

Chapter 63

e-Event Strategy: A Transformation of Conventional Way of Conducting Events

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Abstract

e-Event strategy is an innovation content product created to transform the conventional way of conducting events to more creative web-based digital. Being used to conventional ways of conducting events, event management teams keep on continuing the old version of event idea without realising the latest revolution of digital era. They are too comfortable with the conventional way of conducting events without realising the flaws behind that. There are few flaws like lack of good time management, inappropriate protocols, testing & errors could happens. To overcome this problem, e-Event strategy content transform the conventional way of conducting events to a tremendous digital event. The purpose of this innovation is to enhance fast track event in estimated time without any delay. e-Event promotes good time management, less on-time manpower, well organised flow of an event and digital technologies. e-Event strategy content product will impress the audience and create meaningful moments to the attendees. Some research declare that e-Event strategy boost intensive benefits for audience and inspire them with the new digital technologies. This e-Event strategy content product can produce inspiring event with current trend and creativity.

Keyword: 'e-Event', transformation, conventional, digital technologies.

Introduction

Event is a planned public or social occasion. Event is an activity that is planned for a special purpose and usually involves a lot of people, for example, a meeting, party, trade show, or conference. In this rapid growth of digital world events are part of a booming industry that continues to grow domestically.

A conceptual e-Event strategies created for medium scope events as guideline provided for spurring theoretical advancement, and assisting professional practice before held the event.

Technologies playing main role in developing better organized event. With almost daily technology advancement globally in every facet of the business, organizations need to synchronize by adopting and implementing new electronic commerce and technology in order to organize and transform events well.

E-event Strategy

- To reduce the flaws made in conventional event. (lack of good time management, inappropriate protocols, testing & errors).
- To introduce the latest trend of strategy concept to replace the conventional ways of conducting events.
- To implement a fast track strategy by using any sources of digital product to conduct an event and reflective conceptual idea to the event management team.

Conclusion

Our analysis suggests that the implementing e-event strategy transformation between digital technology increased productivity in event management emerged well before conduct the conventional event. E- event Strategy helps the organizers to follow the track with their own theme ideas to make the event spark reflective conceptual idea.

References

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