ONLINE ADVERTISEMENT OF EVENT USING OLAY SYSTEM

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Abstract: Event advertisement is very popular in now a day's. It saves your time and money. This website which name is **Olay.** Olay has been made for the organizers who have to advertise their event like live concert, dancing show, marathons, conference etc...Olay is an online platform also for those users who wanted to be the part of this event. It provides show times, event tickets, reviews and product. With this user can book tickets and buy product like t-shirts, cap, shoos online. "Olay" proving the facility where any kind of event you can promote and give the information to any user whether its collage event, live show or conference any one can use this system. As we say there is a functionality of tickets and product so if any participant has booked the tickets they get the email with information of event and M- tickets.

Keyword: Online Ticket Booking, event advertisement, Product buy, event information.

I. INTRODUCTION

A problem with the communication system is that they assign importance to that being assigned now. We have search several existing system of event advertising where they provide different services like tickets booking, buying product, video etc.. in different site. Some of the website is only about the advertising or tickets booking mean they are not providing the all services in single website. Some system is not free. It will cost you some $ per tickets sold .if you want to host the event you have the pay for that particular event.In previous system they are not provide the product option where participants or user can buy the product. In previous system they are also not provide the facility of video and audio. In the previous system whether you can see the information of event and in more you can buy a tickets but you cannot buy product, watch video, and listen to a music.[13][14][15][16]

"Olay" is a website for advertisement, booking and for viewing the information of events. Olay is the platform where you can get everything at once. "Olay" provide much facility in single system. Olay has been made for both the organizer and participants. Olay is best platform to promote your event. You can promote any type of event whether it's small or big you can add your own event just by adding the description.

By using this system organizer can promote their event easily. Olay also provide the facility like tickets, product, video, audio or images where organizer can add something like this if they want to. Participants also can view the event information like venue area using map, starting date, time, price of product, tickets. Participants also book tickets and buy a product of particular event and they pay as per price given. After booking a ticket participants get the email with event description and digital tickets.

Olay is charge free for those organizers who just want to promote the event by just giving the description of event. But if organizer wants to sell the tickets and product then they have to pay for promoting the event in this system.

II. LITERATURE SURVEY

We have studied patent on "**System and methods for advertisement and event promotion**"In This the webpage containing a program code operative to generate a user options menu comprising at least one of an option to add the event to a calendar and an option to invite one or more friends to the event; It sending a promotional message to one or more target users, the promotional message including at least a link to the event webpage and providing the event webpage to a target user in response to the user activating the link in the promotional message.[1][2][12][4]

We have studied this patent which is based on   "**System and Method for Buying and Selling Event Tickets"** system and method are provided for facilitating the buying and selling of event tickets The disclosed system and method can incrementally adjust the prices of the available tickets according to one or more demand variables having values that reflect various demand indicators. The values of the demand variables can be established based on demand indicators evaluated shortly before and/or during the event. [3]

We have studied several papers based on event management system. First paper which we have studied is named as "**Event Management System**" which was published by Vijay Mishra, Madhuri Dubey, Priya Banarjee, Ajvita Jumle, Pallavi Raipure and Pooja Wankhede, Online event management system is an online event management system software project that serves the functionality of an event manager. The system allow only registered user login and new user are allowed to register on the application .This proposed to be a web application. The project provides most of the basic functionality required for an event type e.g. [marriage, Dance Show birthday party, etc.]. The system then allows the user to select date and time of event, place and the event equipment. All the data is logged in the database and the user is given a receipt number for his booking. [6][7], [8]

The second paper named as "**Smart Event Management System**" [5] which is published by Assistant Prof. Khalil Pinjari and Khan Nur. This paper introduced a system which will be computerized and has been developed using advanced language. It was a web application. Now a day's, the events such as festivals, wedding etc. have become a core part of life which has resulted in event planning and Management Company to rise. With the customers and events increasing at larger rate, it is difficult to manage using traditional system using spreadsheets, traditional database and more. In order to overcome the drawbacks of traditional Event Managing System, a new Smart Event Management System has been introduced which uses the modern technology of .Net Framework for managing various tasks and planning for employees, customer, location, transport. [9][10][11][12]

The third paper named as "**Event Management System**" which is published by M. Mahalakshmi, S. Gomathi and S. Krithika, .The main idea of this paper is used to maintain the College Event information and organize the event and to send the Student Registration time through sums with verification code to the student using mobile application based on Android App.[21] The tools constitutes Android SDK development, Java. [17][18][20]

III. PROPOSED SYSTEM

We have search several existing system of event advertising where they provide different services but what we are doing in it is we provide different services in one system. With our system you can promote your event by adding the information of event. Organizer can promote their any kind of event whether it is live concert or charity event, big or small event. With our system participants can directly get the information of event.

We also provide the map facility of particular event so that participant can reach that destination easily. With this participant could easily get the date, time and location of particular event. Olay is not free for those organizer who want to sell the tickets or product of event but if organizer only want to advertise their event on it its totally free of charge. Olay provide the option of product where organizer can add different type of things like cap, shoe, t-shirts of particular event. With this organizer can also add the number of tickets if they want to which is optional. Olay also provide the option of video, audio and gallery of previous event and show.

In our system to organizer we provide the facility where they can promote their event by adding the information. Organizer can promote their any kind of event whether it is live concert or charity event, big or small event. In our system participants can directly get the information of event .we also providing the map facility of particular event so that participant can reach that destination easily. With this participant could easily get the date, time and location of particular event.
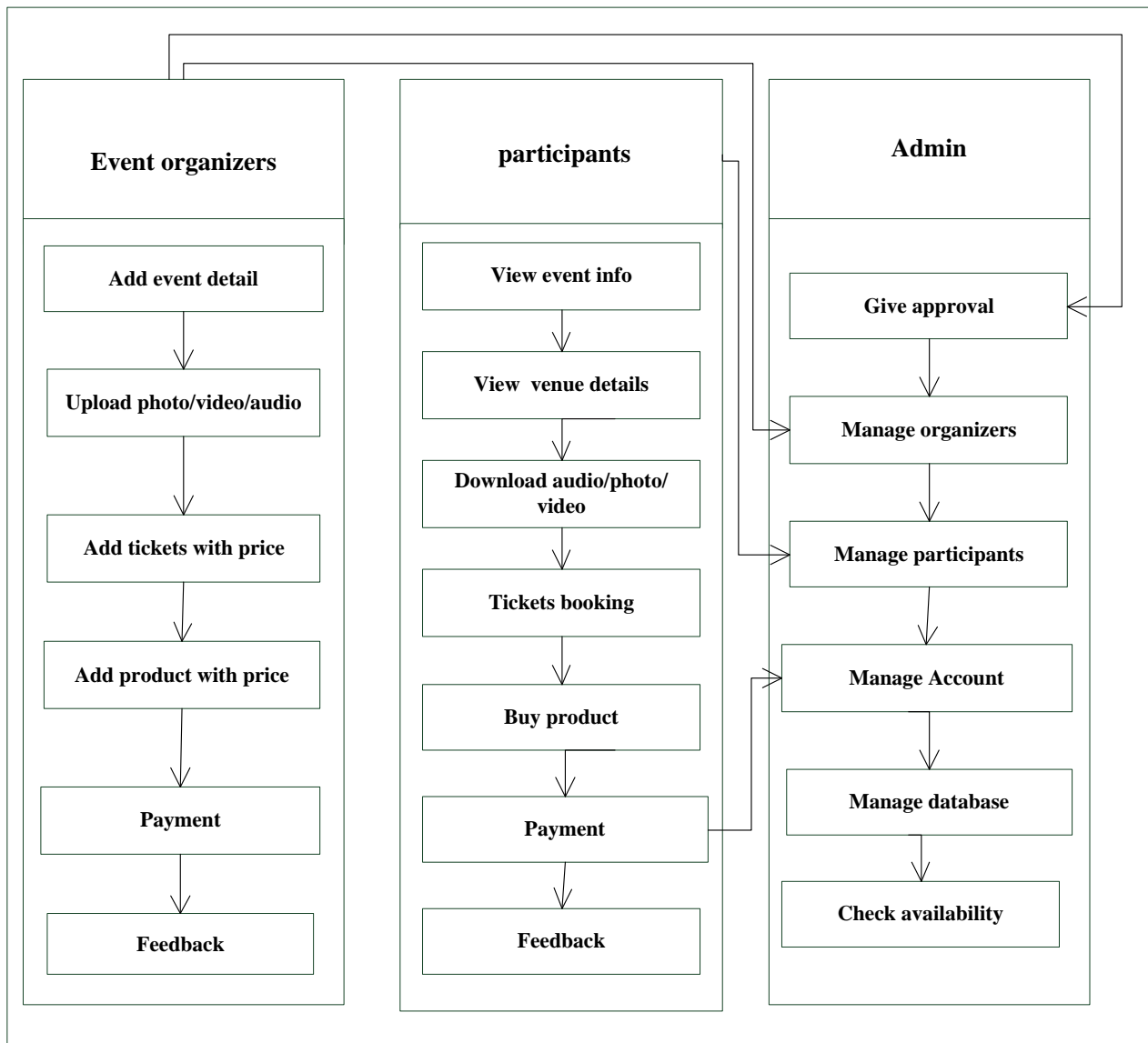
Block Diagram:

Figure 1. Black diagram of Olay system

Following are the main three modules of Olay system:

1. Event organizers
2. Participants
3. Admin

   1.　　Event organizers:-

　Add event detail: -Event organizers can add all event information like (venue details, date, event time, event name,) etc.

　Upload photo/video/audio: - Event organizers can addprevious upload photo/video/audio

　Add tickets with price: -Event organizers can add ticket with price. And this filed is optional.

　Add product with price:-organizers can add product with price. Andthis filed is optional.

　Payment: -organizers have to pay for promoting the event.

　Feedback: - eventorganizers can also give feedback.

　2.Participants:

　View event info: participants can view all event information like (event date, event time, event name,) etc.

　View venue details: participants can be view venue details

Download audio/photo/video: participants can view previous uploaded photo/video/audio.

Tickets booking: participants can book number of tickets. And, this filed is optional.

Buy product: participants canbuy product, and this also filed is optional.

Payment: if participants ticket booking or buy product so pay for this charge.

Feedback: participants can give feedback.

3. Admin:

Give approval: admin gives the approval to organizer for promoting the event.

Manage organizers: it manages all the information of organizer.

Manage participants: Manage participants and stored data in database.

Manage Account: the payment which is taken from participants and organizer is managed by admin.

Manage database: all the information add by organizer and participant is store in database and manage database.

Check availability: check availability of unsold tickets and product.
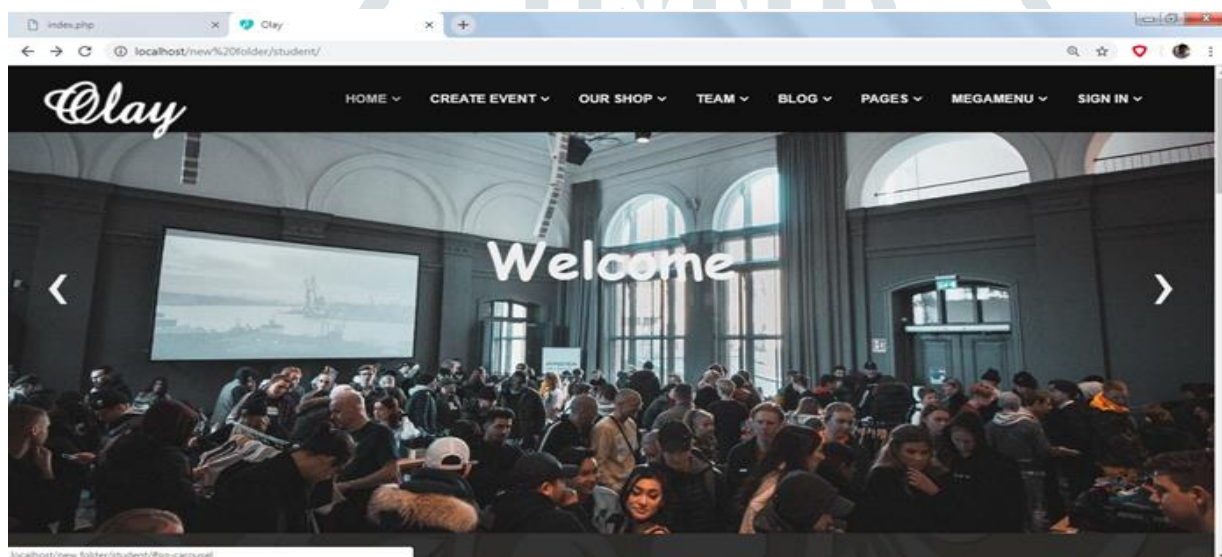
IMPLEMENTATION:-

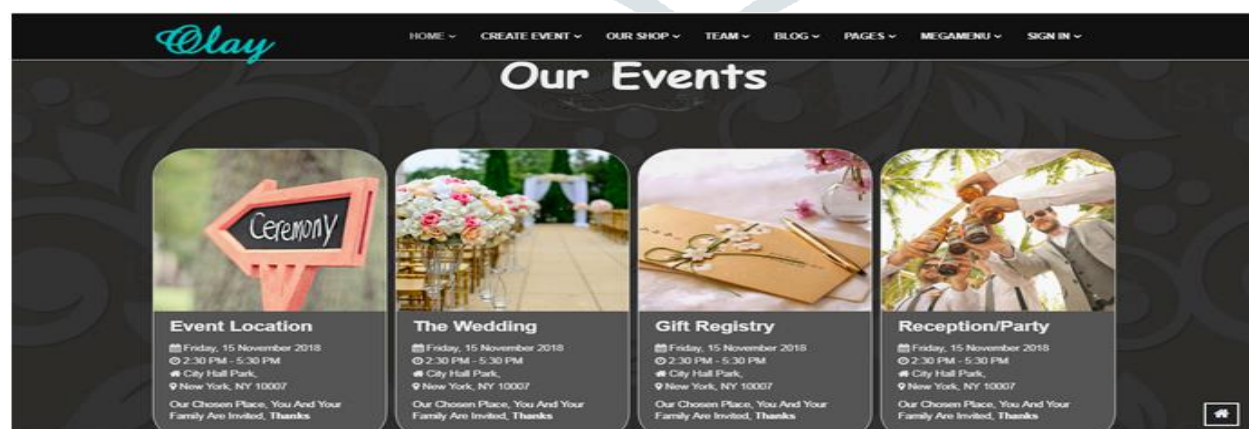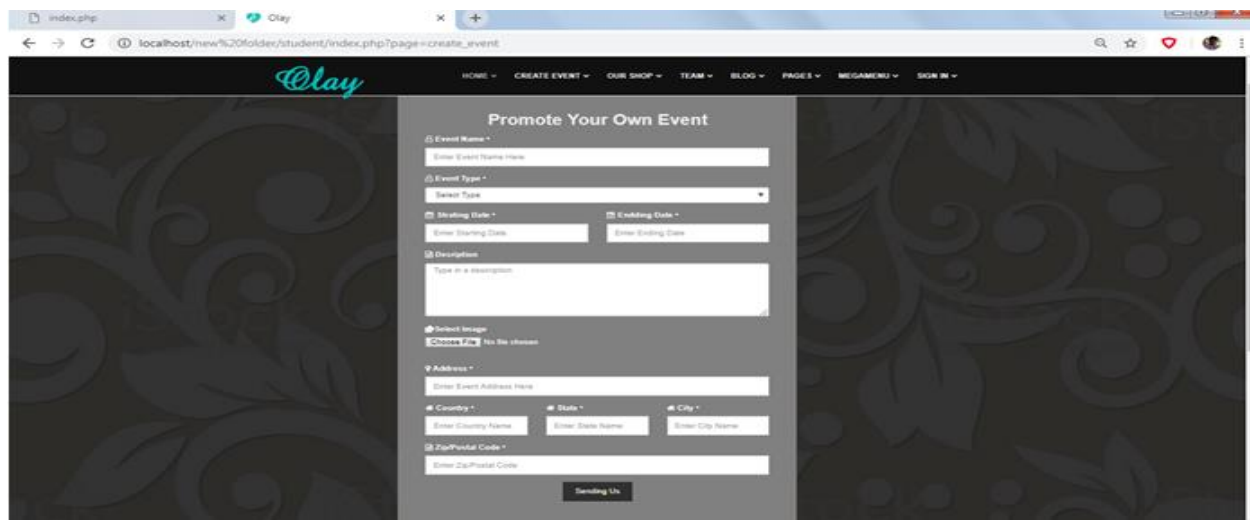

Figure 1: Home page

Figure 2: our events
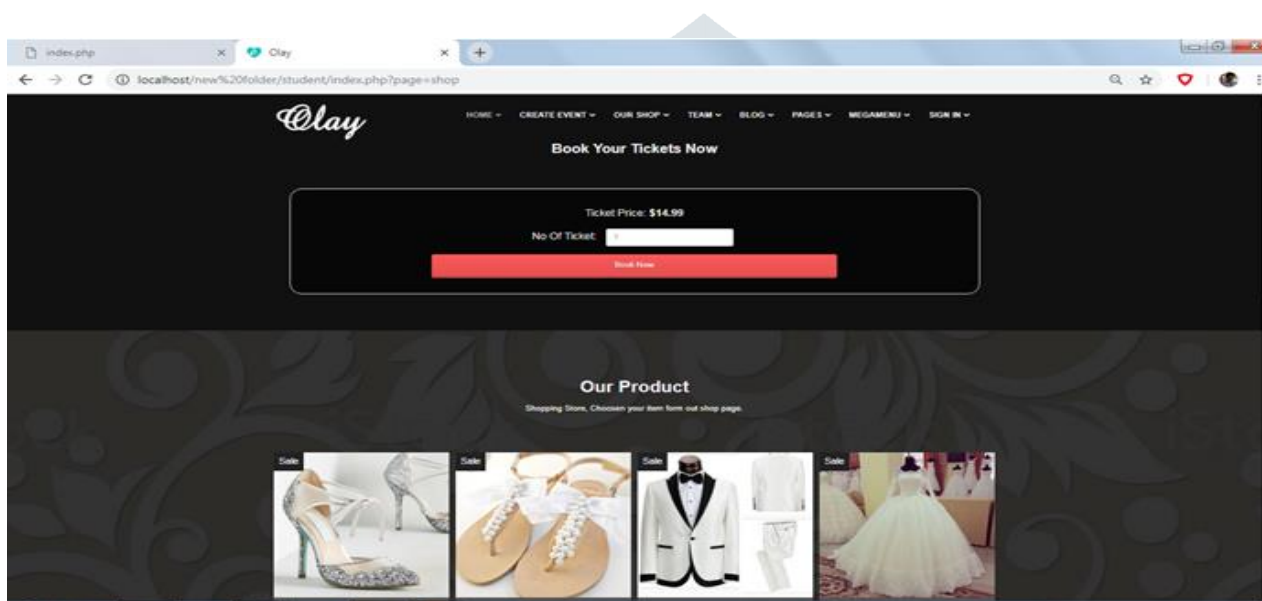
Figure 3: promote event & create event page

Figure 4: ticket booking&buy product page

IV.CONCLUSION

Olay is an online platform for both event organizers and participants. This system is essentially a part of the service industry that involves communication of information and idea to and on behalf of other by using various mediums. It's designed to inform, influence, or persuade people. It must provide reasons for buying a product and for believing the event advertiser's claims. Olay" proving the facility where any kind of event you can promote and give the information to any user whether its collage event, live show or conference any one can use this system. As we say there is a functionality of tickets and product so if any participant has booked the tickets they get the email with information of event and digital tickets.

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