

# Chapter 4

## Event–Enabled Mobile Applications: Seamless and Smart Technological Platforms for Managing Virtual and Hybrid Events and Festivals

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### ABSTRACT

*Globally, there is a vibrant paradigm shift from physical event management engagements to transforming the event industry through mobile app technology involve leveraging digital tools to enhance the overall event experience for event organizers, attendees, sponsors, and other stakeholders. Nowadays, event mobile apps have become increasingly popular and most indispensable technological tool in the event industry specially after COVID 19 unprecedented and to a variety of reasons to access all event-related information, schedules, and updates, leading to a more convenient and enjoyable experience. Creating an innovative experience through developing*

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*mobile apps for events comprises several crucial features and deliberations to ensure a smart, seamless, synchronized, and engaging experience for both host and guest or visitors. A holistic approach of mobile application technology brings positive operational and executional changes in the event industry which focuses on the entire event lifecycle and to cater the diverse needs of all stakeholders. These event mobile apps support proper improvements for future events and festivals, with effective managerial and supervisory functions, engaging both organizers and attendees by offering new event prospects for data-driven decision-making and event sponsorship.*

## **INTRODUCTION**

Today, mobile app technology has become an integral part of event industry where it provides event owners and organizers, as well as event attendees, with a variety of exciting and inventive tools and options for building a smarter and better event. one of the important advantages of having a mobile app for event is that it facilitates getting the event attendee more engaged and having it more customised and personal. Mobile Apps can serve both informative needs with personalized (Cheng et al., 2020). The Android app displays a user-friendly interface (Bhanot, et al., 2024). Personalization techniques to keep users engaged (Grau et al., 2022). The significance and seamless power of mobile based event apps technology has become very faster, feasible and favourable for event attendees, organisers, and attached event service providers. In the present year of 2024, the smart and seamless mobile revolution has brought transforms and innovations in the shaping and creative design and manging experiential events and conferences worldwide. The event managers and attendees are very much convenient and feel ease doing event management operations and routine event work activities as well as both are pleased to adopting these advance technological tools which has completely changed the event management scenario. With the hybrid, virtual, and innovative events being expected for the coming years (Werner et al., 2022). COVID-19 has rapidly changed virtual environment in the global events sector (Lekgau & Tichaawa, 2022). The technological innovation in applications and platforms for web and mobile, have changed the business tourism and event industry (Rady Mohamed, 2022)

The attendee can view inside the app, event schedules, maps, speakers' information, and even advanced interesting options that can set a more participatory experience with gamification and augmented reality, as well as giving them direct feedback for their satisfaction and involvement (Aggarwal and Ansari, 2014). In comparison with the before period of having mobile apps for events, event organisers and owners can analyse and use the app at the post event phase to gather useful data about attendee

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