following reasons:

3.7.4.1 Create a hypothesis.

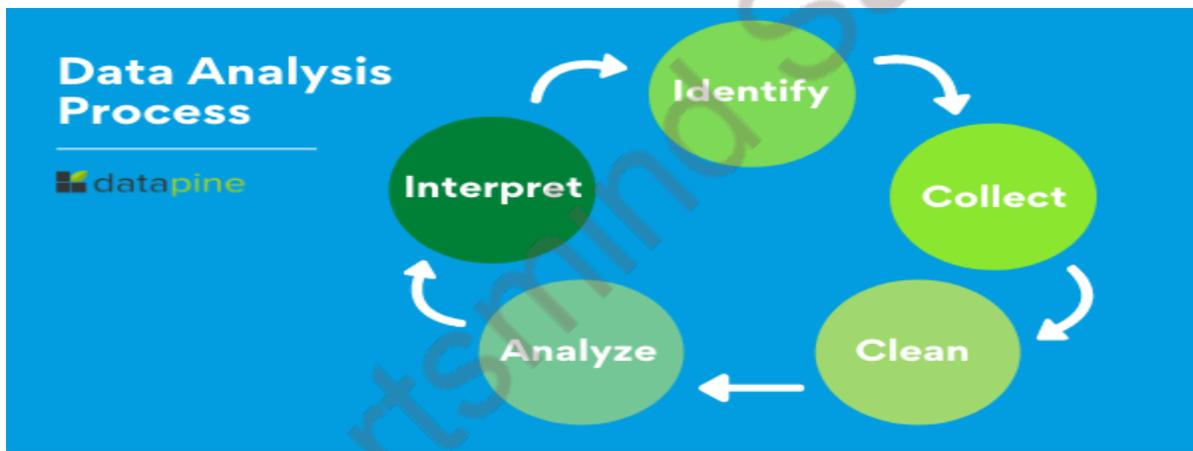
3.7.4.2 Exploratory research.

3.7.4.3 Budget and time constraints.

### 3.8 Data analysis method

Data analysis is a technique where data are extracted, collected, and modeled to make decisions making. In 2 core areas, these methods are largely based they quantitative and qualitative research.

3.8.1 What Is The Data Analysis Process?



**Figure 3.8: Research Data Analysis Process**

(Source: influenced by author Len Silverston, 2001)

After collection of the data, its organized segregated and processed to get the desired conclusions.

There are 5 different steps of data analysis they are:-

Identity- Separate and segregate the data according to your needs.

Collect- From a different sources the data are collected and kept for future use.

Clean- After the data are collected its processed for clean and the useless data are kept aside.

Analyze- Then the data are analyzed and the result is searched out.

### 3.8.2 Ten Data Analysis Methods

The 10 data analyses methods are as follows-:



**Figure 3.9: 10 Data Analysis Method**

(Source: influenced by author Len Silverston and John A. Zachman, 2001)

3.8.2.1 Cluster analyses method

3.8.2.2 Cohort analyses method

3.8.2.3 Regression analyses

3.8.2.4 Factor analyses

3.8.2.5 Neutral analyses

3.8.2.6 Data mining method

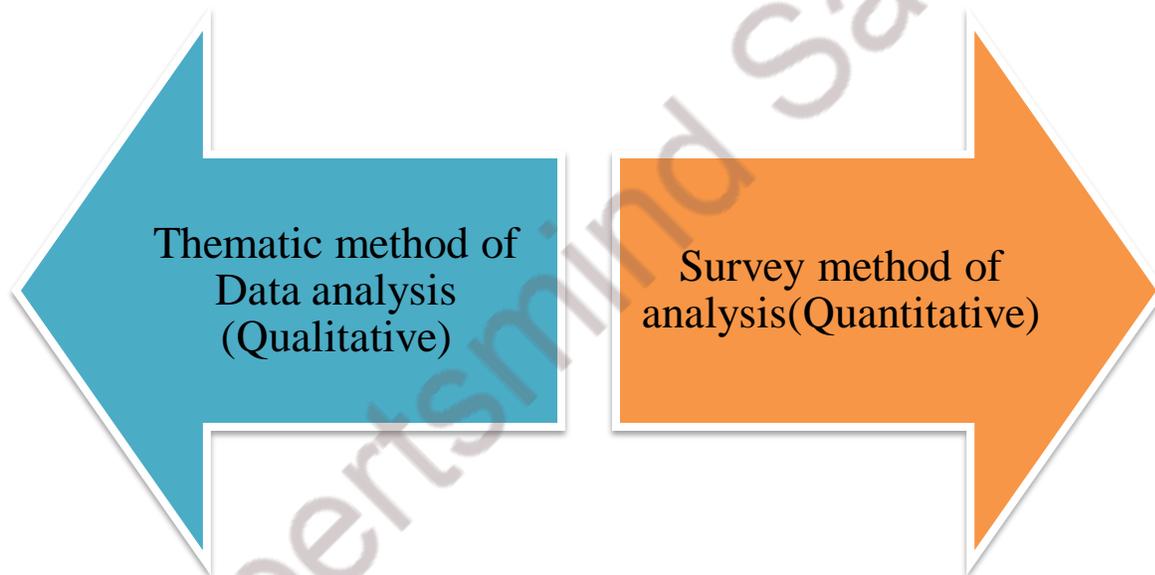
3.8.2.7 Text analyses

3.8.2.8 Time series analyses

### 3.8.2.9 Decision tree analyses

### 3.8.2.10 Conjoint analyses

Different tools and techniques are used for data analysis verification and to search out the result of the survey. There are different ways to do data analysis they are thematic data analysis and survey data analysis. Thematic data analysis means the qualitative data that has been collected from the interview. The second is the survey data analysis which means analyzing the data from the survey and using it to find out the correct and desired result. According to Clarke and Braun, there data analysis means the ability to find out the result of any topic with vast and in-depth knowledge.



**Figure 3.10: Research of Data Analysis**

( Source: influenced by author Joseph A. Maxwell, 1996)

Here telephonic interviews are conducted as an interview process and data are collected from the previous call recordings of the interview. Thus recorders and telephones are used as tools for the data representation. These tools help in saving time and its costs effective. The tools are used for collection of data and for further discussion and understanding.

## Chapter 4: Data analysis and its finding

### 4.1 Introduction of Data Analysis

The chapter is about the analysis of all the information that is collectorate with recorded through interviewing with sets of question. Main perspective of this study to understand detailed impact of the change in the event management trends in society especially before and after 2020. The following research and analysis by the researcher is very much effective to understand the current scenario regarding the change in trends in the event management sector.

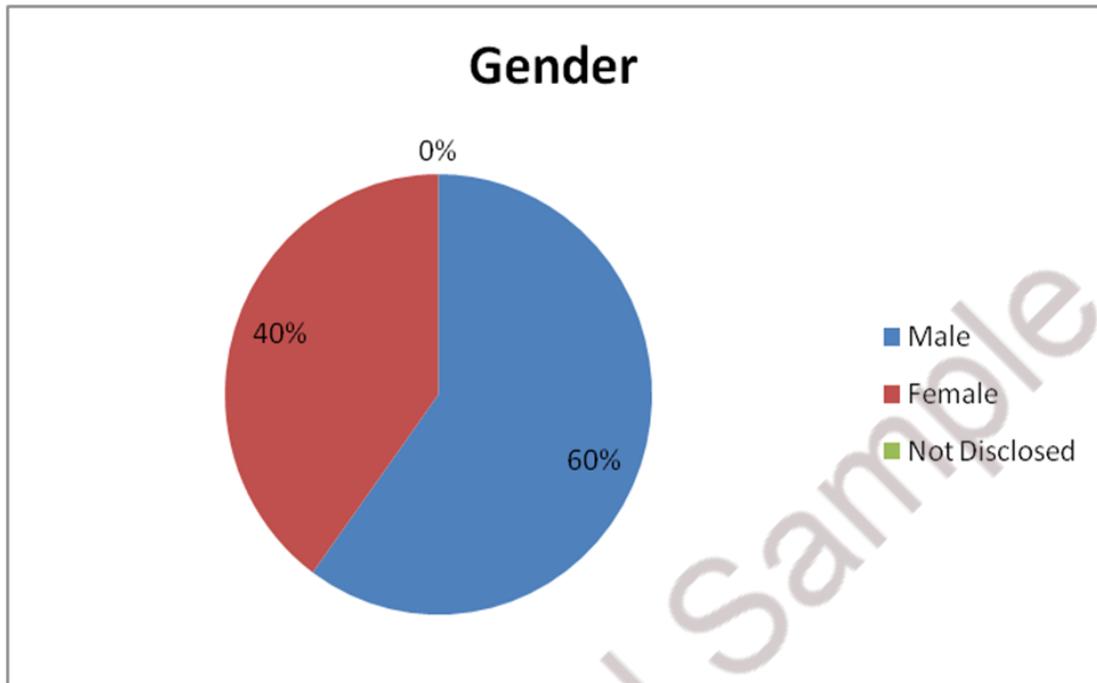
### 4.2 Primary Quantitative data analysis

The main predictive of the data collection methods is to understand the current situation after the changes in trends in event management technologies. This research endeavor has been guided by the Positivism philosophy, which is suited for the study's topic. This investigation will help to better comprehend the replies; 100 individuals from the UK market will be interviewed and questioned. Out of a total of 100 individuals, there are 60 men and 40 women. The interviews will be taken in a structural manner to understand the topic in-depth and very clearly.

#### Q1:Gender Study

Option	Number of respondent	Respondent of the survey	%age
Male	100	60	60%
Female	100	40	40%
Not Disclosed	100	0	0%

**Table 4.1: Gender of employees**



**Figure 4.1: Gender of employee**

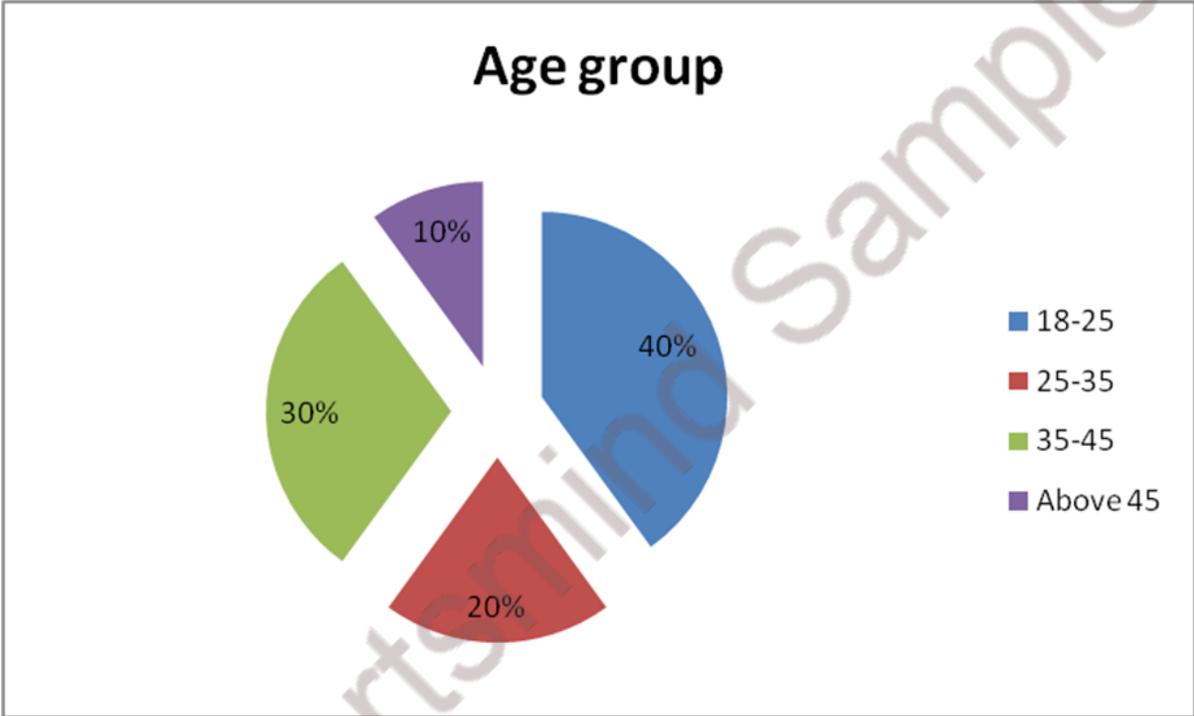
Gender is the most significant demographic topic to ask when determining the demographic state of an organization. According to the information gathered, 60% of the population is male and 40% is female, with no one of the other genders. Gender can play an important role to understand the impact of changes in traders in event management technologies before and after 2020.

**Q2: Age group**

Option	Number of respondent	Respondent of the survey	%age
18-25	100	40	40%
25-35	100	20	20%

35-45	100	30	30%
Above 45	100	10	10%

**Table 4.2: Age grouping**



**Figure 4.2: Age group of employees**

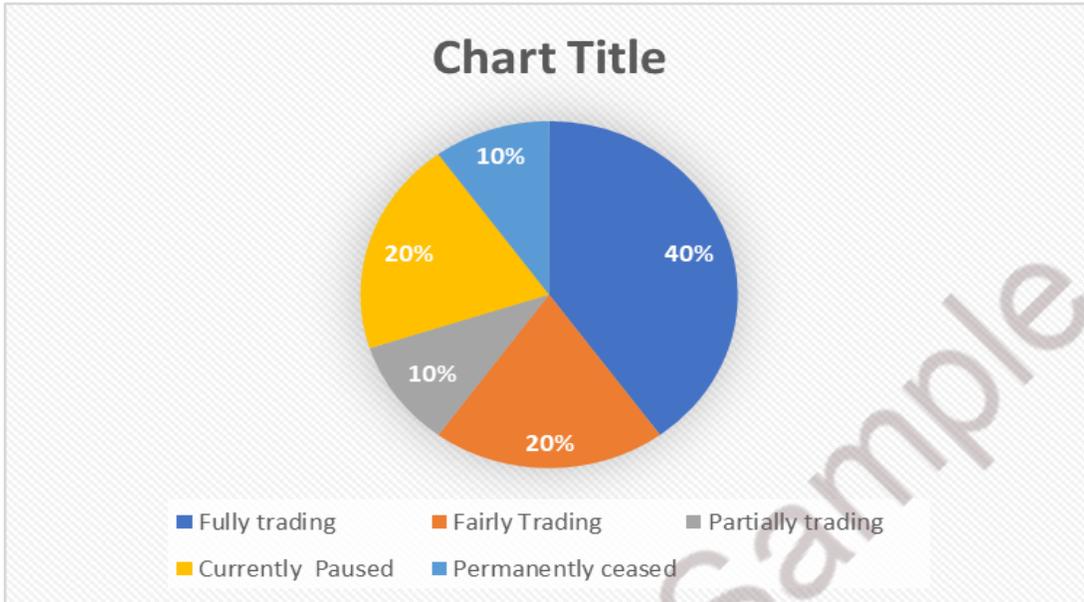
Age bracket is the most important feature of the research demographic. The factor adds worth and helps to understand the present condition regarding changes in trends. This survey that is done by the researcher shows the current mentality of the thinking process of the individuals in the market in the UK regarding the changes in trends associated with event management before and after 2020.

According to the data, within 100 individuals, 40 individuals are in the age bracket of 18-25 yrs, 20% of individuals are under the age bracket of 25-35 yrs, and 30% of individuals are in the age bracket of 35-45 years, 10% are over 45 age bracket.

**Q3: Which report suitably describes trend of event management technologies?**

<b>Option</b>	<b>Number of respondent</b>	<b>Respondent of the survey</b>	<b>%age</b>
Fully Trending	100	40	40%
Fairly Trending	100	20	20%
Partially Trending	100	10	10%
Currently Trending	100	20	20%
Permanently ceased	100	10	10%

**Table 4.3: Description of trend of the event management technologies**



**Figure 4.3: Pie-Chart of the trend of the event management technologies**

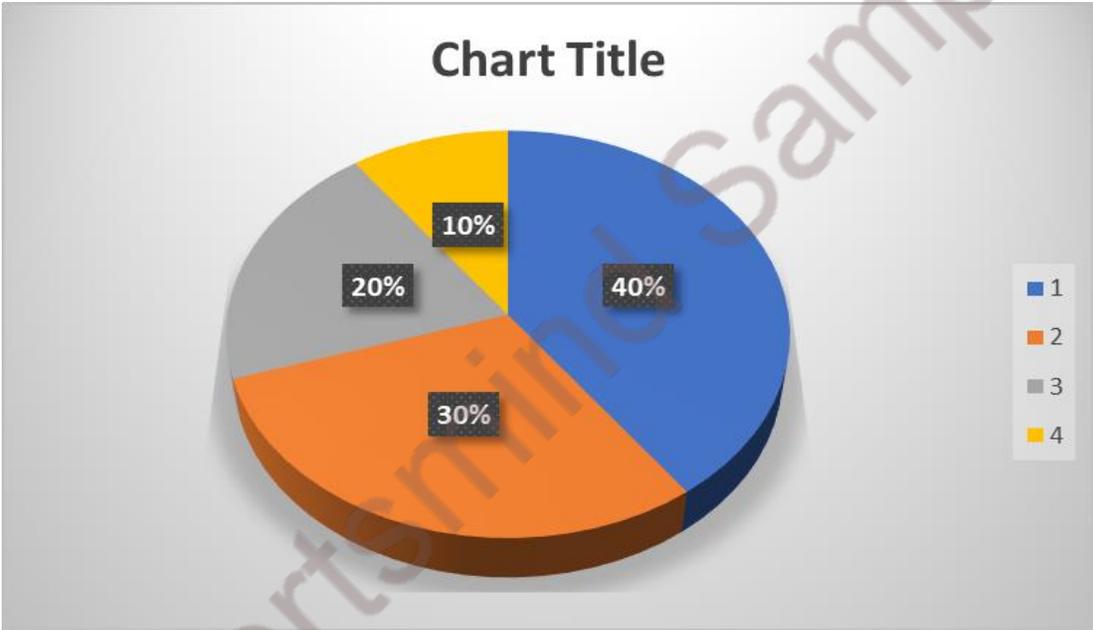
After the pandemic situation, trends in event management changed drastically. Most small and large enterprises focus on the technologies to make the business successful. Individuals focus on the technologies too, for arranging any type of business.

**Q4:** Market approach about the trend of event management technologies

Option	Number of respondent	Respondents of the survey	%age
Certainly	100	40	40%
Moderately	100	30	30%

Not so much	100	20	20%
No comment	100	10	10%

**Table 4.4: Market approach about the trend of event management technologies**



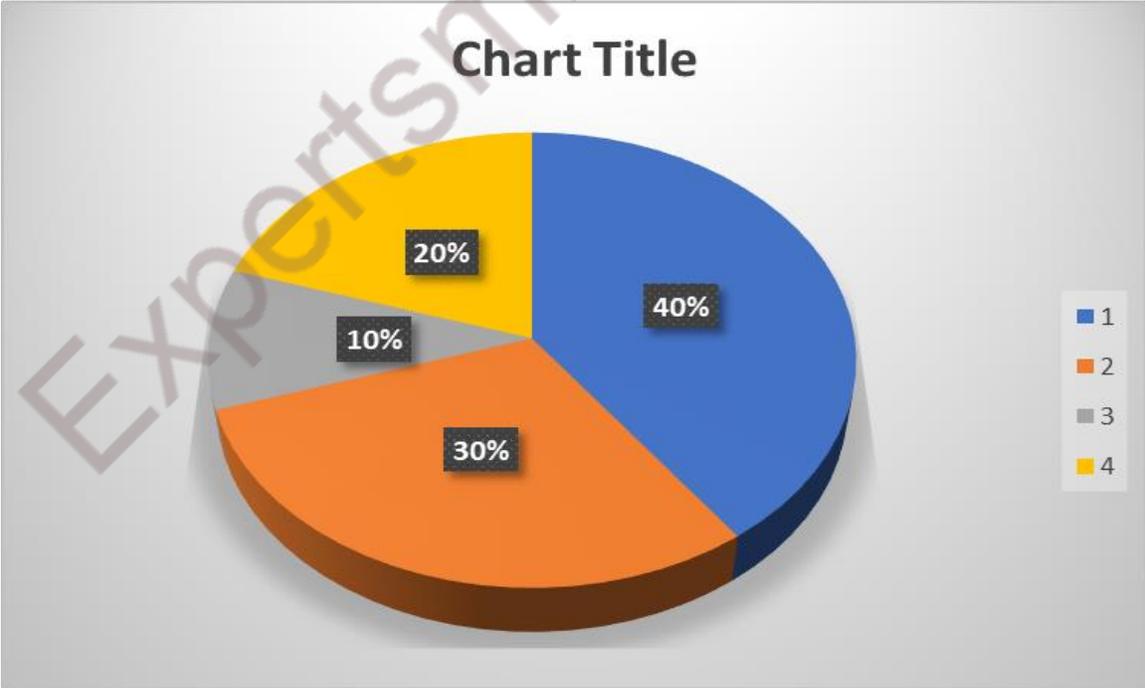
**Figure 4.4: A market approach to the trend of event management technologies**

Out of 100 individuals, 40% of the individuals are very much certain and show a positive mindset towards the changes in the trends of event management technologies. Whereas 30% of the individuals show moderate excitement t about the changes in these. 20% of the individuals were not at all expected regarding the changes in the trends. They are rather happy with previous kinds of trends.

**Q5: Stability of market after the changes of trend in event management technologies**

Option	Number of respondents	Respondents of the survey	%age
Fully stable	100	40	40%
Partially stable	100	30	30%
Partially unstable	100	10	10%
Completely unstable	100	20	20%

**Table 4.5: Stability of market after the changes of trend in event management technologies**



## **Figure 4.5: Stability of market after the changes of trend in event management technologies**

100 individuals participated in the survey, that is conducted by the researcher. Out of which, 40% of the participant said that the changes in the trades in event management stabilized the market. Both the customer and businessman are quite happy with such kinds of practices. According to 30% of individuals, the Current market is partially stable with the implementation of such kinds of trade changes.

### **4.3 Discussion**

Researcher conducts this research work to understand the impact of the changes in trends in the event management technologies in the market. The Researcher focused on the survey methods, to collect essential data from the market. Research collected 100 precipitates to gather all the essential data for the whole research work. Out of 100 individuals, 60% of the participants were male and 40% were female. Reactions of the particip[etences were very much mixed regarding the research topic. The age of the majority of the participants stands between 20-and 25. 40% of the individuals, who had participated in this survey were very much certain that changes that were procured in the fields of technologies in the event management market will provide a lot of benefits in long term. and 40% confirmed that changes in the trends can help to stabilize the market in certain ways.

### **4.4 Summary**

Researcher prepared a questionnaire on the bases of that, the researcher asked questions to 100 participants. Different individuals show different types of opinions regarding those questions. According to that, the researcher prepared a table and pie charts. As such kinds of works help to build a clear understanding regarding the topic.

## **5Conclusion and recommendations**

### **5.1Conclusions**

Event management has changed over the years and if you compare before 2020 what now it has changed drastically. Due to several upgrades in technology and engagement with artificial intelligence, event management has become much more user-friendly and cost-effective. Now

social media has played a great role in understanding and reaching the desired clients. Through social media, products can be promoted and webinar sessions can be shared to promote the product and sell it at a higher margin. Facebook, Instagram, and YouTube are different social media platforms to perform live events. The top event technology trends for organizing any event are: live translation, QR codes, virtual reality, holograms, digital event invitation which has developed the event organizing techniques and processes. Now these technologies have created a vast change in offering the best event ever for the organizers at low price and without any time limitations. Before the pandemic it was a time of physical presence for any seminars or events of launching any new product or discussing about the features of any product, but now the time has changed. It's a time of AI and internet and without any hard or fast rules or limitations the organizers arrange any event through webinars, VR sets or holograms. These technologies have made events much beneficial and important in the daily life. The future seems to be brighter and effective for the companies and organizers as it will keep on spreading throughout the world without any hindrance. This technique never stops with any boundaries, hindrances or language. Now the language barrier has also been removed due to the presence of a translator which can translate English or any language form into the preferred local language. In the future, more investment will be done in the technology sector as more AI gadgets will get into the market and more technology startups will produce and sell their goods through VR headsets or Hologram mechanisms.

## **5.2 Event management and linking with objectives**

The aim of the project as mentioned above is, "Event management technology trend before and after 2020. Below I will mention certain objectives which are described clearly in different topics mentioned in this Research project.

### **5.2.1 Objective 1 and its description-**

The objective asks for the real essence and needs of the technology in the event management before and after 2020. It can be found in the introduction and the literature review and the methodology section. Event management technology is in need in the present scenario when the pandemic situation is going on and more startups are rising for keeping in mind to save time and money.

### 5.2.2 Objective 2 and its description-

to find out and evaluate the event management trend can be found in the methodology and literature review. What it was before 2020 now is different as now the technology and its effectiveness are on a rise and it has increased the sales and knowledge to a vast extent.

### 5.2.3 Objective 3 and its description-

the objective ask for significance and related challenges with the event management. It can be found in the Introduction, Literature review, and conclusion. There are several challenges that sprang up in front of the event management industry. The problem arises in the availability of technology like holograms and 3d technology or VR sets. The internet speed and language problems are also a drawback.

### 5.2.4 Objective 4 and its description-

the objective ask for the efficiency of event management through concepts and models, it can be found in the methodology and literature review. Different models are used to explain how its effectiveness in increasing the sales of the product. Different questionnaires are formed to ask the sample size to know the result and outcome of event management.

## 5.3 SMART Recommendation

SL. No.	Specific	Measurable	Achievable	Realistic	Time-Bound
<b>Saves time and decreases costs of arrangement</b>	The outcome will lead to desired result. The outcome is developed, build, plan or executed with strong actions. The organizers and the audiences will be involved. The actions are assigned to the researchers and the organizers.	Change will occur for sure because its not today, after 2020 the changes is clearly seen. More technological improvement will take place and organizers will create events to sell their products.	If the time frame is 3-4 months it will be achievable as already many new technologies are produced to make the event successful in time and to make it more costs effective.	Populations are accepting and a huge investment is done in the technology sector for its improvement and to support the startups.	Time frame can be from 3-4 week. As already every technology is in its progress. More AI technology will be available.

**Table 5.1: Saves time and decreases costs of arrangement**

SL. No.	Specific	Measurable	Achievable	Realistic	Time-Bound
<b>Build your new brand</b>	New brand can be made only if technological methods are utilized well. As different webinars sessions and event are organized whose target market is worldwide.	Changes can be seen only if the development of any country along with the progress in its inner boundary gain takes place. Changes can be seen if data shows the real making of newer products and increase in the audiences in the event takes place.	Yes it can be in the time frame and it may take hardly 3 months to 1 year to build a new product according to its usage and production and planning. There may be many limitations but it will not affect in the brand building as it target a huge customer base.	This outcome can be achieved by any company as its already achieved by many until today from 2020 and technological improvement will build a lots of products brand.	The time frame of opening a business related with technology according to the planning can be 3 months – 1 year. And to build a brand it will require 3 month to 6 month from the date of its launching through different online techniques.

**Table 5.2: Build your new brand**

SL. No.	Specific	Measurable	Achievable	Realistic	Time-Bound
<b>More attendees get increases</b>	As the technology will improve it will bring more and more tagetive interactive customers in the product circle. More needy customers will buy the product and opt the organizers services.	What the location oriented and boundary burden attendees use to attain any events, but now the short and easy and costs effective webinars opened roads for the huge customer base online.	This target can be achieved and within short period of time less hard work to be done and the repetition of the recorded videos can be played in any webinars or Hologram.	This outcome can be achieved as here no binding in boundary takes place. Whatever product you produce and launch it will have boundaries customer for sure.	Time frame can be between 1-6 months as to reach to the newer client and bring more attendees in the webinars will be much more easier.

**Table 5.3: More attendees get increases**

SL. No.	Specific	Measurable	Achievable	Realistic	Time-Bound
<b>Better networking through social media</b>	The organizers can share the link of the webinars and event sessions in the social media platform like facebook, instagram or twitter. More people with similar liking and wants can know about the product and can attain the live or recorded session in the social media.	More very less time is required for any product to launch and promote in the social media. As more people throughout the world is interactive and socialized easily to achieve their human goals and motivation.	If the time frame is 6 months it can be achieved and promoted to the needy customers of that product.	Yes its realistic as now social media has a separate section where only promotions of the products through those website are done. Like facebook and whatsapp can be used for doing promotion. In whatsapp business account can be made to share your product.	Minimum 6 months will be required for achieving this recommendati on as the company needs time to reach to the level customers.

**Table 5.4: Better networking through social media**

SL. No.	Specific	Measurable	Achievable	Realistic	Time-Bound
<b>Data collection</b>	Data can be collected through several social media sites like facebook, whatsapp and twitter. These data can be processed to invite and share links of the webinars.	Changes will take place social media and different new technology has launched reach to the specified customer and sells their product.	Yes its achievable and in specified time period of 3-6 months. As in this time period the data can be collected of the clients and event can be organized.	Resources can be available through different loan facility. Data can be collected for the event organizers to launch any product or services.	The time frame can be from 3-6 months.

**Table 5.5: Data collection**

## 5.4 Research limitations

### 5.4.1 Progressive low investment-

Technology is used in event management to make it more efficient. It is found as the year progresses the application of technologies decreases. For example, in 2018 AI got an investment of 1 billion dollars but as the year progresses and at the beginning of 2019 the total investment decreases 2018.

#### 5.4.2 Dependability on the Internet and its drawbacks-

Digital event of any company depends on the Internet and it can be disturbed or disruptive due to speed, incorrect setting, IT norms of the company, etc.

#### 5.4.3 Less familiarity or connection-

Events through the internet may be time-saving and less costly but its organized digitally and no connections are being formed with the audiences and no emotional attachments can be created.

#### 5.4.4 The problem is the global time difference-

Now digital events are organized worldwide where there is no binding of the time zone. Like any event organized in the USA at pm can be viewed in the Asian nations in the morning time at 8 am due to 12 hours time gap. So the worldwide time difference should be taken into consideration, which may be a limitation of any digital event.

#### 5.4.5 Less or no networking-

Face-to-face interactions in any real events are easier than digital channels where there is no familiarity or attachments with the speaker.

### **5.5 FUTURE SCOPES**

This research describes how not only describes technology trends before and after 2020 but also explains how much it has met its objectives. Large companies invest a huge amount of money in big events, to bring or contact more shareholders for their companies, to discuss their new technologies, or launch a new product for their companies. As said by YILMAZ and ÇAKICI and in the year 2017, as technology expanding and allocating a competitive advantage over others, in terms of advertising and other sectors, all companies trying to engulf it in their system and technology.

Digital platforms are used in conducting large events through the internet successfully and step in the industrial revolution of the future generation. Companies after the pandemic have changed

themselves in such a way that they reached more targeted customers through digital platforms to inform about their new products or tell the existing features of their products. These all events are organized through digital platforms and webinars sessions. These platforms have opened many doors for the research and digitized tools to make event management expand at a large scale. As online events and webinars are a success so many startups and new businesses are attracted to them accepting digital events to express about their new products and bring more stakeholders towards their companies.

ExpertsMind Sample

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2020 Event Trends: Data-Driven Decision Making. 74% of event pros surveyed agreed data drives their decision making. Using data to plan and guide event decisions will come to the forefront in 2020. Data is a powerful tool that can help create a successful event. Data can breathe new life into events.

6. Digital event invitations. In an interview with Social Tables, Paperless Post Co-Founder Alexa Hirschfeld said that a recent in-network survey found the following event technology trends: 40% of hosts are less likely to send a printed invitation than they would have been before the pandemic.

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Advances Production Management System. Towards Digital and Smart Manufacturing

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Before and After the Birth of Lithium-Ion Battery and the Future

Bringing the world back in: Revolutions and relations before and after the quantum event collection. The new year have begun, which can only mean that – time to bring up the biggest event technology trends of 2020! While some trends modify over time (virtual reality for 1) it's always surprising how many of trends remains the same, changing over the years in sometimes very different way. When it comes to use the Technology, the ..

Design Event Management System for Smart Retailing Store with IoT Edge

Event Technology Trends 2020 | Cvent Blog

Event Technology Trends: 6 to Know for 2022 and Beyond - Social Tables

Event Technology: Trends and Strategy for 2020

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