

MyEvent4U Platform: A Conceptual Digital Solution

¹Nur Faizah binti Azahari, ²Shaidatul Addilla binti Khamis,
³Nursheera Lissa binti Daud, ⁴Abdul Rahman bin Ahmad Dahlan

^{1,2,3,4}Department of Computer Science, Kulliyah of Information and Communication Technology, International Islamic University Malaysia

Abstract: The purpose of this paper is to help people by providing them with an event planner that will plan everything that they needed on behalf of them. MyEvent4U is a business model platform which provides an event planning. Event planning is the process of planning a ceremony, festival, party or just about any events. It includes budgeting, selecting the dates and venue. With the help of social media tools, it enables us to plan an event even better. MyEvent4U is a Consumer-to-Customer (C2C) business model which aims to provide a conceptual solution of events planning and management. The methodologies that we are using for this paper are nine blocks of Business Model Canvas (BMC) framework, Value Proposition Canvas (VPC) [1], interview and survey.

Keywords: C2C; BMC; VPC; EM; online platform; event management.

I. INTRODUCTION

The currently trending nowadays is that there are a lot of individuals and organizations that looking for an event coordinator to help them plan a successful event. For an individual, surprise parties and wedding commonly being organized. Other than that, many types of event can be created such as cultural events, fundraising and social events [2]. The common that need to be handled for every company is conferences, promotions or product launches event. Besides, setting up a team to organize an event is not basically an easy task. Eventually, as an event planner, they need to figure out client's requirement, the timeline process and budget that has been fixed by the client. Moreover, the client always has difficulties based on time management to handle the event and lack of skills to conduct it. So, people find it hard to make themselves available and qualified to handle certain event for their own. Hereby, MyEvent4U application has a right potential to overcome this problem by providing event management services in Malaysia for individual and organization.

II. BACKGROUND

As technology is increasing and advancing every day, there will be an application that brings easiness towards people for handling any occasion. Moreover, there are also many event planner freelancers who did not yet have the opportunities to make use of themselves. This should be a platform for them to shine up and make an additional source of income. Currently, there is event management company who provides services for planning a wedding event but none of it focused on another corporate event which is this company scope is within planning wedding occasion only [3]. On top of that, certain websites acquired us to spend time to understand the event tools and their navigational functions.

III. PROBLEM STATEMENT

There are many skilled and professional event coordinator that can help any individual or organizations that needs event management services. This will be a suitable platform for a client that always busy and lack of skills to handle any event. With MyEvent4U, there will be a preferable package event fee according to client's budget. We are not only focused on the big event, literally any small event that within budget also we will even be considered in order to help our client. For example, if a client wants to surprise their partner with delivering surprise gift, it can also be done with MyEvent4U services. Clients sometimes have was always concerned about how the preparation of the event was taken on, so by creating a medium that is user-friendly and well organized, it will be useful for the client to keep track their event process.

IV. LITERATURE REVIEW

A. Event Management Industry:

Event management not only about planning an event but they also need to be responsible for the venues, transportations, workers and budgets [4]. They have to handle everything, and they might hire service providers to work with them. According to “Entrepreneur” magazine, there are two markets that event planner serve which are social and business markets. For business market, there is a study expected that in 2012, the market demand will grow up to 7.8 percent which is twice compared with 2011. By using digital technology, it helps the event planners to spread their marketing, while the feedback from the customers actually boosts their popularity which influences their brand. 58 percent from 1100 respondent said they buy product soon after the event and make another 85 percent become a regular customer based on the survey they conducted. However, for the social market, it actually helps to decrease the rate of unemployment because they will employ more workers either for part-timer especially when they need to handle a big event. From 334 004 companies, 352 699 workers have been recruited in 2012. From 2007-2012, the social market has shown 0.7 increments for their growth.

B. Benchmark:

We also search for another company that implements the similar business model with us. Despite both companies only take the customer for their own business, we want to twist a little bit by creating a platform that will gather all the possible event planner for any occasion that will fulfil the demand of the customer. This platform gives the customer wide range of choice to pick their event planner based on their event or even budget.

1) Bassett Events Inc.

Bassett Events is an event management company that handle events for their clients. Bassett Events is the company based in Toronto that has been listed in the World’s Best Event Planners [5]. Bassett Events also win a trophy at the 2014 Start Awards for Best Entertainment Production regarding their project which is David Foster Foundation’s 26th Annual Miracle Gala and Concert [5]. Jennifer Bassett is the founder of Bassett Events who has run the event management company for more than 20 years. She says that she always team up with her workers in all types of works either for budgeting, booking artist or handling photographers or designers [6]. With that attitude, they manage to work stress-free. With that motivation, we know that why Bassett Events becomes among the Top 10 for the famous event planning companies in the world [7].

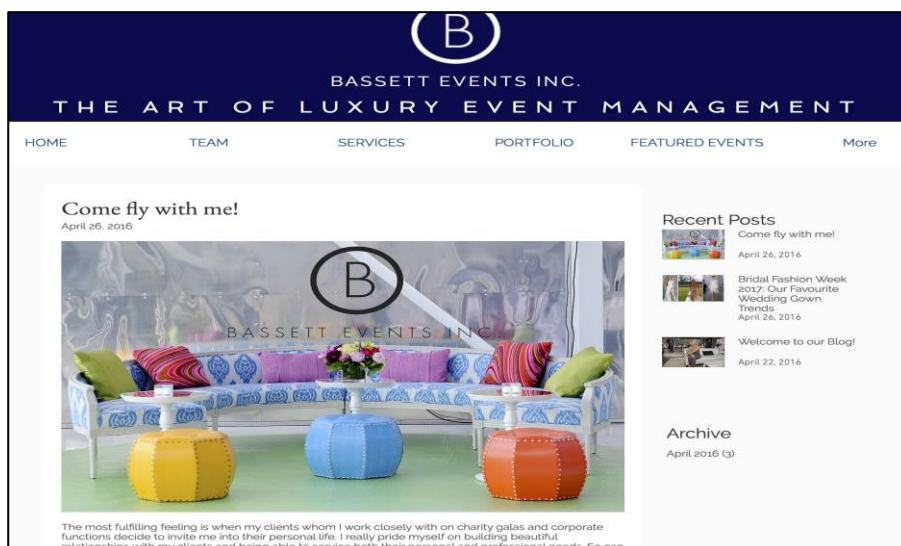


Figure 1 : Bassett Events Inc [5].

2) MKG

According to Maneesh K. Gopal who is the owner of the MKG, he starts his first company almost fourteen years ago with an ambitious dream. MKG has grown up and becomes more successful after a couple of years after experiencing some largest event that they handle for popular brands such as Netflix and Delta Air Lines. MKG office locates in two places

which are Los Angeles and New York City. Other than handling all sort of glamorous events, they also sponsor some events such as SXSWi when they partner with Google to spread awareness about Google products to the users [8]. MKG shows that they manage to join venture their business with another well-known brand. MKG also has been listed among the world famous event planning companies [7].

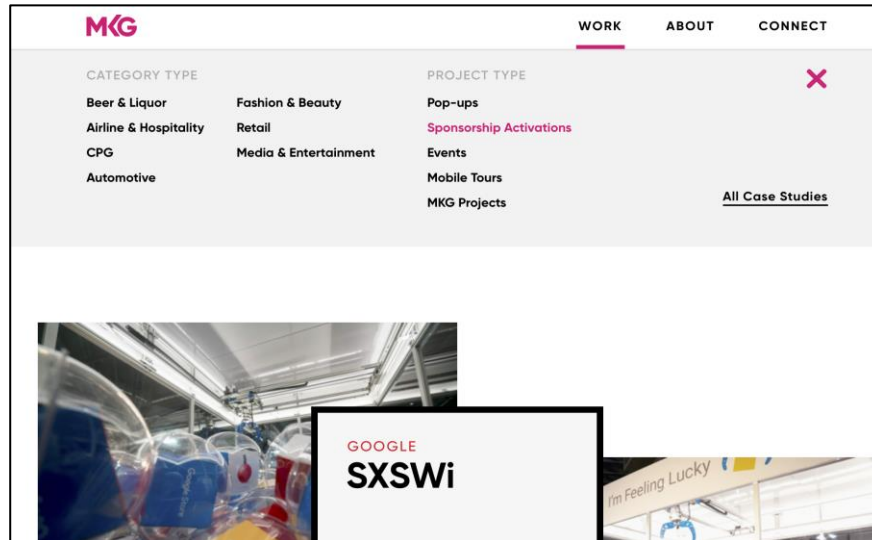


Figure 2 : MKG [8]

C. Mega Trends:

Based on the mega-trend study [9], there is a major shift from “Connecting Subscribers to Connecting Devices”, where there will be 80-billions of devices are connected by 2020. By 2025, the majority of the world’s population will have access to all of the world’s content through a device that fits in the palm of the hand. Social media are media for social interaction. One can say that it actually made a big impact in our daily lives. There’s a wide range of social media tools ranging from blogs such as blogger, geolocation services like Foursquare or just simply video or picture sharing. By using the digital network as one of the platforms to interact with the user, it creates more value towards the business. It does not only make things easier, but it can be accessed from anywhere which help the business to keep growing [10]. Related to the Industry 4.0, the customer data will be kept private and the security will be tightened as many people tend to become a cyber theft especially it is more difficult to track them nowadays.

D. Demands of Event Management Services:

When e-commerce started to grow every single year, people take this opportunity to meet any customer need. They are trying to solve any problem that can relate to their daily life. Due to that, some business company came out with the strategy to help someone managing their event on behalf of them. With a tight schedule and lack of skill to organize an event, an event planner can be convincing as one of the demanding job. Event planning offers a tremendous amount of opportunity to break into the profession relatively easily because not only it provides the great experience but somehow can create business and personal connection to get that next assignment and switch careers within the industry [11]. Besides, according to the literature review, we can see a lot of event planner’s website have been created to make people easily reach and use their services.

V. METHODOLOGY

To get the clearer picture regarding the problem faced by the customer segments which contains the customers, event managers and service providers, we spread a questionnaire as one of the methodologies that we use for this project. The results that we get based on either they think that this conceptual solution actually manages to help them when the customer wants to plan an event by hiring them to do it on behalf of the customer itself. There are 50 respondents that participate to answer the questionnaire and we are using Google Forms to create it. There is no scope for the target respondents hence it is open to all to answer. The questionnaire is distributed among potential users of our system in Kuala Lumpur and Gombak area. Other than that, we are also having an interview with four people to get their opinions and problem. Two person is from event management team and the other two is a seller from Bridal & Surprise store in

Gombak. From that, we can get feedback not only from users but also from the sellers. We use Business Model Canvas as a tool to generate and formulate event management and planning system. BMC is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances [12]. While for Value Proposition Canvas (VPC), it shows all the values that contain what exactly the customer wants from the business. Besides that, EM [12] is produced to know the market forces, competitive analysis, macroeconomics and the foresight of the system.

VI. BUSINESS MODEL CANVAS CONCEPTUAL FRAMEWORK

A. Alternative Business Model Canvas:

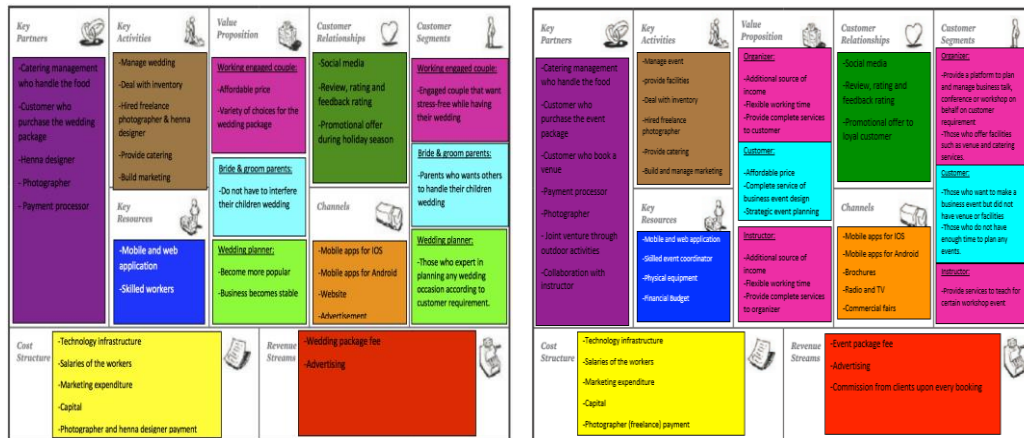


Figure 3 : BMC – Wedding

Figure 4 : BMC – Business

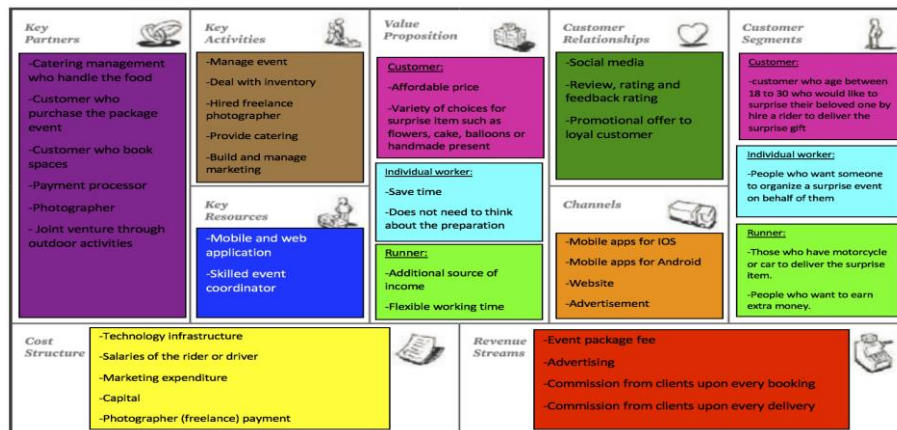


Figure 5 : BMC - Surprise

B. Initial Business Model Canvas:

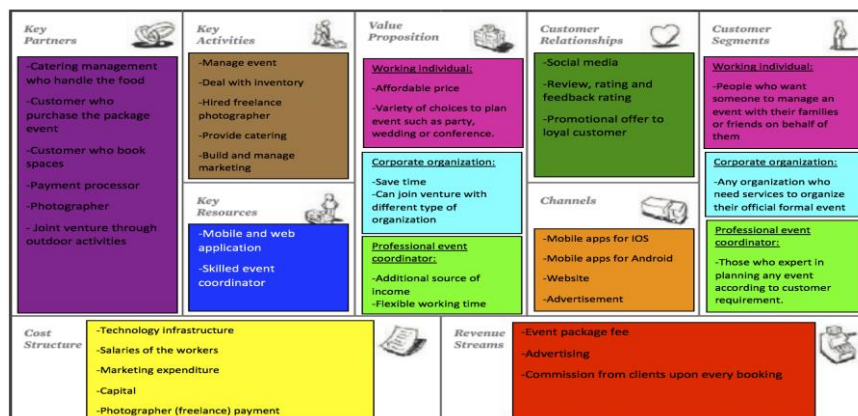


Figure 6 : Initial BMC

C. Challenges Business Model using 4 Lenses of Innovation [13]:

Using the 4 Lenses of Innovation, we can know how our system continuously perform because this tool was introduced by Rowan Gibson for creative thinking. The four aspects consist of Challenging Orthodoxies, Harnessing Trends, Leveraging Resources and Understanding Needs.

1) Challenging Orthodoxies

For MyEvent4U, challenging orthodoxies gives us an overview on how we can get more customer and how to compete with other companies. MyEvent4U come with a strategy where they want people to feel easiness using the application by facing simple features and interactive interfaces. As a result, the customer will not have to think much about the preparation of the event as someone has been arranging on behalf of them.

2) Harnessing Trends

MyEvent4U is also trying to harness the trends by providing a better solution that can help the customer who wants someone to send the delivery gift for their beloved one. With the help of the mobile application, people can easily book and choose either want to deliver by the rider or themselves. This will save their time.

3) Leveraging Resources

From the leveraging resources perspective, MyEvent4U apps main targets are the corporate company, media and individual workers. It will act as a medium to solve the solution to their problem in handling any event that they required us to plan and provide any instructor.

4) Understanding Needs

With the understanding needs of people precious time and schedule, MyEvent4U will reduce their burden and save their time. People usually do not have any idea or time to think about planning any events for a company or even themselves then MyEvent4U will overcome this problem in a professional way.

VII. VALIDATION**A. Interview:**

MyEvent4u has been conducted an interview session with four interviewees. We choose four people because from that we can get at least four problems for the interviewee and two people from the management team because they are the expert on event planner and two people are sellers. At first we asked them to introduced themselves and briefly explain their job description and their business. Then we started the interview session by asked several questions regarding event planner management. Based on this formal face-to-face meeting, in general, most people in Malaysia used their services to conduct an event or wedding ceremony. But the problem arises in the process of dealing the business with the customer. Most of the customer having a problem to make a decision to choose the service package. Due to that, a customer has to waste time and money because they have to go to the store multiple time just to pick the package. However, the organizer said that payment matters also can cause a problem to them. For example, late payment and customer refuse to pay after getting the event services. All of this problem, make organizer feel that they need a digital platform. That conceptual solution should solve scammer and payment also can help customer more efficiently.

B. Key Findings:

The most important segment in Business Model Canvas (BMC) is customer segment. Based on that, MyEvent4U has been conducted a primary research to gather feedback and comment from the customer through a questionnaire. The Questionnaire is an instrument used for collecting data and almost involve asking a given subject to get a respond specifically form target desired groups which are the customer segment in MyEvent4U. To make it easier to get customer feedback, the questionnaire was done through online platform using Google Form and the survey was done in a week. During that time, this questionnaire manages to get 50 respondents and enough data for the analysis.

In figure 7, the result showed that most of the respondents choose social media such as Facebook, Instagram and Twitter as their sources of getting info about event planner services. In the meantime, the question asked the respondents willingness to use event planner services for their wedding ceremony. 86% which is the majority of the respondents agree to use event planner services. In addition, 84% of respondents also engage to use event planner for their friend's birthday

party. To summarise, the result showed that 84% respondents agree to hire an event planner to plan an event on behalf of them (Figure 8). This is because customer feels that event planner can cover many aspects such as online payment, reasonable price and professional dealing. For a better implementation, this questionnaire also asked the preferable platform to be used for MyEvent4U system, and the result showed 20% choose website, 38% choose mobile apps and majority 42% of the respondents choose both website and mobile apps as a platform to get a fast services and also trusted dealing from the sellers.

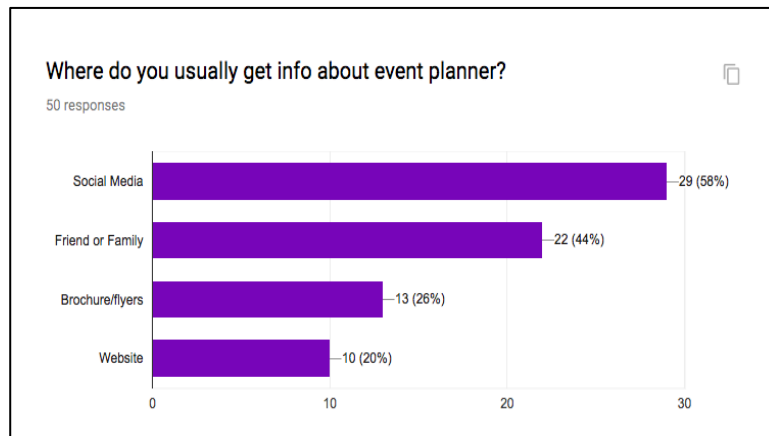


Figure 7 : Information about Event Planner

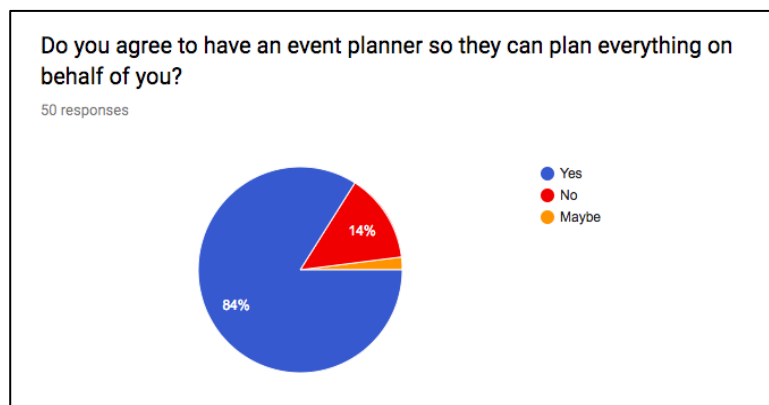


Figure 8 : Willingness to use Event Planner

VIII. ENHANCED BUSINESS MODEL CONCEPTUAL FRAMEWORK

A. Enhanced Business Model Canvas:

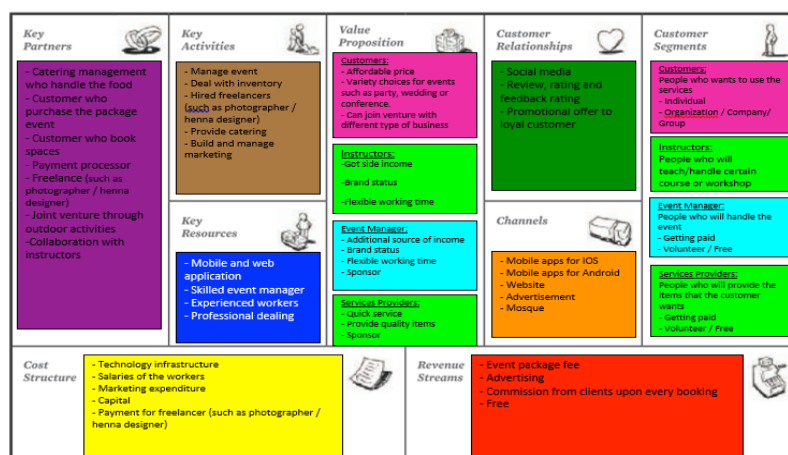


Figure 9: Enhanced BMC

1) Customer Segments

As in Figure 8, MyEvent4U has listed the customer segment into four categories which are customers that contains individual or organization, event managers either being paid or working for free, service providers either they want to sponsor or get paid and lastly paid instructor.

2) Value Proposition

A value proposition is actually the advantage that the user gets from this project. For customers, they can choose any events such as party, wedding or business purpose with affordable price and there is additional for an organization which they may join venture with the event management as another source of income. For event manager either they are full time or part time worker, it can be an additional source of income for them with flexible working hours and when it becomes a success, their brand will be known by many people. While for service providers, they provide the customer with the good quality of product and also fast services that make the customers buy again from them in the future. Both event managers and service providers can sponsor either their product or service to the customer. The instructor can have additional income by being one of team and conduct or teach any workshop event.

3) Channels

MyEvent4U using the mobile application, website and also mosque [14] as the sources of promoting and spreading the advertisements.

4) Customer Relationship

Customer relationship is basically describing the value that a company offers to maintain the relationship between the company and other customer segments. Any offers or promotion from MyEvent4U will be advertised directly through the website and social media. Plus, other customer segments can view the review, rating and feedback about the services and facilities from the previous customers.

5) Revenue Stream

Revenue stream explains the revenue will be generated. Basically, revenue will be generated by charging 50% commission from each vendor and event planner for every booking made by the customers. MyEvent4U also somehow give free service to the customer based on certain condition and we also get income from the advertisement.

6) Key Resources

Key resources describe the assets needed by the company to assure the business model works properly. Those resources are a good technological platform, high skill event manager, experienced workers as well as trusted and professional dealing.

7) Key Activities

Key activities are also one of the vital blocks for a company run successfully. As for MyEvent4U, it includes planning and managing events, hiring freelancers, providing catering, dealing with inventory and building marketing sales.

8) Key Partners

Key partners describe the network of suppliers and partners that a company associate with to make the business works. Thus, the key partners of MyEvent4U are event managers, vendors, catering, payment processor, hosting company, freelancers and instructors.

9) Cost Structure

Cost structure explains the cost that must be spent by the company in order to maintain the business. For MyEvent4U, the cost comes from technological setup, salaries of workers, capital, marketing expenditure and also the payment for freelancers.

B. Enhanced Value Proposition Canvas:



Figure 10 : Individual

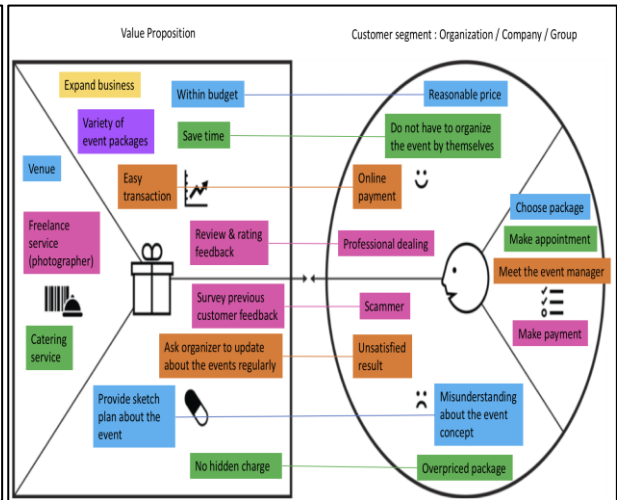


Figure 11 : Corporate



Figure 12 : Paid Event Manager

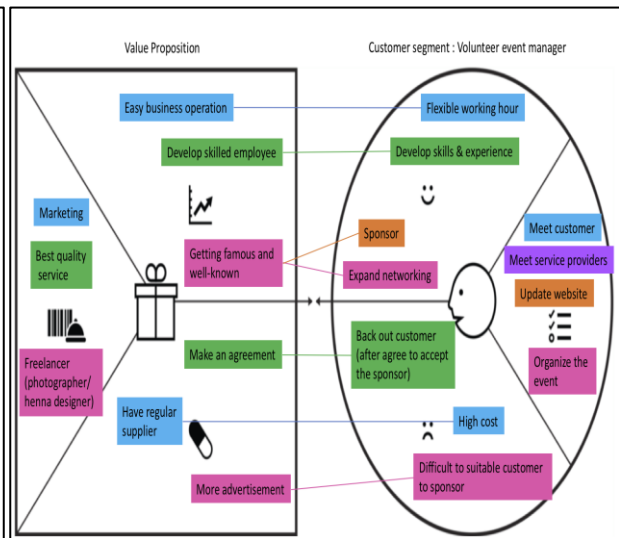


Figure 13 : Volunteer Event Manager

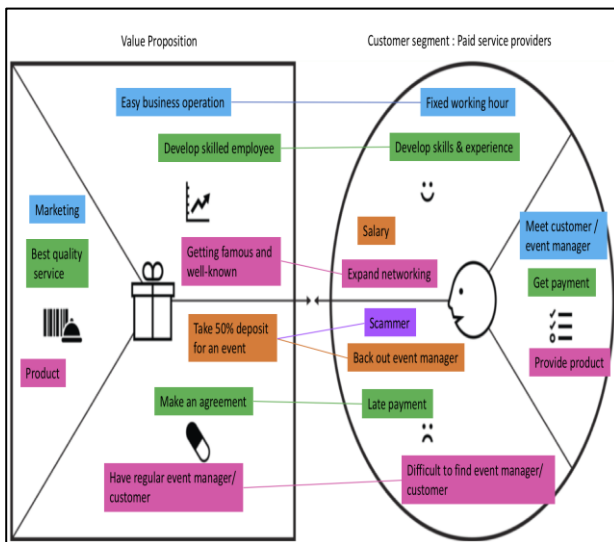


Figure 14 : Paid Service Providers

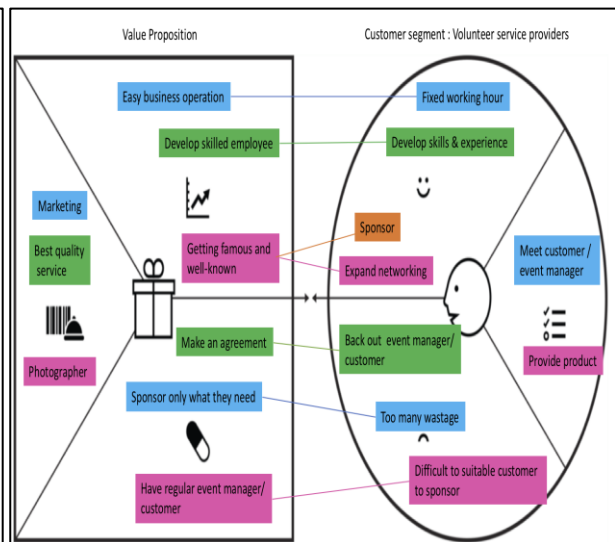


Figure 15 : Free Service Providers

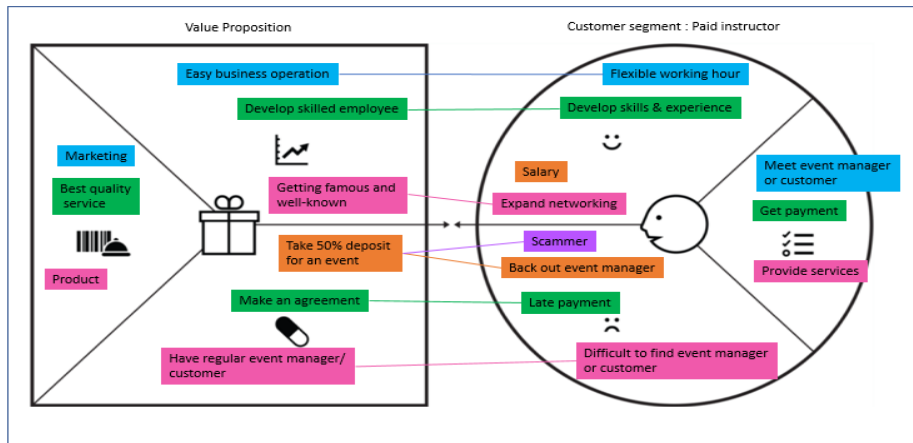


Figure 16 : Paid Instructor

C. Enhanced Strategy Canvas:

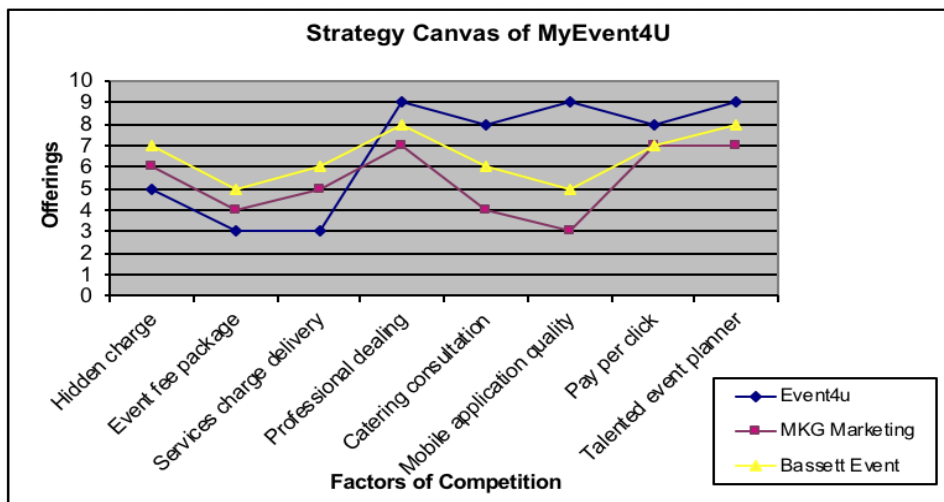


Figure 17: Enhanced Strategy Canvas

Figure 17 shows the factors of competition between three companies which is MyEvent4U, MKG and Bassett Event Inc. In this canvas, the factor that needs to be eliminated is the hidden charge for clients. On top of that, we have to reduce event package fee and services charge for delivery. We must raise our offering by emphasized our professional dealing with clients and improvise our mobile application quality and catering consultation. With this, we have to create pay-per-click for easiness in our payment method and build up talented event planner to make the event process smooth and satisfy our clients.

D. Environmental Maps:

1) Key Trends

According to Frost and Sullivan [15], “Social networking users in Malaysia are expected to nearly double to 25.6 million in 2020. Around 95% of Malaysian will be part of social networking services”. So over 67% of Malaysian use the Internet in their daily life and it can be expected as they simply want services that are more convenient and reliable through any website or mobile application. So with this trending, it will increase throughout the year.

2) Market forces

Most people did not have time to manage and organize some event for their own company or even beloved one. Based on Frost and Sullivan [16], Malaysia will have the 3rd highest working-age population as a percentage of the total population in Asia and the 2nd highest amongst ASEAN economies. So we understand our customer problems and give better services.

3) *Macroeconomic forces*

The event planner industry growing throughout the year with a lot of company established that manage an event that they specialized. Some company have their own website but some of them just using a Facebook page to run their business. Not all of them own mobile platform, so with the mobile platform, it can help them enter the event planner industry at this point.

4) *Industry forces*

This managing event services must look into all the features or functionalities of their mobile application to make sure they will not leave behind as there will be a lot of new entrants in event planner industry real soon. The product and services must be changing and improvise based on customer needs and problems.

IX. SUMMARY

In brief, this conceptual solution can give a lot of advantages and provides new opportunities for the Muslim to grow a successful business for the ummah. As a result, this will encourage the Muslim society to contribute more to others people as mention by Prophet (PBUH); "*One who gets up in the morning and his mind is not preoccupied with the matters of Muslims, is not one of them*". So that, MyEvent4U ensure that this business can achieve our own value and also can satisfy user requirement so that MyEvent4U can be accepted and use widely in Malaysia.

X. CONCLUSION AND FUTURE WORK

In conclusion, based on above modelling presentation showed the vision and perception Business Model of MyEvent4U; a conceptual digital platform. By using this several approach and strategies, it will easily create business roadmaps to make a successful MyEvent4U business in the future. Next step to make this into reality is by developing a business plan by applying V2MOM (Vision, Values, Methods, Obstacles and Measures) Model. A business plan is not just required to secure funding at the start-up phase of MyEvent4U but is a vital aid to help to manage MyEvent4U more effectively.

REFERENCES

- [1] Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. & Papadacos, P., Value Proposition Design, Hoboken, New Jersey: John Wiley & Sons, Inc, 2014.
- [2] Agcas (Eds), "Job profile event manager," AGCAS & Graduate Prospects Ltd, October 2016. [Online]. Available: <https://www.prospects.ac.uk/job-profiles/event-manager>. [Accessed 10 March 2018].
- [3] Stationers, "4 Event planning and management problems solved," Greenvelope, [Online]. Available: <https://www.greenvelope.com/blog/four-event-planning-management-problems-solved>. [Accessed 9 March 2018].
- [4] Boykin, G., "Event planning industry analysis," Chron, [Online]. Available: <http://smallbusiness.chron.com/event-planning-industry-analysis-77339.html>. [Accessed 15 March 2018].
- [5] "Tastemaker: Jennifer Bassett," ViewTheVibe, 10 April 2014. [Online]. Available: <http://viewthevibe.com/tastemaker-jennifer-bassett/>. [Accessed 15 March 2018].
- [6] Bassett, J., "The art of luxury event management," Bassett Events Inc., April 2016. [Online]. Available: <https://www.bassetteventsinc.com/accolades>. [Accessed 8 March 2018].
- [7] Yau, D., "10 World famous event planning companies," socialtables, [Online]. Available: <https://www.socialtables.com/blog/event-planning/world-famous-event-planning-companies/>. [Accessed 15 March 2018].
- [8] Maneesh K. Goyal, "MKG," Pineapple Co, 2004. [Online]. Available: <http://www.thisismkg.com/work/>. [Accessed 9 March 2018].
- [9] Frost & Sullivan, "These are the new Mega Trends that will shape a future Britain," 10 April 2013. [Online]. Available: <http://www.frost.com/prod/servlet/press-release.pag?docid=276590296>. [Accessed 13 March 2018].
- [10] Marr, B., "9 Technology Mega Trends That Will Change The World In 2018.," Forbes., 4 December 2017. [Online]. Available: <https://www.forbes.com/sites/bernardmarr/2017/12/04/9-technology-mega-trends-that-will-change-the-world-in-2018/#9f2a0675a9f6>. [Accessed 10 March 2018].

- [11] International Institute of Event Management, "Five reasons why event planning is one of the top 50 career," 2015. [Online]. Available: <https://institute-of-event-management.com/five-reasons-why-event-planning-one-top-50-career-choices>. [Accessed 18 March 2018].
- [12] Osterwalder,A., Pigneur,Y., Smith,A. & et al, "Business Model Generation," self-published, 2010.
- [13] R. Gibson, The 4 Lenses of innovation: A power tool for creative thinking, Hoboken: John Wiley, 2015.
- [14] Karim, I. A., Samad, N. E. A., Noor, A. Z. M., Dahlan, A. R. A, "Event2U e-commerce platform – Enabling mosques as integrated, holistic, comprehensive Centre-of-Excellence in enhancing the Muslim community’s wellbeing," International Journal of Scientific and Research Publications, vol. 7, no. 5, pp. 618-635, 2017.
- [15] Frost & Sullivan, "Connectivity and convergence : Digital dependencies," in Mega Trends in Malaysia : Top Mega Trends in Malaysia to 2025 and the implications to business, society, and culture, Frost & Sullivan, 2015, p. 47.
- [16] Frost & Sullivan, "Social trends," in Mega Trends in Malaysia : Top Mega Trends in Malaysia to 2025 and the implications to business, society, and culture, Frost & Sullivan, 2015, pp. 60-70.
- [17] Osterwalder, A., Pigneur, Y., Smith, A. & et al, "Business Model Generation," self-published, 2010.