

**Event Management in Digital Era:
Issues and Challenges in Enhancing Attendee Experience**

Project submitted in partial fulfilment of the requirement for the
**Degree of Master's of Business Administration in
(Tourism and Travel Management)**

By

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Supervisor

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**Avinashilingam Institute for Home Science and Higher Education
for Women, Coimbatore – 641043**

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**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER
EDUCATION FOR WOMEN**

**Deemed to be university, Estd, u/s 3 of UGC Act 1956 Category 'A' by MHRD,
Re-accredited with 'A++' Grade by NAAC, Recognised by UGC under Section 12B
Coimbatore, Tamilnadu, India**

PROJECT

**Entitled the name of
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in Enhancing Attendee Experience**

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In partial fulfilment of the requirement for Master's Degree

In

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MAY, 2023

CERTIFIED AS BONAFIDE RESEARCH WORK

**SIGNATURE OF
THE HOD**

**SIGNATURE OF
EXTERNAL EXAMINER**

**SIGNATURE OF
THE GUIDE**

DECLARATION



DECLARATION

I declare that the project entitled “**Event Management in Digital Era: Issues and Challenge in Enhancing Attendee Experience**” submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr.V.VAIDEHI PRIYAL, MBA, Ph.D., Assistant Professor, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore** and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this Institute or any other University or other similar Institution of Higher Learning.

Signature of the Supervisor

Signature of the Candidate

ACKNOWLEDGEMENT



ACKNOWLEDGEMENT

The success of this project lies in the hands of many people who have helped and guided me in completing the project. The researcher takes this opportunity to express her thanks and gratitude to each and every one of them.

It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and help me in this endeavor. After all the academic pursuit has led me draw inspiration for many source.

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INTRODUCTION



CHAPTER – 1

INTRODUCTION

1.1 EVENT MANAGEMENT

Event management is the process of planning, organizing, and executing events such as conferences, festivals, weddings, ceremonies, and other gatherings. It involves coordinating various aspects of the event such as venue selection, logistics, marketing and promotion, budgeting, and vendor management. The goal of event management is to create a successful and memorable experience for attendees

Event management is a complex process that involves a variety of tasks and responsibilities to ensure that an event runs smoothly and meets the expectations of attendees. Some of the key steps involved in event management include:

- **Concept development:** This involves brainstorming ideas, defining the event's objectives and target audience, and creating a concept that aligns with the event's purpose.
- **Planning and preparation:** This involves creating a detailed plan that outlines the event schedule, venue selection, transportation, food and beverage arrangements, and other logistics.
- **Marketing and promotion:** This involves creating and executing a marketing plan that helps to raise awareness about the event and attract attendees. This can include creating a website, sending email invitations, and using social media to promote the event.
- **Budgeting:** This involves creating a budget for the event and managing costs to ensure that the event stays within its financial constraints.
- **Vendor management:** This involves working with event suppliers such as caterers, photographers, and event production companies to ensure that their services are aligned with the event plan.
- **Execution:** On the day of the event, event managers are responsible for overseeing all aspects of the event, including set up, registration, and coordination with vendors and attendees.
- **Evaluation:** After the event, event managers evaluate the success of the event and make recommendations for future improvements.

Event management requires strong organizational skills, attention to detail, and the ability to work well under pressure. Effective event management can help to create a positive experience for attendees and achieve the event's objectives.

1.2 TYPES OF EVENTS

❑ BUSINESS EVENTS

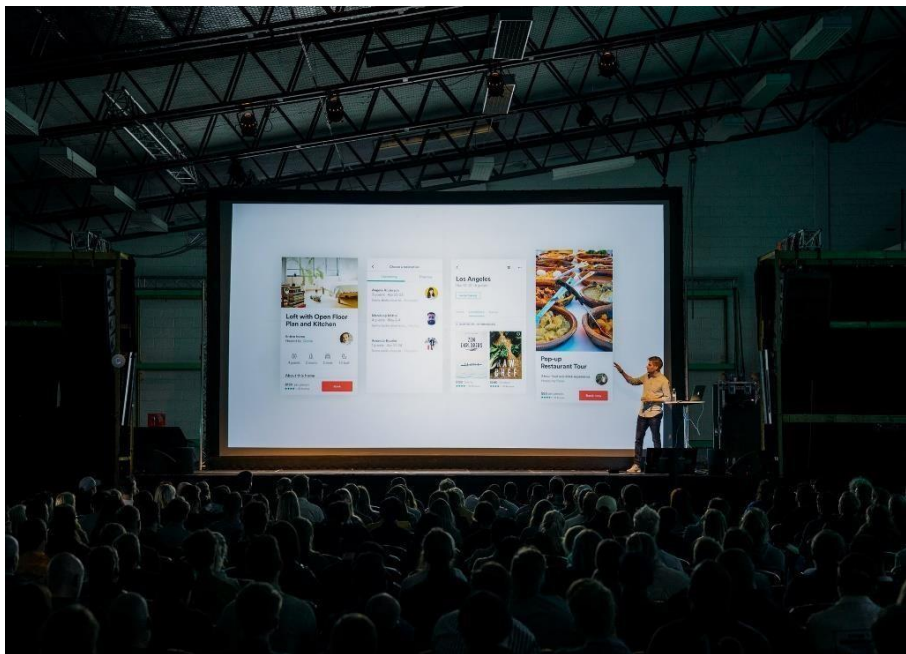


Figure 1.2.1

Business events are functions organized by businesses or organizations for their employees, clients, or stakeholders. They are often used to build relationships, reward employees, or celebrate milestones. Business events can be large or small, formal or informal, and held at a variety of locations.

TYPES OF BUSINESS EVENTS

Business events come in all shapes and sizes, but there are some that are more common than others. Here are four of the most common business event types and what you can expect from each one.

CONFERENCES

Conferences are a popular type of corporate event and are typically large-scale events that bring together people from all over the country (or even the world). They usually last multiple days and include a variety of speakers, breakout sessions, and networking opportunities.

WORKSHOPS

Workshops are a smaller scale event type than conferences, but they still typically involve people coming in from outside of the company. They tend to be more focused on skills training or education, and they usually last one or two days.

TEAM BUILDING EVENTS

Team-building corporate events are designed to help coworkers get to know each other better and build relationships within the company. They can be a great way to build teamwork and encourage collaboration. These team building events usually take place outside of the office, are typically one or two days long, and focus on team-building activities.

NETWORKING EVENTS

Networking event types are primarily focused on professional relationships. They are often held at bars or restaurants, and they typically involve a lot of mingling and building connections

❑ VIRTUAL EVENTS

In the business world, a virtual event is an online event that replaces or supplements an in-person event. Typically, these events are live-streamed and include interactive elements like chatrooms and polls. They may also be recorded and made available for on-demand viewing later. Virtual events have become increasingly popular in recent years, as they offer a more convenient and cost-effective alternative to traditional in-person events. For businesses, they provide a way to reach a global audience without the need for travel or accommodations. And for attendees, they offer the flexibility to participate from anywhere in the world.



Figure 1.2.2

TYPES OF VIRTUAL EVENTS

WEBINARS

Webinars are a type of online seminar or presentation that is typically conducted over the internet using video conferencing software. They can be used for a variety of purposes, such as lead generation, product launches, or training and education. Webinars are a great way to connect with potential customers or clients in a more personal way than other digital marketing channels like email or social media. They also allow you to show off your knowledge and expertise on a given topic, which can help build trust and credibility with your audience.

CONFERENCE

Conference organizers use web conferencing software to host live, online events with features like breakout sessions, keynotes, and Q&A sessions. Many conferences also offer on-demand access to recorded sessions so that attendees can watch them at their convenience.

While conferences are a great way to connect with industry peers and learn from experts, they can be costly and time-consuming to attend in person. Virtual conferences offer a more affordable and convenient option for busy professionals.

VIRTUAL SUMMIT

A virtual summit is a popular type of online event that allows businesses to connect with their target audiences without the hassle and expense of traditional in-person events. Virtual summits offer businesses a unique opportunity to connect with their target audiences in a highly engaging and interactive way. By hosting a virtual summit, businesses can reach a larger audience than they would be able to with an in-person event, and they can do so without incurring the same costs associated with traditional events.

TRAINING SESSIONS

Training sessions are a great way to provide employees with the education they need without having to travel. There are many benefits to hosting a training session virtually. First, it saves the company money on travel expenses for employees. Second, it allows employees to attend the training from the comfort of their own homes or office. Third, virtual events can be recorded and replayed later, making them more convenient for employees who may have missed the live event.

❑ HYBRID EVENTS

The hybrid event formats are those that combine the best features of in-person and virtual events. This type of event allows for more people to participate than a traditional in-person event, while still providing the personal connection and networking opportunities that come with an in-person event.

Some of the benefits of hybrid event formats include:

- **Increased reach:** By offering both an in-person and virtual option, you can extend the reach of your event to a wider audience. It helps to increase sales.

- **More flexible attendance:** Some people may not be able to attend an event in person, but with a hybrid option they can still participate.
- **Cost savings:** Hybrid events can be less expensive to produce than traditional events since you don't need to rent out a physical space.



Figure 1.2.3

TYPES OF HYBRID EVENTS

There are many different types of hybrid events, but four of the most popular are conferences, trade shows, and conventions.

CONFERENCES

These are a type of hybrid format that brings together industry experts to share their knowledge and experience with attendees. Conference organizers often use a mix of live and recorded sessions, as well as networking opportunities, to create an engaging experience for attendees both in person and online.

HYBRID TRADE SHOWS

Hybrid trade shows are another popular type of event in a hybrid format. These events bring together manufacturers and suppliers with buyers and retailers in order to showcase new products and services. Trade show organizers use a mix of live demonstrations, product displays, and educational seminars to give attendees a comprehensive look at what's new in the industry.

CONVENTION

Hybrid conventions bring together different groups of people to discuss a common topic. For example, a health convention might bring together doctors and patients, who can then share information on how the medical industry is changing.

❑ COMMUNITY EVENTS



Figure 1.2.4

Community events are a great way to bring people together while also supporting local businesses. They can be anything from a farmers' market to a concert in the park. One of the best things about community events is that they offer something for everyone. There are usually

a variety of activities and booths to explore, so there's something for everyone to enjoy. Plus, these events are typically free or low-cost, which makes them accessible for everyone. Another great thing about community events is that they help support local businesses. By shopping at the farmer's market or eating from food trucks at a festival, you're supporting small businesses in your community. This is a great way to create a sense of community and keep your town thriving.

TYPES OF COMMUNITY EVENTS

There are many different types of community events, but three of the most common are festivals, parades, and fairs.

FESTIVALS

Festivals are usually held to celebrate a particular culture or heritage. They typically involve food, music, and dance. Some examples of festivals include Mardi Gras, Oktoberfest, and the Cherry Blossom Festival.

PARADES

Parades are often held to mark a special occasion or holiday. They usually involve a procession of floats or vehicles decorated with lights and banners. Some examples of parades include the Tournament of Roses Parade and the Thanksgiving Day Parade of Macy.

FAIRS

Fairs are typically held to raise money for a cause or charity. They often involve games, rides, and food booths. Some examples of fairs include the county fair and the state fair.

❑ POP – UP EVENTS

A pop-up event is a temporary event that is typically hosted in a vacant storefront or other temporary space. Pop-up events are often used to launch a new business, product, or service. They can also be used to generate interest in a location that is being redeveloped. Pop-up events

are often used as a marketing tool to create buzz and interest. They can also be used to test out a new concept before making a long-term commitment. Pop-ups can be very successful, but they do require careful planning and execution.



Figure 1.2.5

TYPES OF POP-UP EVENTS

Pop-up events are becoming increasingly popular, as they offer a unique and exciting experience that can't be found at traditional events. There are many different types of pop-up events, but here are three of the most common:

PRODUCT LAUNCHES

Pop-up events are often used to launch new products, especially in the fashion and beauty industries. This is a great way to generate buzz and get people talking about your product.

SAMPLE SALES

Many designers and retailers will hold pop-up sample sales, where you can snag designer items at a fraction of the price. These sales are usually only open for a limited time, so it's important to keep an eye out for them.

POP-UP SHOPS

The most common type of pop-up event is the pop-up shop. These events are usually hosted by small businesses that want to showcase their products in a unique way.

❑ FUNDRAISING EVENTS

One type of event that business event planners may be asked to coordinate is the fundraising event. Fundraising events are organized to raise money for a cause, charity, or individual. They can be held in a variety of settings and formats, but typically involve some form of solicitation for donations. This can be done through ticket sales, auctions, raffles, or other means. Business event planners need to be aware of the organization's goals for the event and work to ensure that it is successful in meeting those objectives.



Figure 1.2.6

TYPES OF FUNDRAISING EVENTS

Here are some of the most common fundraising events:

GALA DINERS

Gala dinners are a popular type of fundraising event. They are usually black tie and held at a prestigious venue. Gala dinners often have an auction, entertainment, and speeches. Business event planners can help you to organize a successful gala dinner. It is important to make sure that your gala dinner is well-organized and runs smoothly. This will help ensure that your guests have a good time and are more likely to donate to your cause. With careful planning, your gala dinner can be a success both financially and socially.

RAFFLES

Raffles are easy to set up and can be a lot of fun for both the organizers and the participants. They can be run in a variety of ways, so there is sure to be a raffle that will fit your needs. One way to run a raffle is to have people buy tickets and then put their names in a hat or bowl. The more tickets someone buys, the more chances they have to win. Another way to do it is to have people buy tickets and then choose what prize they would like to try to win. This can be done with different colored tickets, where each color corresponds to a different prize.

Raffles are a great way to raise money for your cause, so if you are looking for an easy and fun fundraiser, consider running a raffle!

AUCTIONS

An auction is a popular type of fundraising event where items or services are sold to the highest bidder. Auctions can be held live or online, and often include both silent and live auction items. Business event planners can help with organizing and running an auction, from coming up with ideas for auction items to set up the event space. Auctions are a great way to raise money for a cause or charity and can be a lot of fun for attendees.

TICKET SALES

Ticket sales can be an effective way to raise money because they allow people to donate what they can afford. For example, someone who cannot afford to make a large donation may be able to purchase a ticket for \$20. This allows them to still contribute to the cause without breaking their budget. Ticket sales also have the potential to reach a wide audience. They can be advertised online and through word-of-mouth.

❑ SOCIAL EVENTS



Figure 1.2.7

A social event is a gathering of people for the purpose of socializing. The term can refer to a variety of different events, from informal get-togethers to large-scale parties. Social events typically involve some degree of interaction between guests, which can include conversation, games, and other activities. There are many different types of social events, ranging from small gatherings to large parties. Some common examples include birthdays, weddings, anniversaries, holidays, and office parties. Social events can be held indoors or outdoors and can be formal or informal.

1.3 PEOPLE INVOLVED IN EVENT MANAGEMENT

Event management involves a wide range of individuals and organizations working together to plan, execute, and evaluate an event. Here are some of the key players involved in event management:

- **Event planners:** These are individuals or companies that specialize in planning and executing events. They take care of all aspects of the event, from concept development to post-event evaluation.
- **Sponsors:** Sponsors provide financial support for events in exchange for exposure and marketing opportunities.
- **Venues:** Venues such as hotels, convention centers, and outdoor spaces provide the physical location for events.
- **Vendors:** Vendors such as caterers, event production companies, and transportation providers provide a variety of services to support the event.
- **Attendees:** Attendees are the individuals who participate in the event, whether as guests, speakers, exhibitors, or performers.
- **Governments:** Governments may be involved in event management, especially for large-scale events such as festivals and public gatherings, to ensure the safety and well-being of attendees.
- **Media:** Media outlets, including print, online, and broadcast media, may cover events to provide exposure and promote the event to a wider audience.

The involvement of each of these players can vary depending on the size, scope, and type of event, but effective collaboration and communication among all parties is critical to the success of any event.

1.4 EVENT MANAGEMENT IN DIGITAL ERA

The digital era has brought about new challenges and opportunities in event management. With the rise of virtual events, event managers must find new ways to engage attendees and deliver high-quality experiences online. This shift in event delivery requires careful planning and attention to technical details, as well as consideration of privacy,

accessibility, and security concerns. Objectives for successful digital event management include providing a high-quality virtual experience, reaching a wider audience, fostering a sense of community, and protecting intellectual property while complying with privacy regulations. By setting these objectives, event managers can successfully navigate the challenges and take advantage of the opportunities of event management in the digital era.

Event managers must also find ways to effectively measure the success and impact of virtual events, as well as minimize technical difficulties and ensure reliable technology infrastructure. In addition, they must balance the need for security with the need for accessibility, and ensure virtual events are inclusive and accessible for all attendees. The digital era has opened up new opportunities for innovation in virtual event design and experiences, and increased opportunities for sponsorship and advertising.

The shift to digital event management requires event managers to be adaptable and creative in order to deliver memorable and engaging experiences for attendees. Event managers can make sure that virtual events are successful and continue to flourish for many years by setting clear goals and carefully evaluating the potential and difficulties of the digital era.

As event managers transition to the digital era, they face new and unique challenges in delivering high-quality virtual events. From ensuring seamless technical execution to maintaining the attention of virtual attendees, event managers must find new ways to engage and connect with their audience online. The shift to virtual events also brings with it new considerations for privacy and security, as well as ethical considerations such as accessibility for individuals with disabilities.

Despite these challenges, the digital era also presents exciting new opportunities for event managers. The rise of virtual events means that event managers can reach a wider and more diverse audience than ever before, and leverage new tools and technologies to enhance the virtual experience. In addition, virtual events are more sustainable, with reduced travel and event waste, and can provide cost savings and increased efficiency in event planning and execution.

To take advantage of these opportunities, event managers must set clear objectives for their virtual events. This could entail offering a high-quality virtual experience, encouraging a feeling of community among attendees, gauging the event's effectiveness and impact, and guaranteeing the security and privacy of virtual events. By focusing on these objectives, event managers can successfully navigate the challenges and realize the full potential of digital event management.

In the digital era, event management has undergone significant changes with the advent

of technology. The following are some of the ways in which technology has impacted event management:

- **ONLINE EVENT PLATFORMS:** Event organizers can now use online event platforms to manage various aspects of their events, such as registration, ticketing, and communication with attendees.
- **VIRTUAL AND HYBRID EVENTS:** With the rise of virtual and hybrid events, organizers can reach a wider audience and eliminate geographical barriers to participation.
- **LIVE STREAMING:** Live streaming technology enables organizers to broadcast events in real-time, allowing attendees to participate from anywhere in the world.
- **INTERACTIVE TOOLS:** Interactive tools like polling, Q&A, and networking features allow organizers to engage with attendees in real-time, enhancing the overall event experience.
- **AUTOMATION:** Automation technology enables event organizers to streamline various processes, such as attendee registration, scheduling, and post-event follow-up.
- **DATA ANALYSIS:** With the availability of technology, event organizers can now collect and analyze large amounts of data to measure the success of their events and make informed decisions for future events.
- **MOBILE EVENT APPS:** Mobile event apps allow organizers to provide attendees with real-time updates, schedules, maps, and other information relevant to the event.
- **SOCIAL MEDIA INTEGRATION:** Event organizers can use social media platforms to promote their events, engage with attendees, and provide updates in real-time.
- **CONTACTLESS TECHNOLOGY:** With the advent of contactless technology, event organizers can now implement contactless solutions, such as ticketing and payment systems, to minimize physical contact and reduce the risk of transmission of diseases.
- **GREEN EVENTS:** With the growing awareness of environmental issues, event organizers are incorporating technology to create "green events." For example, they can use virtual and hybrid event platforms to reduce carbon emissions by eliminating the need for physical travel.
- **ACCESSIBILITY:** Technology can also be used to make events more accessible to people with disabilities. For example, event organizers can use live captioning and audio descriptions to make events accessible to attendees who are deaf or have low vision.

- **NETWORKING:** Networking is a crucial aspect of many events, and technology has made it easier for attendees to connect with each other. For example, attendees can use networking tools, such as matchmaking algorithms, to find people with similar interests and connect with them in real-time.
- **EVENT ANALYTICS:** Event organizers can use data analytics to track the success of their events and measure their return on investment. For example, they can track the number of attendees, the amount of money raised, and the level of engagement from attendees.
- **SECURITY:** With the increasing number of virtual events, event organizers must take security into consideration. They can use technology, such as secure event platforms, encrypted communications, and user authentication, to ensure that their events are secure and that sensitive information is protected.
- **REAL-TIME UPDATES:** Technology allows event organizers to provide real-time updates to attendees. For example, they can use event apps to send push notifications, provide real-time schedules and agendas, and share important information related to the event.
- **SPONSORSHIP OPPORTUNITIES:** Technology has created new sponsorship opportunities for events. For example, virtual and hybrid events can provide sponsors with unique opportunities to engage with attendees, such as through interactive branding and advertising.
- **COST SAVINGS:** Technology can help event organizers save money by reducing the cost of traditional events. For example, virtual and hybrid events eliminate the need for physical venues, catering, and travel expenses, which can add up quickly.
- **ATTENDEE FEEDBACK:** Technology makes it easier for event organizers to gather feedback from attendees. For example, they can use interactive tools, such as surveys, to gather feedback on the event and improve future events.
- **EFFICIENT MANAGEMENT:** Technology streamlines the event management process, making it more efficient and organized. For example, event organizers can use scheduling software to manage their event calendars, send reminders and notifications, and keep track of tasks and deadlines.

1.5 NEED OF EVENT MANAGEMENT IN DIGITAL ERA

Event management in the digital era is essential because technology has transformed the way events are organized, marketed, and experienced. Here are some reasons why event management is needed in the digital era:

- **INCREASED EFFICIENCY:** Digital tools have made it easier to plan and manage events, saving time and resources. Event management software can automate tasks such as registration, ticketing, and email marketing, allowing organizers to focus on other aspects of the event.
- **IMPROVED COMMUNICATION:** Digital communication tools such as email, social media, and messaging apps have made it easier to communicate with attendees, sponsors, and vendors before, during, and after the event.
- **ENHANCED MARKETING:** Digital marketing tools allow event organizers to reach a larger audience and create targeted campaigns. Social media, email marketing, and search engine optimization (SEO) can be used to increase awareness and drive ticket sales.
- **VIRTUAL EVENTS:** The pandemic has accelerated the adoption of virtual events, which can be more cost-effective, accessible, and environmentally friendly than in-person events. Event management software and virtual event platforms can be used to create engaging virtual experiences.
- **DATA ANALYTICS:** Digital tools allow organizers to collect and analyze data on attendee behavior, preferences, and feedback. This information can be used to improve future events and make data-driven decisions.
- **REAL-TIME ENGAGEMENT:** With the help of digital tools, organizers can engage with attendees in real-time during the event. Live streaming, social media, and chat features in virtual event platforms can be used to encourage interaction and feedback.
- **FLEXIBILITY:** The digital era has made it easier to make changes to events at short notice. For example, if a venue needs to be changed, event management software can quickly update attendees and vendors.
- **COST SAVINGS:** Digital tools can help reduce the costs associated with traditional events. For example, virtual events can save money on travel, accommodation, and venue hire. Event management software can also help reduce administrative costs.

- **GLOBAL REACH:** Digital tools can help events reach a global audience. Virtual events, in particular, can be attended by people from all over the world, regardless of their location.
- **IMPROVED ATTENDEE EXPERIENCE:** Digital tools can be used to enhance the attendee experience. For example, mobile event apps can provide attendees with personalized schedules, maps, and notifications. Live polling and interactive features can also be used to keep attendees engaged.

1.6 SCOPE OF EVENT MANAGEMENT IN DIGITAL ERA

- **EVENT PRODUCTION:** The digital era has brought about new ways of producing events, such as using virtual event platforms, live streaming, and immersive technologies such as virtual reality and augmented reality. These tools can be used to create engaging and interactive experiences for attendees.
- **SPONSORSHIP:** Digital technology has also changed the way event organizers approach sponsorships. Sponsorship packages can now include digital components such as social media mentions, email blasts, and banner ads on event websites. This provides sponsors with more targeted exposure and measurable results.
- **AUDIENCE ENGAGEMENT:** Audience engagement is a critical component of event management in the digital era. Digital tools such as live polling, Q&A sessions, and interactive features can be used to encourage participation and feedback from attendees. This can enhance the attendee experience and provide valuable insights for event organizers.
- **VIRTUAL EVENTS:** The digital era has made it possible to organize virtual events that can be attended from anywhere in the world. Virtual events can include webinars, live-streamed conferences, and online trade shows. The scope of virtual events is vast, and they can cater to any industry or audience.
- **HYBRID EVENTS:** With the advent of digital technology, hybrid events are becoming increasingly popular. Hybrid events are events that combine in-person and virtual components. This allows organizers to reach a wider audience while still providing an immersive experience for attendees.

- **MARKETING:** Digital marketing is an essential component of event management in the digital era. Social media, email marketing, search engine optimization, and paid advertising can be used to promote events and drive ticket sales.
- **DATA ANALYTICS:** Digital tools allow event organizers to collect and analyze data on attendee behavior, preferences, and feedback. This data can be used to improve future events and make data-driven decisions.
- **EVENT MANAGEMENT SOFTWARE:** Event management software has revolutionized the way events are planned and managed. This software can automate tasks such as registration, ticketing, email marketing, and reporting, freeing up time for organizers to focus on other aspects of the event.
- **ENGAGEMENT:** Digital technology allows event organizers to engage with attendees before, during, and after the event. This can be done through social media, email, chat, and other digital communication channels.
- **SUSTAINABILITY:** The digital era has brought about a greater focus on sustainability in event management. Digital tools can be used to reduce the environmental impact of events by reducing paper usage, minimizing travel, and reducing waste.

1.7 OBJECTIVES

- Deliver a high-quality virtual experience for attendees.
- Reach a wider audience through online accessibility.
- Measure the success and impact of virtual events.
- Ensure the security and privacy of virtual events.
- Minimize technical difficulties and ensure reliable technology.

1.8 LIMITATIONS

- **Connectivity issues:** While digital technologies can help connect people across the world, they also require reliable internet connections. Poor connectivity can negatively affect the quality of live streams, webinars, and other digital events.
- **Technical issues:** Digital technologies can be complex and require specialized skills to operate. Technical issues such as audio and video problems, software glitches, and

hardware malfunctions can occur during events, which can negatively impact the audience experience.

- Distractions: With so many digital distractions, it can be challenging to capture the attention of audiences. Attendees may be multitasking or checking their phones, which can lead to reduced engagement and lower retention of key event messages.
- Security concerns: Digital technologies can also present security risks, such as the possibility of cyber-attacks and data breaches. Event managers need to ensure that they have robust security measures in place to protect sensitive data.
- Audience fatigue: As digital events become more prevalent, audiences may start to experience fatigue from attending too many virtual events. This can make it harder for event managers to attract and retain audiences for their events.
- Limited personal interaction: While digital technologies can facilitate communication and interaction, they cannot replicate the same level of personal interaction that face-to-face events can provide. Attendees may miss out on the benefits of networking, building relationships, and engaging in real-time discussions.
- Technical skills: Not all attendees may have the technical skills or knowledge required to participate in digital events. This can limit the audience base for digital events and may require event managers to provide additional support and training to attendees.
- Access to technology: While digital technologies have become more accessible, not all attendees may have access to the necessary equipment or internet connection to participate in digital events. This can further limit the audience base for digital events and may require event managers to consider alternative strategies.
- Lack of physical presence: Digital events may lack the physical presence and ambiance that can be created by in-person events. This can impact the overall experience and may require event managers to be creative in designing engaging and immersive digital experiences.
- Technical limitations: Some digital technologies may not be able to support certain types of events or activities, such as large-scale concerts or live sporting events. Event managers need to consider the limitations of the digital technologies they use and ensure that they can support their desired event objectives.

REVIEW OF LITERATURE



CHAPTER – 2

REVIEW OF LITERATURE

In the Event Management industry, engagement is very important. With on-going developments in technology, data can be and to a large extent are being provided by the delegates themselves in real time during the event as their movements and engagement is collected as data (Ryan, Fenton, Ahmed & Scarf, 2020). For example, an engaged Facebook user can be browsing through their timeline and see a live video of a reception with uplighting by a DJ. The future of Event Management through digital marketing will simply follow the customers wherever they may go (Wymbs, 2011).

Event management digital marketing is beneficial to companies of all sizes. Successful events are no longer measured by simply achieving a respectable attendance; a great deal more engagement is manifest through digital technologies (Ryan et al., 2020). Event Management businesses are promoted by networking, email marketing, online advertising with social media, blogs and more.

Marketing plays important role in Event Management. Consumers are now using the web to look for product pictures and videos; they want more information and want to see what they're considering buying (Bajpai, Pandey, & Shriwas, 2015). Digital marketing in Event Management is so popular it is important that all companies get onboard. If most customers engage with social media, firms should engage with social media as well. In the past, marketers employed e-mail blasts, direct marketing, telemarketing, informational websites, television, radio, and other mechanisms to disseminate information related to the event firm or its products (Tiago & Pinheiro, 2014).

Event management is a service industry and the customers are top priority. In addition, when using social media as a marketing medium for events, event marketers and organizers should understand how other important people's opinions and perceptions affect the intention and behavior formation (Harb, Fowler, Chang, Blum & Alakaleek, 2019). In the event industry, businesses need to join in and provide the needs of users using the technology that is available to them. If the marketing goal is to encourage many people to become interested in the event,

then social media is a perfect tool for spreading the word to a core base of customers, members and donors (Harb et al., 2019).

Digital marketing in Event Management is way cheaper, even sometimes free compared to marketing in the past. From Event Management a consumer's perspective, the use of information communication technologies offers a number of benefits, including efficiency, convenience, richer and participative information, a broader selection of products, competitive pricing, cost reduction, and product diversity (Bayo-Moriones & Lera-López, 2007 as cited in Tiago & Pinheiro, 2014). Technology increases with time and so does its users. Social interactions among fans on Facebook event pages are expected to create an emotionally engaging environment, which will, potentially, increase the number of attendees (Harb et al., 2019).

One might argue that engagement with technology, or indeed lack of it, does not provide evidence of the immaturity of digital technology in events (Ryan et al., 2020). Digital era trends will continue to provide great benefits to the Event Management industry. However, Real-world social relationships have been migrated to the virtual world, resulting in online communities that bring people together from across the globe (Tiago & Pinheiro, 2014). The communities include, family, friends, organizations and businesses. Creating a presence is easy enough, getting your community to Event Management is more difficult. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you (Bajpai et al., 2012).

Successful events are no longer measured by simply achieving a respectable attendance. A great deal more engagement is manifest through digital technologies. Moreover, the days of passive consumers who were largely dependent on the success of companies reaching them for engagement have gone (Hudson and Hudson, 2013). Evaluation of events has become just as important as a means of engagement on digital platform even before the event occurs. It is no longer enough to use evaluation for reflective or post-assessment purposes (Getz, 2018).

Creating memorable event experiences can be described as being dependent on a number of factors including, creating regular attendee engagement, providing appropriate activities, relevant subject matter, topical and contemporary focus and targeted to a sizable receptive audience. There remains a lot to discover about the event and festival experience as

well as how event organizers can best attain this knowledge to provide memorable experiences. With ongoing developments in technology, data can be and to a large extent are being provided by the delegates themselves in real time during the event as their movements and engagement is collected as data. Digital maturity is allowing events to fine-tune each stage of the delivery process. (Jackson, 2014)

The development of digital maturity in events can be compared to smart tourism, which (Gretzel, Werthner & Koo , 2015) expressed as a logical progression from traditional activities. Smart tourism is characterized by an ability to transform large amounts of data into enhanced tourist experiences and increased destination competitiveness. As technology and digital technologies circle every aspect of an event organisations activities, it is prudent to suggest that survival and future success of events can depend upon digital maturity and transformation (Li , Su & Zhang , 2018).

It is evident even in the delivery of events as a mix of virtual and live action through computer graphics and virtual reality to create a more immersive experience and a better brand connection. As the components become more prevalent in the events industry, much value can be obtained from understanding how businesses are adopting new levels of digital engagement in order to engage their audiences (Heinze , Fletcher , Rashid , Cruz , 2016).

Until recently, most business decisions have drawn upon data from a limited range of traditional sources such as production records, internal accounts and market research reports. However, since the Internet of Things, website analytics, Big Data, and social media data, events can provide their audience with much more personalized and tailored experiences. As event companies develop new and innovative ways to connect, the events themselves are absorbing aspects at every stage of the process; pushing the boundaries of event experiences far beyond the physical world. For example, Internet based technologies such as social media play an increasingly important role in the promotion and meta-narrative of events. (Strange and Zucchella, 2017).

Event attendees can depend on other people's experiences shared on social media because of the experiential nature of this sector. In addition to the informational benefits of social media, research has shown that reading people's posts related to their event experiences made event planning more enjoyable (Lin and Lu, 2011). Facebook event pages and social

media, in general, help potential attendees identify local events, encounter reviews and create more public relationships rapidly and easily; these factors play a critical role for event organizers and helps increase overall attendance (Becker et al., 2009).

Marketing is crucial for any industry because it plays a primary role in attracting customers. Without marketing, event organizers will not be able to attract an audience for their events. Event products generally include a combination of goods, sponsorships, vendors and ticket sales, which represents a challenge for event marketers (Van der Wagen and Carlos, 2005). Virtual events will assume a greater role, events will remain a prominent feature of civilisation, but events will face -and have to be more resilient and adaptable to- more crises in the future. This often focusing on digital modes of delivery and their significance in terms of aesthetics, reach and accessibility (Svich, 2020)

RESEARCH METHODOLOGY



CHAPTER – 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION:

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After those theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

3.2 RESEARCH DESIGN:

To start research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the ‘research onion’ respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and

analyzing the data. Positivism is the philosophy which provides a natural science way to conduct the research.

The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviors and purchasing decisions, a quantitative approach is used to analyze the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self administered and collected by in person in Nilgiris mountain railway station. Since the nature of the questionnaire help to get quickly replies, it puts less pressure on the respondent, anonymity, economical etc....

3.3 SAMPLING DESIGN

STRATEGY

In order to address the research, aim the participants were selected using a non-probability sampling method.

SAMPLE SIZE

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 250 to access the service quality and satisfaction of the respondents.

SAMPLING PROCEDURE

The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience which served as main factor for the selection of the sampling procedures. The convenience sampling is a nonprobability technique where subjects are selected because of their convenient.

3.4 SOURCE OF DATA

PRIMARY DATA

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus, the primary data has been collected as structured questionnaire and multiple-choice questions.

SECONDARY DATA

Secondary sources are those data's which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports

3.5 DATA COLLECTION:

QUESTIONNAIRE

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple-choice questions and Likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

CONSTRUCT MEASUREMENT (SCALE)

LIKERT SCALE

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORE
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.6 TOOLS FOR ANALYSIS

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument were distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version.

- Percentage Analysis
- Descriptive Analysis
- ANOVA

FREQUENCIES

Frequencies to organise and compile survey data, a frequency distribution is a tabular representation of the data. A variable's list of values, whether qualitative or quantitative, takes a data set and the corresponding frequency of each value. The fundamental building block of statistical analysis techniques and the first step in analyzing survey data is the frequency distribution. It aids in the following tasks for researchers: (a) tabulating and organizing the survey data; (b) analyzing the data; and (c) identifying outliers in the survey data set.

MEAN

Mean is defined as the sum of a collection of data divided by the total amount of data, and it implies average. When comparing multiple sets of data, the mean can be a useful tool. However, this approach may suffer from the effects of extreme results.

$$\text{Mean (or } \bar{X}) = \frac{\sum X_i}{n} = \frac{X_1 + X_2 + \dots + X_n}{n}$$

Where \bar{X} = the symbol we use for mean (pronounced as X bar)

\sum = Symbol for summation

X_i = Value of the i th item X , $i = 1, 2, \dots, n$

n = total number of items

Mean is the simplest measurement of central tendency and is a widely used measure. Its chief use consists in summarizing the essential features of a series and in enabling data to be compared. It is amenable to algebraic treatment and is used in further statistical calculations. It is a relatively stable measure of central tendency.

1. To obtain the each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples
2. Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{k}$$

No Of samples (k)

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$MS = \frac{SS}{k-1}$$

5. So sum of squares within groups can be written as:

$$SS_{\text{within}} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS_{\text{within}} = \frac{SS_{\text{within}}}{n-k}$$

7. Sum of squares for total variance:

$$SS_{\text{total}} = \sum (X_{ij} - \bar{X})^2$$

Where $i = 1, 2, 3, \dots, j = 1, 2, 3, \dots$

$$SS_{\text{total}} = SS_{\text{between}} + SS_{\text{within}}$$

8. F ratio worked out as

$$F \text{ ratio} = \frac{MS_{\text{between}}}{MS_{\text{within}}}$$

ANOVA

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, while the random factors do not. Analysts use the ANOVA test to determine the influence that independent variables have on the dependent variable in a regression study.

The t - and z -test methods developed in the 20th century were used for statistical analysis until 1918, when Ronald Fisher created the analysis of variance method.

ANOVA is also called the Fisher analysis of variance, and it is the extension of the t - and z -tests. The term became well-known in 1925, after appearing in Fisher's book, "Statistical

Methods for Research Workers."

It was employed in experimental psychology and later expanded to subjects that were more complex.

ONE WAY ANOVA

One-way ANOVA is typically used when you have a single independent variable, or factor, and your goal is to investigate if variations, or different levels of that factor have a measurable effect on a dependent variable. One-way ANOVA can only be used when investigating a single factor and a single dependent variable. When comparing the means of three or more groups, it can tell us if at least one pair of means is significantly different, but it can't tell us which pair. Also, it requires that the dependent variable be normally distributed in each of the groups and that the variability within groups is similar across groups.

ANALYSIS AND INTERPRETATION



CHAPTER – 4

ANALYSIS AND INTERPRETATION

The analysis and interpretation of the gathered primary data are the topics of this chapter. The researcher's quantitative and qualitative data collection served as the foundation for the analysis. A convenient sampling approach was used to get the required primary data. All 250 respondents received a thoughtfully constructed questionnaire, which was later determined to be reliable in every aspect of the study. The response rate was 90% as a result. 250 respondents from Coimbatore, residents and non-residents, were selected as the study's sample for the purpose of gathering primary data. The IBM Statistical Package for the Social Sciences (SPSS) 21 version for Windows was used to conduct the analysis.

Analysing the data also entails examining the tabulation materials to identify the fundamental elements. It is a procedure where complicated factors are reduced to smaller forms and then rearranged for interpreting purposes. Interpretation is the process of looking for the research's significance. The goal of the analysis is to compile a summary of the information gathered and find a solution to the problem. The analysis will look closely at how the various components relate to one another, and an interpretation will be offered to explain the study's actual findings. It refers to both the link between the data that was gathered and the calculation of a certain measure alone. It entails defining the objective, articulating a defend able premise, and formulating a conclusion.

The results of the present study entitled **“EVENT MANAGEMENT IN DIGITAL ERA : ISSUES AND CHALLENGES IN ENHANCING ATTENDEE EXPERIENCE”** are discussed and presented under the following heads:

1. FREQUENCY
2. DESCRIPTYIVE ANALYSIS
3. ONE WAY ANOVA

4.1 FREQUENCIES

TABLE 4.1.1

GENDER

GENDER	FREQUENCY	PERCENT
MALE	109	44.0
FEMALE	141	56.0
Total	250	100

The above table (4.1.1) shows that 44 percentage of the respondents are Male, 56 percentage of the respondents are Female. Most of the respondents are Female.

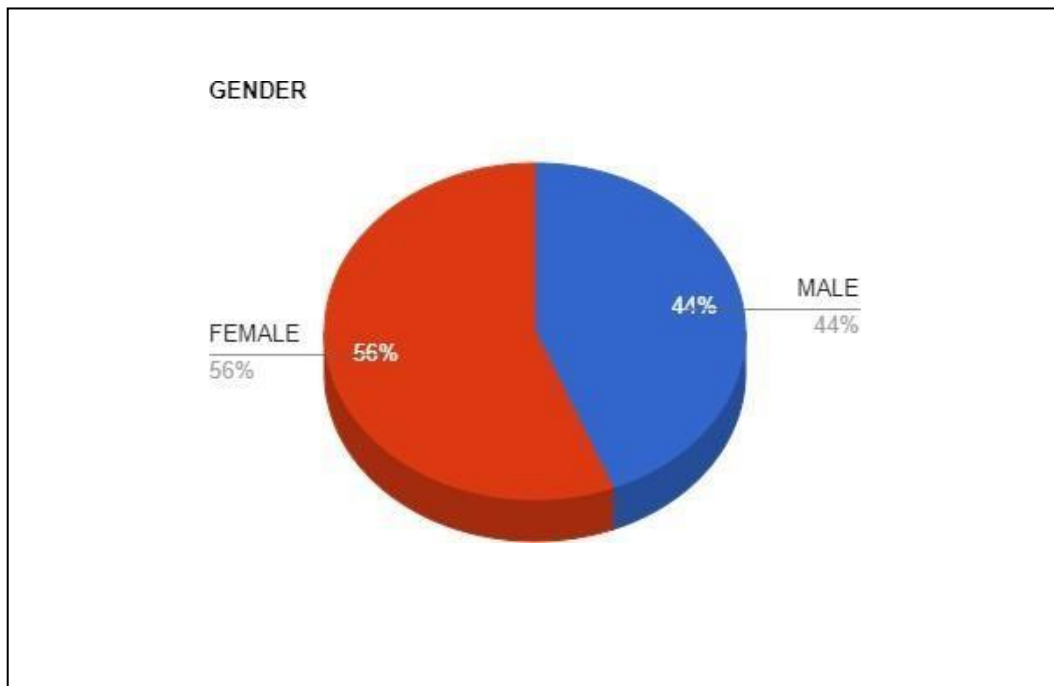


Figure 4.1.1

TABLE 4.1.2

AGE

AGE	FREQUENCY	PERCENT
BELOW 18 YEARS	12	5.0
18 - 21 YEARS	67	26.6
22 - 25 YEARS	75	29.8
25 - 28 YEARS	29	12.0
ABOVE 28 YEARS	67	26.6
Total	250	100

The above table (4.1.2) shows that 5 percentage of the respondents are below 18 years, 26.6 percentage of the respondents are 18 – 21 years, 29.8 percentage of the respondents are 22 – 25 years, 12 percentage of the respondents are 25 – 28 years and 26.6 percentage of the respondents are above 228 years. Most of the respondents are above 28 years.

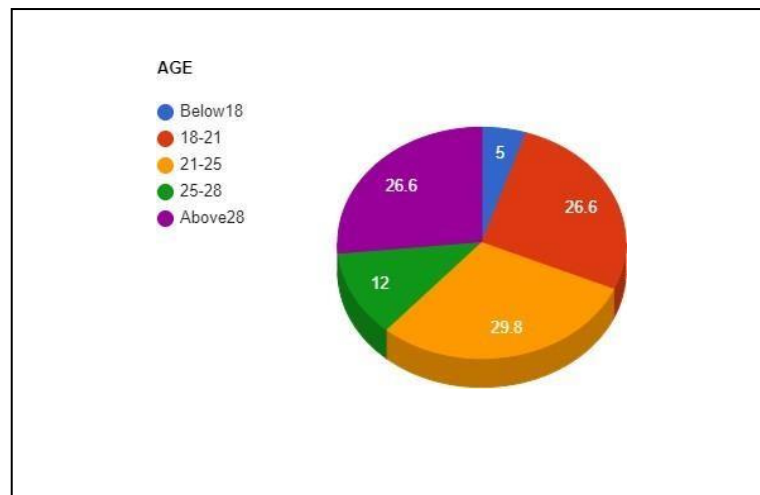


Figure 4.1.2

TABLE 4.1.3

OCCUPATION

OCCUPATION	FREQUENCY	PERCENT
STUDENT	108	43.0
GOVERNMENT	33	13.4
PRIVATE	84	33.3
SELF EMPLOYED	25	10.3
Total	250	100

The above table (4.1.3) shows that 43 percentage of the respondents are Students, 13.4 percentage of the respondents are Government, 33.3 percentage of the respondents are Private and 10.3 percentage of the respondents are Self Employed. Most of the respondents are Students.

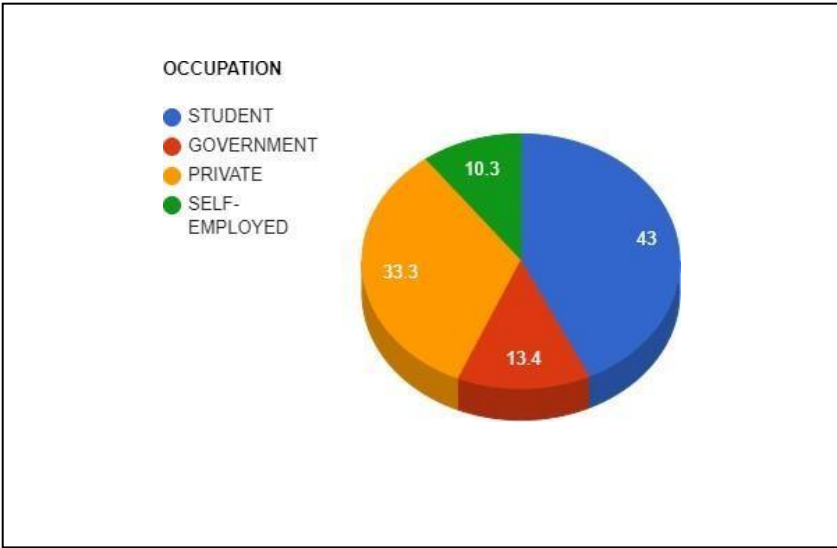


Figure 4.1.3

TABLE 4.1.4
QUALIFICATION

QUALIFICATION	FREQUENCY	PERCENT
SCHOOL/DIPLOMA	23	9.9
UNDER GRADUATE	140	55.6
POST GRADUATE	87	34.5
Total	250	100

The above table (4.1.4) shows that 9.9 percentage of the respondents are School/Diploma, 55.6 percentage of the respondents are Under Graduate and 34.5 percentage of the respondents are Post Graduate. Most of the respondents are Under Graduate.

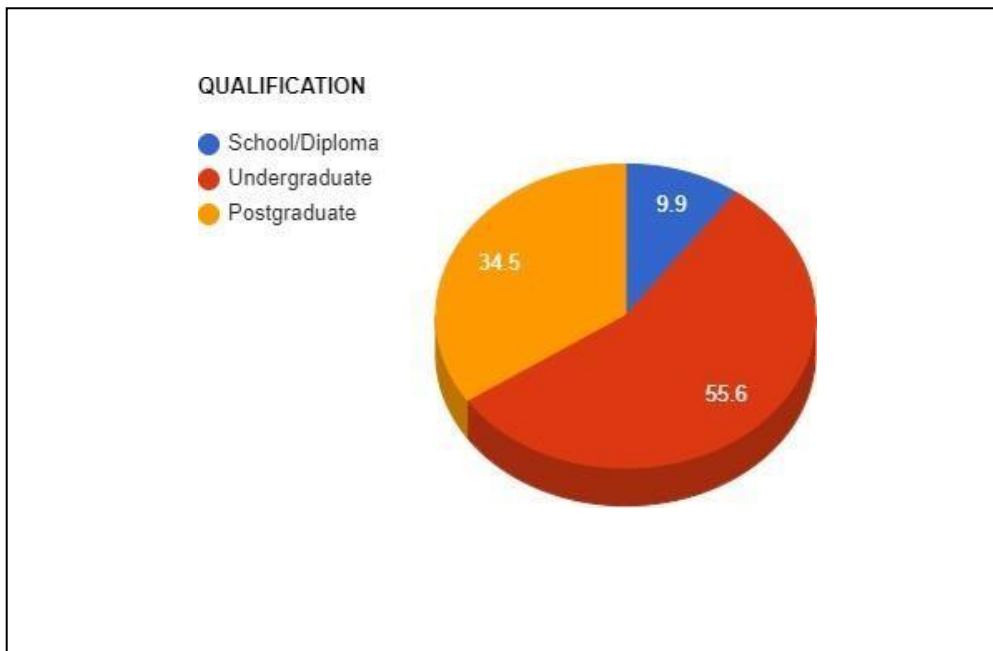


Figure 4.1.4

TABLE 4.1.5
MONTHLY INCOME

MONTHLY INCOME	FREQUENCY	PERCENT
BELOW 15,000	71	28.4
15,000 - 20,000	43	17.1
20,000 - 25,000	33	13.6
25,000 - 30,000	42	16.7
ABOVE 30,000	61	24.2
Total	250	100

The above table (4.1.5) shows that 28.4 percentage of the respondents are below 25,000, 17.1 percentage of the respondents are between 15,000 – 20,000, 13.6 percentage of the respondents are between 20,000 – 25,000, 16.7 percentage of the respondents are between 25,000 – 30,000 and 24.2 percentage of the respondents are above 30,000.

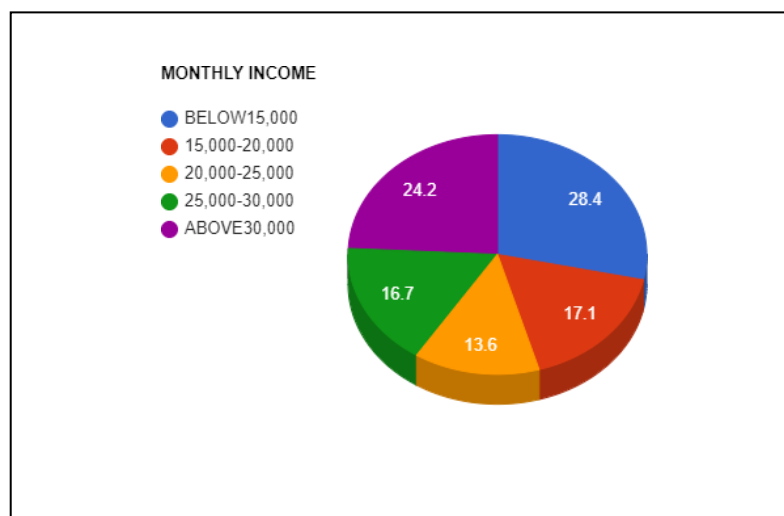


Figure 4.1.5

TABLE 4.1.6

MARITAL STATUS

MARITAL STATUS	FREQUENCY	PERCENT
SINGLE	167	66.3
MARRIED	83	33.7
Total	250	100

The above table (4.1.6) shows that 66.3 percentage of the respondents are single and 33.7 percentage of the respondents are Married. Most of the respondents are Single.

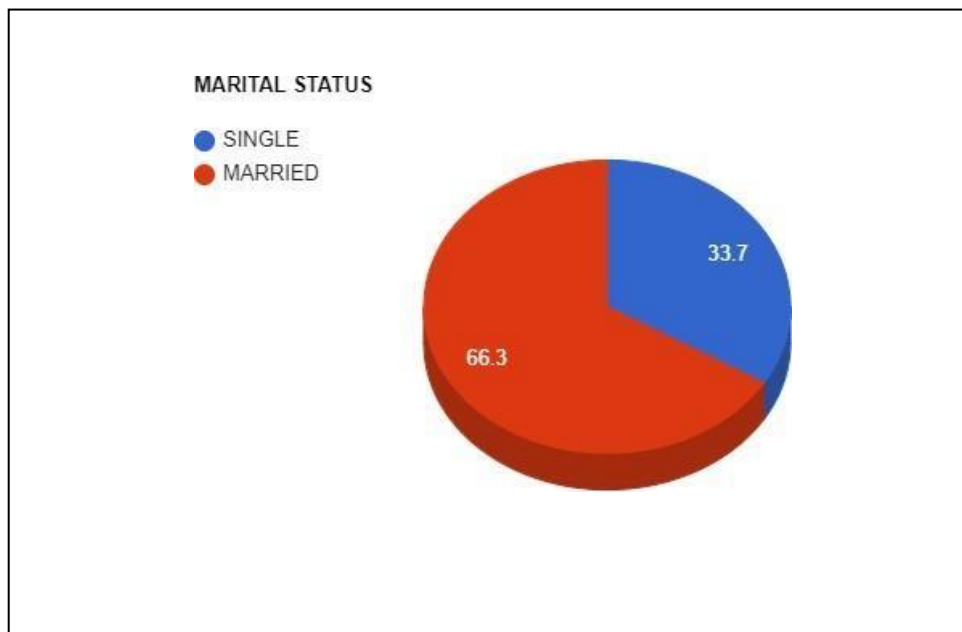


Figure 4.1.6

TABLE 4.1.7

FAMILY TYPE

FAMILY TYPE	FREQUENCY	PERCENT
JOINT	115	46.4
NUCLEAR	135	53.6
Total	250	99.2

The above table (4.1.7) shows that 46.4 percentage of the respondents are in Joint Family and 53.6 percentage of the people are in Nuclear Family. Most of the respondents are in Nuclear Family.

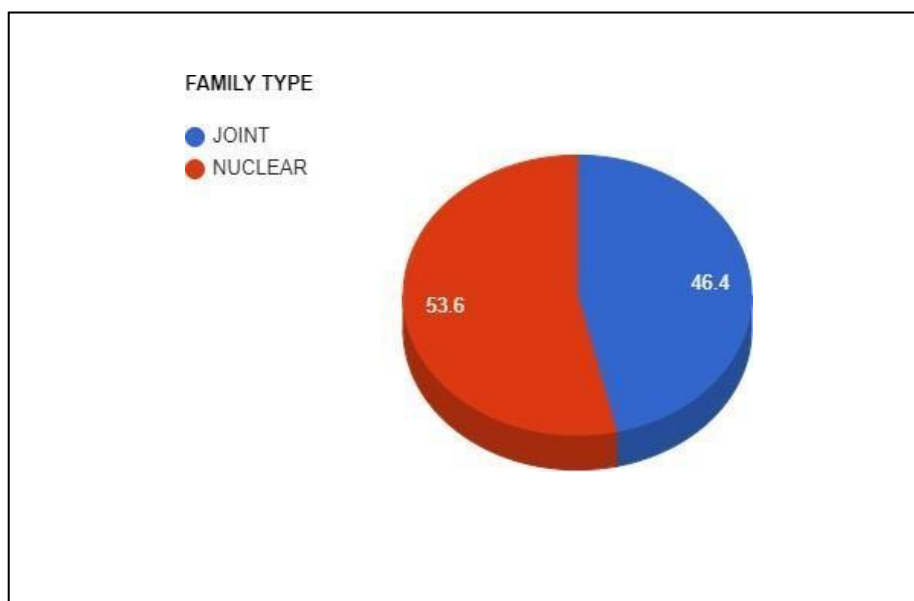


Figure 4.1.7

TABLE 4.1.8

VIRTUAL EVENT IS BETTER THAN OFFLINE EVENT

VIRTUAL EVENT IS BETTER THAN OFFLINE EVENT	FREQUENCY	PERCENT
YES	142	57.1
NO	61	24.2
MAY BE	47	18.7
TOTAL	250	100

The above table (4.1.8) shows that 57.1 percentage of the respondents have answered ‘YES’, 24.2 percentage of the respondents have answered ‘NO’ and 18.7 respondents have answered ‘MAY BE’ for the question ‘Is virtual event better than offline event’. Most of the respondents have answered YES.

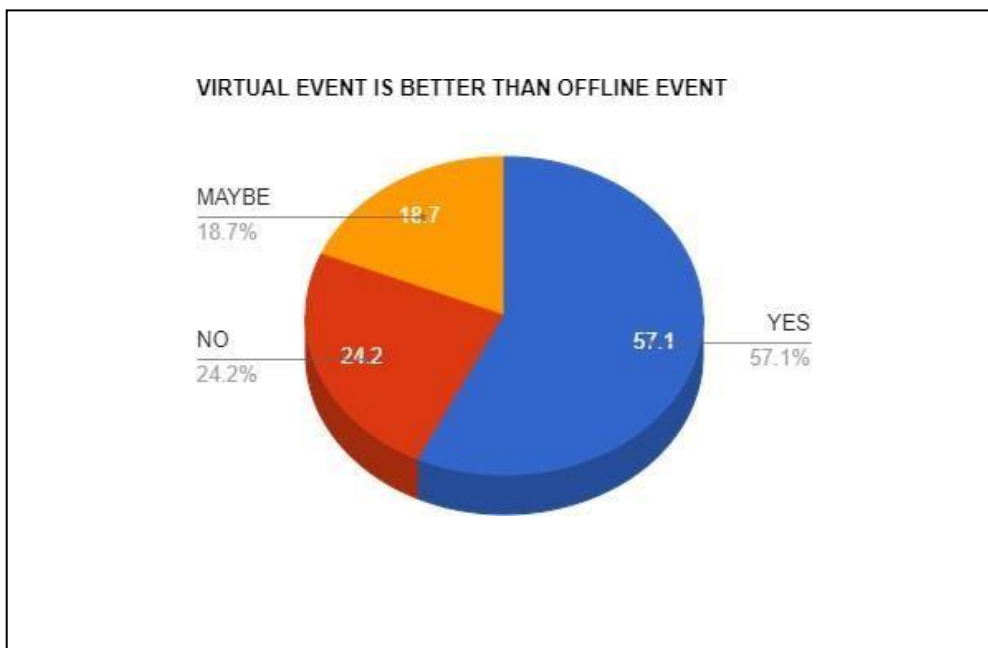


Figure 4.1.8

TABLE 4.1.9

VIRTUAL EVENT SAVES TIME AND MONEY

VIRTUAL EVENT SAVES TIME AND MONEY	FREQUENCY	PERCENT
YES	187	74.8
NO	33	13.2
MAY BE	30	12
TOTAL	250	100

The above table (4.1.9) shows that 74.8 percentage of the respondents have answered ‘YES’, 13.2 percentage of the respondents have answered ‘NO’ and 12 respondents have answered ‘MAY BE’ for the question ‘Does virtual event save time and money’. Most of the respondents have answered YES.

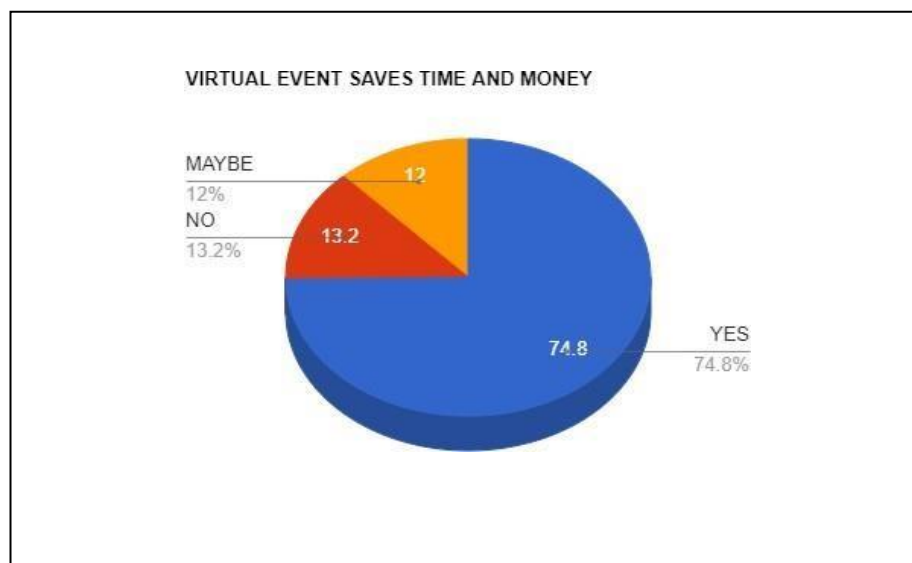


Figure 4.1.9

TABLE 4.1.10

VIRTUAL EVENT PLATFORM IS EASY TO NAVIGATE

VIRTUAL EVENT PLATFORM IS EASY TO NAVIGATE	FREQUENCY	PERCENT
YES	135	54.0
NO	29	11.6
MAY BE	86	34.4
TOTAL	250	100

Table 4.1.10

The above table (4.1.10) shows that 54 percentage of the respondents have answered ‘YES’, 11.6 percentage of the respondents have answered ‘NO’ and 34.4 respondents have answered ‘MAY BE’ for the question ‘Is virtual event platform easy to navigate’. Most of the respondents have answered YES.

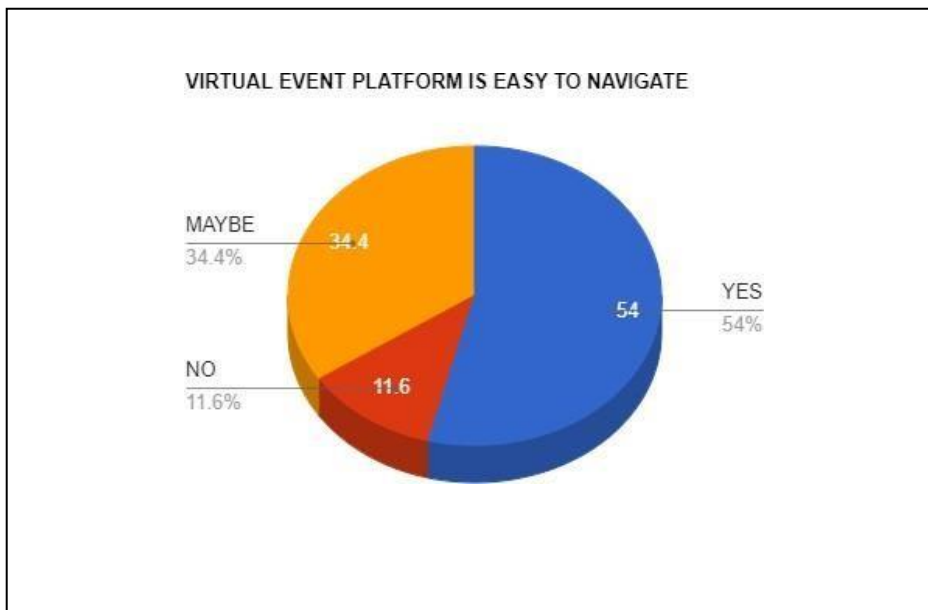


Figure 4.1.10

4.2 DESCRIPTIVE STATISTICS

TABLE 4.2.1

FACTORS	N	Minimum	Maximum	Mean
How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?	250	1	5	4.10
How satisfied were you with the level of security and privacy provided by the digital event platform?	250	1	5	4.07
How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?	250	1	5	4.08
How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?	250	1	5	3.94
How important is the quality of content in the digital event for you?	250	1	5	4.39
How important is the ease of use and accessibility of digital platform?	250	1	5	4.29
How important is the opportunities for networking and socializing in digital event?	250	1	5	4.27
How important is the customization of the event experience?	250	1	5	4.22
How important is the affordability of the digital event for you?	250	1	5	4.22
To learn new skills or knowledge	250	1	5	4.27
To connect with other professionals in your industry or field	250	1	5	4.15
To save time and money compared to attending an in-person event	250	1	5	4.14
To participate in a specific event or activity that is only available digitally	250	1	5	4.04
To avoid the health and safety risks associated with in-person events	250	1	5	4.08
Valid N (listwise)	250			

The above table (4.2.1) shows that the descriptive statistics on the factors mean value. The mean value range from 4.39 – 3.94. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table 4.39 ‘How important is the quality of content in the digital event for you?’ is the highest range and ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’ is the lowest range.

4.3 ANOVA

TABLE 4.3.1

To analyze the difference of the respondents towards the satisfaction of the digital events

ANOVA							
Factors	Gender	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?	Between Groups	.680	1	.680	1.213	.272	Accepted
	Within Groups	139.016	248	.561			
	Total	139.696	249				
How satisfied were you with the level of security and privacy provided by the digital event platform?	Between Groups	.241	1	.241	.397	.529	Accepted
	Within Groups	150.463	248	.607			
	Total	150.704	249				
How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?	Between Groups	.000	1	.000	.001	.979	Accepted
	Within Groups	135.236	248	.545			
	Total	135.236	249				
How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?	Between Groups	.157	1	.157	.167	.683	Accepted
	Within Groups	233.059	248	.940			
	Total	233.216	249				
How important is the quality of content in the digital event for you?	Between Groups	.001	1	.001	.003	.957	Accepted
	Within Groups	101.583	248	.410			
	Total	101.584	249				

From the above of table (4.3.1) is inferred that there is no significance value less than 0.05. The significant value for ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?’, ‘How satisfied were you with the level of security and privacy provided by the digital event platform?’, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’, ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’, ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.

TABLE 4.3.2

ANOVA							
Factors	Age Group	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?	Between Groups	3.987	4	.997	1.799	.130	Accepted
	Within Groups	135.709	245	.554			
	Total	139.696	249				
How satisfied were you with the level of security and privacy provided by the digital event platform?	Between Groups	9.711	4	2.428	4.219	.003	Rejected ***
	Within Groups	140.993	245	.575			
	Total	150.704	249				
How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?	Between Groups	.495	4	.124	.225	.924	Accepted
	Within Groups	134.741	245	.550			
	Total	135.236	249				
How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?	Between Groups	1.656	4	.414	.438	.781	Accepted
	Within Groups	231.560	245	.945			
	Total	233.216	249				
How important is the quality of content in the digital event for you?	Between Groups	3.382	4	.845	2.109	.080	Accepted
	Within Groups	98.202	245	.401			
	Total	101.584	249				

From the above of table (4.3.2) is inferred that the significance value is less than 0.05 for ‘How satisfied were you with the level of security and privacy provided by the digital event platform?’ so null hypothesis is rejected. The significance value of ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?’, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’, ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’ and ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.

TABLE 4.3.3

ANOVA							
Factors	Qualification	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?	Between Groups	3.342	2	1.671	3.027	.050	Rejected ***
	Within Groups	136.354	247	.552			
	Total	139.696	249				
How satisfied were you with the level of security and privacy provided by the digital event platform?	Between Groups	7.825	2	3.912	6.764	.001	Rejected ***
	Within Groups	142.879	247	.578			
	Total	150.704	249				
How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?	Between Groups	3.261	2	1.631	3.052	.049	Rejected ***
	Within Groups	131.975	247	.534			
	Total	135.236	249				
How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?	Between Groups	3.640	2	1.820	1.958	.143	Accepted
	Within Groups	229.576	247	.929			
	Total	233.216	249				
How important is the quality of content in the digital event for you?	Between Groups	.015	2	.007	.018	.982	Accepted
	Within Groups	101.569	247	.411			
	Total	101.584	249				

From the above of table (4.3.3) is inferred that the significance value is less than 0.05 for ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?, How satisfied were you with the level of security and privacy provided by the digital event platform?, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’ so null hypothesis is rejected. The significance value of ‘How satisfied were you with the level of engagement and interaction provided by the virtual event’s chat, Q&A, or polling features?’, ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.

TABLE 4.3.4

ANOVA							
Factors	Family Type	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?	Between Groups	.141	1	.141	.251	.617	Accepted
	Within Groups	139.555	248	.563			
	Total	139.696	249				
How satisfied were you with the level of security and privacy provided by the digital event platform?	Between Groups	.048	1	.048	.078	.780	Accepted
	Within Groups	150.656	248	.607			
	Total	150.704	249				
How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?	Between Groups	.044	1	.044	.081	.776	Accepted
	Within Groups	135.192	248	.545			
	Total	135.236	249				
How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?	Between Groups	.498	1	.498	.530	.467	Accepted
	Within Groups	232.718	248	.938			
	Total	233.216	249				
How important is the quality of content in the digital event for you?	Between Groups	.014	1	.014	.033	.855	Accepted
	Within Groups	101.570	248	.410			
	Total	101.584	249				

From the above of table (4.3.4) is inferred that there is no significance value less than 0.05. The significance value of ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?’, ‘How satisfied were you with the level of security and privacy provided by the digital event platform?’, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’, ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’ and ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.

***FINDINGS, SUGGESTION &
CONCLUSION***



CHAPTER – 5

FINDINGS, SUGGESTION & CONCLUSION

5.1 FINDINGS

From the data collected, following findings were made,

- The demographic profile shows that 56 percentage of the respondents are Female, Most of the respondents are above 28 years, 43 percentage of the respondents are Students, Most of the respondents are Under Graduate, Most of the respondents income are above 30,000, 66.3 percentage of the respondents are single, Most of the respondents are in Nuclear Family, 57.1 percentage of the respondents have said that Virtual Event Is Better Than Offline Event, Most of the respondents said that Virtual Event Saves Time and Money and 54 percentage of the respondents have said that Virtual Event Platform Is Easy To Navigate.
- Applying ANOVA, The significant value for ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?’, ‘How satisfied were you with the level of security and privacy provided by the digital event platform?’, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’, ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’, ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.
- Applying ANOVA, The significance value is less than 0.05 for ‘How satisfied were you with the level of security and privacy provided by the digital event platform?’ so null hypothesis is rejected. The significance value of ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?’, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’, ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’ and ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted

- Applying ANOVA, The significance value is less than 0.05 for ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?, How satisfied were you with the level of security and privacy provided by the digital event platform?, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’ so null hypothesis is rejected. The significance value of ‘How satisfied were you with the level of engagement and interaction provided by the virtual event’s chat, Q&A, or polling features?’, ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.
- Applying ANOVA, The significance value of ‘How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?’, ‘How satisfied were you with the level of security and privacy provided by the digital event platform?’, ‘How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?’, ‘How satisfied were you with the level of engagement and interaction provided by the virtual event's chat, Q&A, or polling features?’ and ‘How important is the quality of content in the digital event for you?’ is more than 0.05, thus null hypothesis is accepted.

5.2 SUGGESTIONS

- **LEVERAGE DIGITAL TOOLS AND PLATFORMS:** Use digital tools and platforms such as social media, event management software, online registration and ticketing systems, and virtual event platforms to streamline your event management processes.
- **CREATE ENGAGING CONTENT:** Use social media and other digital channels to create engaging content that promotes your event and keeps attendees informed and engaged.
- **USE DATA TO MAKE INFORMED DECISIONS:** Collect and analyze data from previous events, as well as feedback from attendees, to make informed decisions about your event strategy and improve your event management processes.
- **PRIORITIZE SECURITY AND PRIVACY:** With the increased use of digital platforms, security and privacy are more important than ever. Take steps to ensure that your attendees' data and personal information are secure and protected.
- **INCORPORATE HYBRID EVENTS:** With the ongoing pandemic and the need for social distancing, hybrid events that combine in-person and virtual elements have become more popular. Consider incorporating hybrid events into your event management strategy.
- **PLAN FOR CONTINGENCIES:** With the uncertainty of the digital era, it's important to have contingency plans in place in case of unexpected events or circumstances. This could include having a backup virtual platform, rescheduling events, or having backup plans for in-person events.
- **ENGAGE WITH ATTENDEES:** Use digital channels to engage with attendees before, during, and after the event. This could include creating a social media hashtag, hosting live Q&A sessions, or sending out post-event surveys to gather feedback.
- **USE VIRTUAL REALITY AND AUGMENTED REALITY:** Utilize virtual and augmented reality to create immersive experiences for attendees. This could include virtual tours, product demos, or interactive exhibits.
- **CREATE PERSONALIZED EXPERIENCES:** Use data and analytics to create personalized experiences for attendees. This could include personalized event schedules, targeted marketing messages, or customized event recommendations based on attendees' preferences.

- **FOSTER COMMUNITY AND NETWORKING:** With the shift to virtual events, it's important to foster a sense of community and facilitate networking opportunities for attendees. This could include virtual networking events, breakout sessions, or online discussion forums.
- **EMBRACE SUSTAINABILITY:** With the increasing focus on sustainability, it's important to incorporate sustainable practices into your event management strategy. This could include using eco-friendly materials, reducing waste, or using renewable energy sources.
- **MONITOR AND RESPOND TO SOCIAL MEDIA:** Monitor social media channels to stay on top of attendee feedback and respond to any questions or concerns in a timely manner. This can help build trust and credibility with attendees and improve the overall event experience.
- **OFFER REMOTE ACCESS:** Provide remote access to your event for those who cannot attend in person or prefer to participate virtually. This could include live streaming of sessions or offering virtual attendance options.
- **GAMIFY YOUR EVENT:** Incorporate game-like elements into your event to increase engagement and participation. This could include scavenger hunts, trivia games, or leader boards to track attendee participation.
- **ENCOURAGE USER-GENERATED CONTENT:** Encourage attendees to create and share their own content about your event on social media. This can help build buzz and promote your event to a wider audience.
- **INCORPORATE INFLUENCER MARKETING:** Collaborate with influencers in your industry to promote your event and reach a wider audience. This can help build credibility and trust with potential attendees.
- **FOCUS ON ACCESSIBILITY:** Ensure that your event is accessible to all attendees, including those with disabilities or special needs. This could include offering sign language interpreters, captioning, or wheelchair access.

5.3 CONCLUSION

In conclusion, the digital era has transformed the way events are managed and executed. With the rise of digital tools and platforms, event managers can now streamline their processes and deliver engaging content to attendees. In this new age of event management, there are several key strategies that can help make events more successful and engaging.

First and foremost, it's important to leverage digital tools and platforms to manage events efficiently. This includes using event management software, online registration systems, and virtual event platforms to streamline processes and increase attendee engagement. By doing so, event managers can save time, reduce costs, and create a more engaging experience for attendees.

Another key strategy is to focus on creating engaging content that resonates with attendees. Social media and other digital channels can be used to create compelling content that promotes events and keeps attendees informed and engaged. Using data and analytics to personalize the event experience can also help to increase engagement and satisfaction among attendees.

In addition, event managers should prioritize security and privacy in the digital age. With the increased use of digital platforms, it's essential to protect attendee data and personal information from cyber threats. By implementing robust security measures and adhering to best practices for data protection, event managers can ensure that attendees feel safe and secure when attending events.

Furthermore, the digital era has made it possible to incorporate hybrid events, which combine in-person and virtual elements. This has become especially relevant during the COVID-19 pandemic, where virtual events have become the norm. By incorporating hybrid events, event managers can reach a wider audience and offer attendees more flexibility in terms of how they participate in events.

Overall, the digital era has presented new opportunities and challenges for event management. By leveraging digital tools, creating engaging content, prioritizing security and privacy, and offering hybrid events, event managers can create successful and memorable events that meet the evolving needs of attendees.

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ANNEXURE



QUESTIONNAIRE

PART – A

PLEASE ANSWER THE FOLLOWING DEMOGRAPHIC QUESTIONS

1. GENDER

- Male
- Female

2. AGE

- Below 18 years
- 18 to 21 years
- 22 to 25 years
- 25 to 28 years
- Above 28 years

3. OCCUPATION

- Student
- Government
- Private
- Self Employed
- Retired

4. QUALIFICATION

- School/Diploma
- Under Graduate
- Post Graduate

5. AVERAGE MONTHLY INCOME

- Below 15,000

- 15,000 – 20,000
- 20,000 – 25,000
- 25,000 – 30,000
- Above 30,000

6. MARITAL STATUS

- Single
- Married

7. FAMILY TYPE

- Joint
- Nuclear

PART – B

PLEASE ANSWER THE FOLLOWING YES (or) NO QUESTIONS

8. VIRTUAL EVENT IS BETTER THAN OFFLINE EVENT

- Yes
- No
- May be

9. VIRTUAL EVENT SAVES TIME AND MONEY

- Yes
- No
- May be

10. VIRTUAL EVENT PLATFORM IS EASY TO NAVIGATE.

- Yes
- No
- May be

PART – C

PLEASE RATE THE FOLLOWING QUESTIONS

11.KINDLY GIVE YOUR RATINGS ACCORDING TO YOUR SATISFACTION OF THE DIGITAL EVENTS

(5 – Very Satisfied, 4 – Satisfied, 3 – Neutral, 2 – Dissatisfied, 1 – Very Dissatisfied)

S.No	Question	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very Dissatisfied (1)
1	How satisfied were you with the quality and relevance of the keynote speakers or presenters at the digital event?					
2	How satisfied were you with the level of security and privacy provided by the digital event platform?					
3	How satisfied were you with the level of technical preparation and readiness demonstrated by the event organizers prior to and during the digital event?					
4	How satisfied were you with the level of engagement and interaction provided by the virtual event's chat,					

	Q&A, or polling features?					
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12. KINDLY RATE THE FOLLOWING FACTORS IN ORDER OF IMPORTANCE WHILE ATTENDING A DIGITAL EVENT:

(5 – Very Important, 4 – Important, 3 – Neutral, 2 – Less Important, 1 – Least Important)

S.No	Question	Very Important (5)	Important (4)	Neutral (3)	Less Important (2)	Least Important (1)
1	How important is the quality of content in the digital event for you?					
2	How important is the ease of use and accessibility of digital platform?					
3	How important is the opportunities for networking and socializing in digital event?					
4	How important is the customization of the event experience?					
5	How important is the affordability of the digital event for you?					

13.KINDLY RATE THE FOLLOWING REASONS FOR ATTENDING A DIGITAL EVENT

(5 – Very Likely, 4 – Likely, 3 – Neutral, 2 – Unlikely, 1 – Very Unlikely)

S.No	Question	Very Likely (5)	Likely (4)	Neutral (3)	Unlikely (2)	Very Unlikely (1)
1	To learn new skills or knowledge					
2	To connect with other professionals in your industry or field					
3	To save time and money compared to attending an in-person event					
4	To participate in a specific event or activity that is only available digitally					
5	To avoid the health and safety risks associated with in-person events					