

Snapmeet: EventTech Framework for Automating Multi-Stage Event Management

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Abstract— People use event management platforms a lot to plan academic, business and community events. These platforms let people sign up online, talk to each other and keep track of who is coming. But most of the systems that are already in place are broken up and rely on a lot of different tools that don't work together, like Google Forms, payment links and messaging apps. These limitations make it hard to run events on a large scale or with multiple organisations, especially for colleges, clubs and non-profit groups. They also make it harder for organisers to make money. Snapmeet is an EventTech framework that automates the entire multi-stage event lifecycle. This includes creating events, customisable registrations, secure payments, QR-based ticketing, real-time check-ins and participant analytics. Snapmeet combines all of these features into one platform, which gets rid of manual workflows, makes the user experience better and helps organisers keep more of their money. It also lets people find events based on their location and allows organisations to host events at the same time. The system is validated through a combination of real-world deployments and controlled experimental testing, demonstrating reliable performance in registration handling, payment processing and QR-based check-in. Compared to existing platforms, Snapmeet achieves lower operational cost and improved workflow automation, making it suitable for academic and community-driven event ecosystems.

Index Terms— College Fest Management; Event Management System; EventTech Platform; Location-Based Event Discovery; Online Event Registration; Payment Gateway Integration; QR-Based Ticketing.

I. INTRODUCTION

As academic, professional and community events become bigger in size and scope, the need for a software platform to handle event registration, payment, communication and attendance recording is increasing. Institutions such as colleges, clubs and NGOs run events such as fests, workshops, hackathons and conferences which often need focused management and real-time presence monitoring, yet many event organizers suffer using various disjointed processes of online forms, spreadsheets, manual payment reminders, manual waitlisting, external messaging applications, manual event reporting and research, which increase human effort and introduce data inconsistencies. Commercial event registration SaaS though partially automated are meant for hosting commercial scale events and naturally invite high commission overheads, thus making it unfavorable for academic and grassroots users.

Snapmeet aims to solve this requirement by providing an EventTech overlay platform that automates the entire event process - covering event creation, flexible registration, secure payment, event check-in, real-time attendance analytics and integrating all the stages into a single unified service, while innovating with transaction-secure ticket booking, organizer authority empowered hierarchical event structuring and context-aware event discovery.

II. LITERATURE REVIEW

J.R.V. Jeny et al. [1] suggested a web-based college event management system with a notification sender to make communication and coordination easier in schools. Their system lets people sign up for events and announce them online, which replaces the need for paper notice boards and spreadsheets. The method makes basic automation better, but it doesn't include secure ticketing, payment processing or real-time attendance verification, which makes it less useful for big or paid events. Campus Sync is a centralised platform that combines attendance, event management and on-duty tracking into a single campus information system, as shown by M. Rohini et al. [2]. The system works well to cut down on administrative work and data fragmentation across academic activities. But it is mostly made for running things on campus and doesn't let people find public events, pay for registrations or use QR codes to get in. The system E-Ganapp created by Mapua Malayan Colleges unveiled a smooth web-based interface for J. M. E. Paz, et al.[3] provided a college events management and online publishing and registration tracking facility. However the system requires more advanced processes of ticketing, billing and security check-in for professional venue management.

Eventlink proposed by R. Dharshini, et al.[4] is a QR-code based event registration and validation system that allows fast and secure participant door registration at event check-in. It is efficient in mitigating fraud and reducing wait time in queue. Although, it only has a subset of the event workflows implemented. Kamala B et al.[5] Singapore Tech Park, set in place an "Event Horizon" platform - a Progressive Web Application (PWA)-for university event management, which ensures mobile-centricity, offline functionality and push notifications. While, the PWA architecture significantly improves adoption and reach, it does not have multi-organization event structure, insurance & transaction-safe ticketing, revenue & registration flows automation. Peter J. A. Reusch and Pascal Reusch[6] has a two-part comprehensive view of event management as a form of project management with its focus on scheduling, participants, resources, timeline and risks. The work does not implement a working electronic system.

FAER by Yuan Liang[7] presented a fairness-aware event-participant recommendation system for event-based social network. The demographic and behavioral data could be utilized by the model to better match event participants and improve the diversity of attending people. Although the system could enrich the quality of participation, it omits the operational elements, such as registration, event ticketing or event operating infrastructure. Afsar et al.[8] suggested an intelligent event finder and management system that bridged event finding and a basic participant management into a digital platform. Though it emphasized the significance of integrated event ecosystems, integration of payment gateway, QR recognition and multi-organizational event management remained undeveloped. The secure event ticketing system using NFT and ERC-721 tokens proposed by Puja Cholke et al.[9], inspired by Bitcoin and Ethereum blockchain structure, aimed at preventing counterfeited event ticket. Its cryptographical ownership model offered a firm security framework, but the storage and propagation structure of blockchain seemed not conducive to widely adopted for daily college student and club community events.

A lightweight college event management system proposed by Fathimath Hanan K T et al. [10], aimed at digitising the scheduling, registration and reporting of institutions' events to ease the administrative task. While it achieves the purpose, it lacks features such as online registration, digital ticketing and real-time check-in, Auto payment. M Bangaru Lakshmi et al.[11]'s university event management system used dashboards and analytics to visualize data and assist marketing teams come up with insight to promote events. Similar features such as dashboards, auto ticketing, entry with QR codes, auto email reminders and online registration were missing. A RESTful based web project management platform by Leonardo Chamorro-Villota et al. [12], proves that a modular REST API architecture with abstracted data services allows the construction of highly scalable web applications. While the refers to project management architecture, the lessons learnt can be applied to scalable event sites. In spite of being scalable, the architecture lacks online registration, ticketing, dashboard visualisation and check-in features.

R. Hadiwiyanthi et al.[13] present the implementation of an event management system named SEMARAK, which is based on a campus event management information system. The paper offers insights into the design and deployment of the system, highlighting its potential to streamline event management processes on campus.

However, a more thorough evaluation of SEMARAK's usability and user satisfaction would strengthen its contribution to the field. R. Khatipov et al.[14] featured a paper about the necessity of having a platform which could manage and create events where users can easily access them with the required group of people. Developed an application which helps in resolving the need to use various social media. P. J. A. Reusch et al.[15] provided insights about how event management is not entirely related to project management. Event management itself has many domains and each type of event has their own way of conducting it and a single method cannot be applied for every event.

Existing research primarily focuses on isolated aspects of event technology such as registration management, QR-based validation, recommendation systems, usability enhancement or blockchain-based ticket security. While these systems improve specific functionalities, most of them lack integrated workflow automation, secure payment handling, organization-level event structuring and unified participant management within a single framework. In addition, limited attention has been given to evaluating operational consistency, registration latency and cost efficiency under practical deployment conditions. In contrast, Snapmeet combines these capabilities into a unified EventTech framework while additionally evaluating system performance, workflow reliability and operational efficiency through both real-world deployment and controlled testing

III. METHODOLOGY AND SYSTEM ARCHITECTURE

A. Design Philosophy and System Objectives

Snapmeet is designed as a unified EventTech stack that automates the complete event lifecycle, from event creation to post-event follow-up, eliminating the need for disconnected tools such as forms, spreadsheets and manual payment links. The end-to-end workflow, from event creation to ticketing, registration, payment and check-in, is illustrated in Figure 1. The system follows a modular and extensible architecture, where each core capability is implemented as a Django model for data persistence and a corresponding application module for encapsulated logic, enabling seamless integration of future enhancements such as AI-based recommendations, advanced analytics and mobile interfaces. Snapmeet emphasizes transactional integrity, data privacy and scalability, with all ticketing and payment operations executed within ACID-compliant transactions to prevent inconsistencies such as overselling. Sensitive data is securely stored using encryption and transmitted over HTTPS, while user-specific ephemeral data, such as location for the Nearby feature, is maintained in short-lived server-side sessions to ensure privacy and minimal data retention.

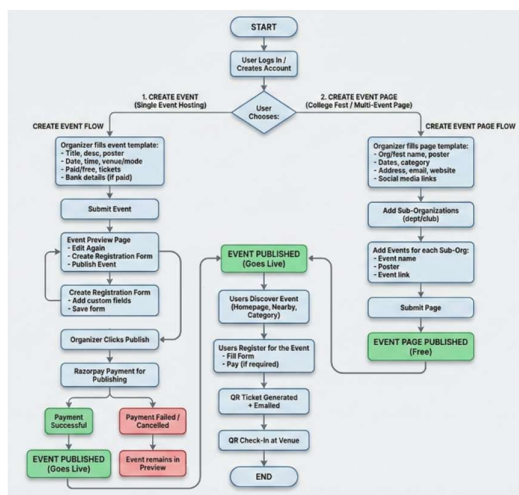


Fig. 1: End-to-end Snapmeet event lifecycle

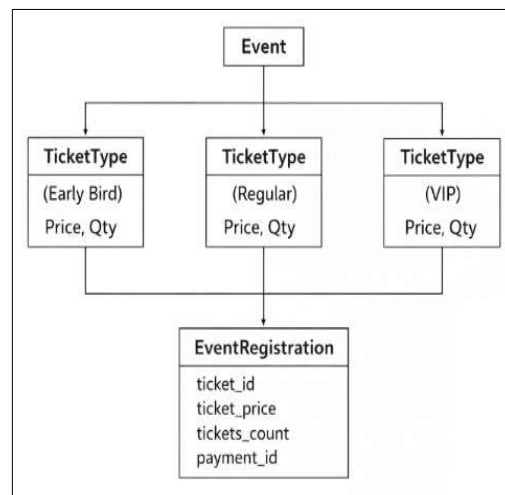


Fig. 2: Multi-tier ticket configuration per even

B. Event Management and Core Domain Models

The Event Management is the core and most complex component of the Snapmeet system. Every event is specified with one Event object that contains the general metadata (title, description, date, place, category, organization and organizer info, geolocation, registration mode and payment setup). Ticketing is modeled with TicketType object, as shown in the data-interaction diagram in Figure 2. TicketType objects specify multiple ticket type descriptors and their prices and number-of-tickets limit. Participant data is digitized dynamically

with CustomField and RegistrationField, as shown in the data-interaction diagram in Figure 2. Event organizers can create event-specific registration forms with several types of input field. Every registered participant has a record in EventRegistration object, storing TicketType ID, payment status, Razorpay related data, presence state. The interaction between Event, TicketType, RegistrationField and EventRegistration is summarized in the data-interaction diagram in Figure 3.

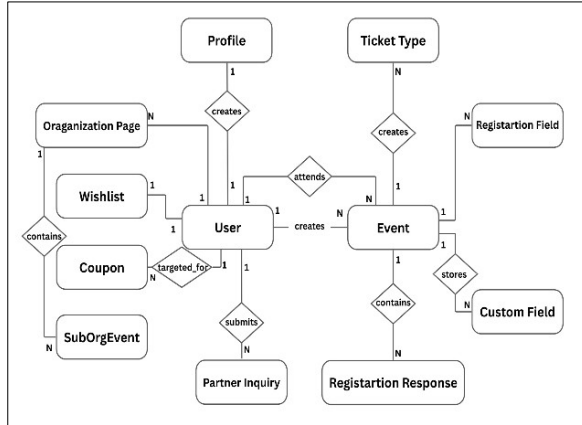


Fig. 3: Core data model relationships

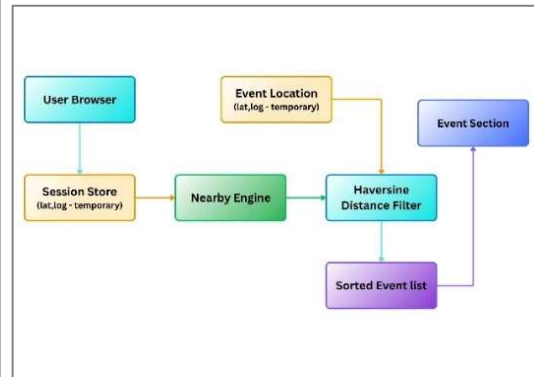


Fig. 4: Nearby discovery using geolocation filtering

C. Registration, Payment and QR Ticket Workflow

On registration initiation, Snapmeet validates ticket availability and applies eligible coupons. To prevent race conditions during high demand, ticket allocation is handled within an atomic transaction with a temporary ticket hold during payment processing, ensuring no oversubscription. A Razorpay order is then created and verified using a signed webhook to ensure secure and authentic payment confirmation. Upon successful verification, the EventRegistration is created or updated and a unique secure identifier is generated and encoded into a QR-based digital ticket sent via email. The process is idempotent, preventing duplicate ticket generation during retries. At the event, the QR code is scanned and validated in real time by checking ticket authenticity, event mapping, payment status and usage state. Once verified, the ticket is marked as used within a secure transaction, preventing reuse. The workflow ensures a reliable and secure transition from ticket issuance to validation under concurrent conditions.

D. Discoverability and Organization-Level Event Structuring

Snapmeet enhances the discoverability of new events through an exceptionally location-centric Nearby engine that recommends events based on their proximity to the user. The user's location is not stored in the database but rather, in session memory. The distance based filtering model is illustrated in Figure 4 and demonstrates that the events are sorted on the latitude and longitude fields stored in the database. For large institutions and festivals, Snapmeet offers Organization Pages, SubOrganizations and SubOrgEvent models. It means that institutions with multiple administrative bodies, clubs, departments and NGO's can categorize events within a given digital organization. The framework allows large-scale college festivals to be effectively organized and presented.

E. High-Level System Overview

Snapmeet has a three-tier, modular architecture consisting of a presentation layer, an application layer and a data layer. The presentation layer is built on Django templating with HTML, CSS and JavaScript and provides suitable interfaces to both organizers and participants. The presentation layer interfaces with Django application layer where all the application's business logic around creation of events, registration management, adaptation of form and ticket layouts, payment, discoverability and many other functions are run. The application layer in turn attaches to a PostgreSQL 17 database which stores all data related to events, users, registrations, organisational structures, marketing and analytics logs and other data while satisfying ACID standards. Cloudinary provides secure storage for media. Razorpay manages payments while Brevo manages email pipelines. Render provides hosting infrastructure.

F. Event Management Subsystem

All the flows related to the creation, editing, preview and publishing of an event are handled by the Event Management module. An event is represented by an instance of the Event class, it encapsulates all the needed information registration/Publish fee, head & body and ticketing price level, date/time, category/category-path, geolocation, etc. in order to make it independent from the rest of the project. Other classes (TicketType, CustomField, RegistrationField etc.) describe the event details and registration page generation, while logic related to the generation and auto-naming of the slug of the event, storing all the data via the Django ORM, in addition to taking the event live by setting the published date and collecting the publish fee, is managed by the Event template runner. All the above makes participating to an event as easy as possible, for those who organize it and the database as structurally identical and reliable.

G. Ticketing and Payment Processing Subsystem

The payment and ticketing subsystem keeps track of the entire registration process. During a paid registration, an order is initially generated using Razorpay and the payment is collected. All transaction are verified by Snapmeets with Razorpay cryptographic signatures and processed idempotently, avoiding multiple registrations to the same event. Once the payment is completed, an EventRegistration is generated and a Ticket is created with a unique hashed ID, a digitally signed and QR-coded ticket is automatically sent out using Brevo and the tickets inventory are atomically decremented according to tier-limits specified by TicketType. The subsystem makes sure that the revenue flow is sane, the payments are secure and the tickets are issued reliably upon webhooks retries or network failures.

H. Discoverability and Organization Page Subsystem

Further we have day-wise event organization using various location-aware recommender engine, hierarchically organized pages, which makes event browsing as natural as exploring the Web. Nearby is our session based user geolocation, from which we get several event distance scores and generate a combined ranking for events. We use the latitude and longitude attribute of events to perform distance based relevance sorting of events, thus giving local and community based events more exposure. We also provide organized multi-event pages using our OrganizationPage, SubOrganization and SubOrgEvent objects. These are highly suitable for college fests, departmental events and NGO campaigns, where individual events need to be unified. All the, improves navigation, clustering and user experience, without exposing user information.

I. Marketing Automation and Analytics Subsystem

The design also offers a set of integrated marketing automation tools that permit organizers launch promotional marketing campaigns add event-related messages and send them using the transactional email channels. These marketing automation mechanisms are built on the MarketingCampaign, MarketingEvent and MarketingLog models that preserve the campaign details, event associations and per-recipient delivery reports, respectively. Brevo manages the outbound email sending and logs communication record for auditing and tracking purposes. Supplementary analytics features are gathered within the SiteStats model that collects various platform statistics such as visitors, events and registrations in aggregate.

J. Request-Response Lifecycle and Internal Processing

Snapmeet's request-response framework relies on Django's middleware and view dispatching. Creating an event involves HTTP POST requests for which we perform validation, abatement, save in the db and then pass it on to our preview or publish workflows. Register flows include the creation of a Razorpay order, capture of the payment on the client side, confirmation via webhook, generation of QR tickets and sending of email campaigns. Check-in flows include decoding QR code, ticket lookup, validation, display of live status, all with response times below 200ms when benchmarked. Discoverability flows include geolocation prioritization, category selection, while marketing flows include batch email distribution with async tracking.

K. Security and Deployment Architecture

Snapmeet implements a solid security architecture against SQL injection, CSRF, XSS attacks, theft of a session token or theft of credentials by leveraging Django's security features. A flat screen flows over HTTPS and all financials are verified via Razorpay signatures. User geolocation for the Nearby service is retained only in session memory. It is never stored persistently. The product is deployed on Render and is shipped as a containerised Django application that connects to a managed postgresql17 instance. Cloudinary hosts the media assets. Brevo manages the queued email deliveries.

IV. RESULTS AND DISCUSSIONS

A. Functional Correctness

During all 23 live events and many simulated test runs, the system handled over 1542 registrations across multiple events, paid and free tickets, coupon redemption, webhook retries and QR entry validation as summarized in Table 1. Payments, tickets and attendance did not have any major deviations and SQL records from the system remained consistent. Since only 23 live events were available for testing, many but not all edge cases (like very high traffic spikes) were tested synthetically. The system maintained consistency across concurrent registrations, payment verification and QR validation workflows without any duplicate ticket generation under normal operating conditions.

TABLE I. FUNCTIONAL CORRECTNESS

Metric	Result
Successful registrations	98.5%
Payment verification (webhooks)	100%
QR tickets generated	99.4%
Duplicate ticket IDs	0
Inconsistent records	2 (during forced failures)

TABLE II. SYSTEM PERFORMANCE

Metric	Result
Avg registration latency (50 users)	720 ms
Avg registration latency (75 users)	1.0 s
Avg QR scan time	140 ms
Sustained scan rate	~40 scans/sec

B. Performance

Registration and payment workflows were evaluated under simulated user load conditions to emulate real ticket-release scenarios, while QR validation performance was tested during live events, as summarized in Table 2. Although the system demonstrated stable performance under moderate concurrent access, large-scale festival deployments involving thousands of simultaneous users remain part of future evaluation work.

C. Usability

Feedback was obtained from organizers and participants of the 23 events and complemented with directed usability testing. Participants unanimously stated that Snapmeet was faster and easier to use than Google Forms, WhatsApp groups and manual, 3 step UPI links as seen in Table 3. The entry level user was mainly limited to students and club organizers and variations in the user structure have not been yet analyzed.

TABLE III. USABILITY METRICS

Metric	Result
System Usability Scale (SUS)	84 / 100
Net Promoter Score (NPS)	+69

TABLE IV. QUANTITATIVE COMPARISON WITH EXISTING PLATFORMS

Metric	Snapmeet	Existing Platforms
Registration Latency	720 ms	~1–2 s
QR Validation Time	140 ms	Limited / Not Available
Commission	0%	10–15%

D. Feature Comparison With Existing Platforms

To evaluate the effectiveness of Snapmeet, a feature-level comparison was conducted with leading event management platforms such as Eventbrite, Unstop, AllEvents and Townscript, as shown in Figure 5. The analysis indicates that most existing platforms primarily focus on event listing and ticket distribution, whereas Snapmeet provides a more comprehensive solution with workflow automation, QR-based ticket verification, integrated payments and scheduled communication support. This makes Snapmeet more suitable for managing events at different scales, particularly for academic institutions, NGOs and community-driven initiatives. The comparison is based on publicly available platform features and observed behavior and does not include enterprise-level capabilities or access to proprietary systems.

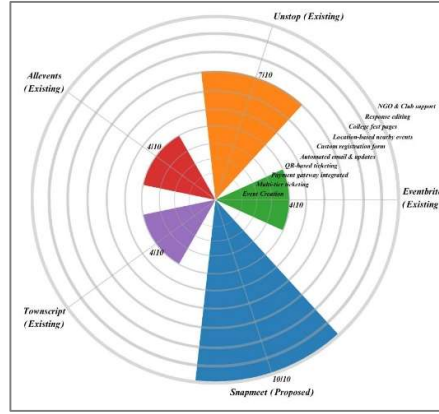


Fig 5: Feature-Level Comparison of Platforms

E. Dependence on User Density and Third-Party Integrations

Snapmeet's Nearby system surfaces events based on user session locations using a ranking mechanism built on standard location-based discovery algorithms. The system performs effectively when sufficient users are active on the platform, ensuring good discoverability for local events. However, in large-scale scenarios, discoverability is influenced by user density and regions with fewer users may experience reduced visibility. This limitation is common across location-driven platforms, particularly during early-stage adoption when the user base has not yet stabilized. Snapmeet also integrates third-party services such as Razorpay for payments, Brevo for email delivery and Cloudinary for media storage. While these services are reliable and scalable, they introduce external dependencies that may occasionally experience temporary failures, rate limits or service interruptions. To handle such scenarios, Snapmeet incorporates retry and fallback mechanisms; however, complete isolation from third-party failures cannot be guaranteed.

F. Quantitative Comparison

In order to quantitatively compare the performance, cost and time cost metrics of the Snapmeet system with other popular event management systems, we have scraped several well-established event management engines and performed a comparative analysis based on key metrics shown in Table 4. Compared with existing engine, Snapmeet achieved lower registration latency and faster QR validation thanks to the architecture for integrated view generation and event-processing pipeline, while had no platform-level commission and less operation cost. This proved that Snapmeet will further improve the efficiency, economy and consistency for academic and community-scale event management system.

V. CONCLUSION AND FUTURE ENHANCEMENT

Snapmeet is an ecology-aware, automation-centric EventTech solution that consolidates the multi-phase life cycle of academic and community event organization into a single, cohesive system. It embodies an extensible, customizable event registration platform integrated with payment, ticketing, check-in, multi-location layout, discovery and organization level event management, thus alleviating the inefficiencies of fragmented software tool dependencies in event organization. Through extensive, field usage on real-world events, its operational, functional, system latency, as well as success metrics show no significant usability or performance shortfalls across the run-time, with increased acquisition, registrations, improved cost-effectiveness among the users, however, due to the limited scope of wide-scale tests, the experimental results are inherently limited. Further/Scaling up for AI-guided personalization, mobile-accessible and modern, offline-ticket-verificaiton enabled system components will lend Snapmeet to targeting majority of the digital event setup needs in academic and community events.

Another major future feature to add to the system is an automated certificate and report engine. Instructors and event organizers may utilize custom certificate templates and upon the conclusion of the course, automatically push event attendance details along with customized certificates by email to participants. Besides, automated reports of event statistics will be generated for Harvard Insight analytics, which depict attendees, ticket sales, form results and other quantitative data. The feature will minimize the workload of tedious manual administration works and offer a consistent paper trail for academic usage. In the next stage, Snapmeet will

embed AI-powered recommendation engine that synthesizes information from user interests, registration behavior, wishlist behaviors, browsing histories, demographic data from Profile model, thus forming a detailed interest network to offer tailored event recommendations with high relevance to user context. Behavioural insights will also be harnessed to address issues of sub-optimal scheduling, high or low price point and dull content.

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