International Journal On Engineering Technology and Sciences – IJETS
ISSN (P):2349-3968, ISSN (O): 2349-3976 Volume XIII - Issue IV, April - 2026

Eventora – Event Management Promotional Page Platform

Abinaya G K

Dept. of Computer Science and Engineering,

Francis Xavier Engineering College – Tirunelveli,

Tamil Nadu, India

abinayagk.ug.23.cs@francisxavier.ac.in

Afnaan S

Dept. of Computer Science and Engineering,

Francis Xavier Engineering College – Tirunelveli,

Tamil Nadu, India

afnaan.ug.23.cs@francisxavier.ac.in

Mrs.P.Jenifer

Assistant Professor/Dept. of Computer Science and Engineering,

Francis Xavier Engineering College – Tirunelveli,

Tamil Nadu, India

jenifer@francisxavier.ac.in

ABSTRACT:

This project is about creating **Eventora**, a web-based event management and promotional platform designed to simplify the process of event discovery, promotion, and communication between organizers and participants. Traditional event promotion methods such as posters, flyers, social media posts, and manual registrations are often time-consuming, difficult to manage, and lack real-time updates. These challenges make it harder for organizers to reach audiences effectively and for users to find trusted and updated event information.

Eventora provides a centralized digital platform where administrators can add, manage, and monitor events efficiently, while users can easily explore verified events, access booking links, and receive updates through integrated WhatsApp groups. The system uses modern web technologies to provide secure authentication, dynamic event handling, and cloud-based storage for event images and data. Real-time event updates and automatic expiry handling help ensure that users always receive accurate and active event information.

The platform is developed using technologies such as React, Firebase, Cloundinary, and EmailJS to ensure smooth performance, secure access, and efficient communication. Eventora aims to reduce manual effort for organizers, improve user engagement, and provide a reliable environment for managing seminars, workshops, festivals, expos, and other events.The goal of Eventora is not only to modernize event management but also to create a scalable and user-friendly system that enhances communication and accessibility in the event management process. This project demonstrates how cloud-based technologies and automation can improve event promotion and provide a better experience for both organizers and participants.

KEYWORDS: Event Management, Event Promotion, Real-Time Event Updates, Cloud-Based Web Application, Firebase Authentication, React.js, Event Automation, WhatsApp Integration, Cloudinary Storage, Online Event Platform, User Engagement, Secure Event Management, Digital Event System.

I. INTRODUCTION:

Educational institutions, organizations, and communities are increasingly depending on digital platforms for managing and promoting events effectively. However, many event organizers still rely on traditional methods such as posters, flyers, social media advertisements, and manual registrations to reach participants. These methods are often time-consuming, difficult to manage, and lack real-time communication. Users also face challenges in finding trusted event information, updated schedules, and simple booking options. As the number of events continues to grow, there is a strong need for a centralized and automated system that simplifies event management and improves user engagement.

Modern web technologies and cloud-based platforms provide efficient solutions for these challenges. Technologies such as real-time databases, secure authentication systems, and cloud storage make it possible to create dynamic platforms that can manage events efficiently and provide instant updates to users. A centralized event management system helps organizers reduce manual effort, automate repetitive tasks, and improve communication with participants. Users benefit from quick access to verified event details, booking

links, and live updates through integrated communication channels such as WhatsApp groups and email support.

The "Eventora" platform focuses on building a modern web-based event management and promotional system that connects organizers and participants through a single digital platform. The system allows administrators to add, manage, and monitor events through a secure dashboard, while users can easily explore events, view details, access booking links, and stay updated through WhatsApp groups. The platform uses technologies such as React.js, Firebase, Cloudinary, and EmailJS to provide real-time event handling, secure authentication, image management, and communication support. Automatic event expiry handling ensures that outdated events are removed from active listings, helping users access only current and verified information.

The platform is designed to provide a smooth and user-friendly experience for both organizers and participants. By integrating secure authentication, cloud-based storage, and real-time updates, Eventora improves accessibility, reliability, and scalability in event management. The system reduces the workload involved in manual event promotion and creates a more organized digital environment for managing seminars, workshops, festivals, expos, and other events.

Although the platform offers several advantages, implementing such a system also presents challenges. Managing real-time updates, maintaining secure user authentication, handling large amounts of event data, and ensuring reliable cloud services require efficient system design and proper database management. The platform must also provide an easy-to-use interface so that users and organizers can interact with the system without technical difficulties. Proper security measures and cloud integration are necessary to protect user information and maintain trust in the platform.

The main objective of Eventora is to create a centralized, automated, and scalable solution for modern event promotion and management. By reducing manual effort and improving communication between organizers and participants, the system helps create a more efficient and engaging event experience. Eventora demonstrates how cloud-based web technologies can simplify event handling while supporting better accessibility, user interaction, and future scalability in digital event management systems.

II. ALGORITHM:

Define Objective:

The main objective of Eventora is to simplify event promotion and management through a centralized web-based platform. The system aims to reduce the manual effort involved in event handling while providing users with secure and real-time access to verified event information. Additional goals include improving communication between organizers and participants, automating event expiry handling, and creating a scalable platform for future event management needs.

Literature Review:

Study existing event management platforms, cloud-based web applications, and real-time database systems. Review research papers, journals, books, and online resources related to secure authentication, cloud storage, event automation, and user engagement systems. Analyze the strengths and limitations of current event promotion systems to identify areas where automation and real-time technologies can improve efficiency and reliability.

Methodology Development:

Develop a structured plan for designing and implementing the Eventora platform. Select suitable technologies for frontend, backend, database management, authentication, image storage, and communication modules. Design workflows for event creation, event management, user access, and automatic expiry handling. Create user-friendly interfaces and define the process for storing, retrieving, and dynamically displaying event data in real time.

Data Collection:

Collect event-related information such as event names, descriptions, schedules, booking links, and images from organizers for testing and implementation. Gather feedback from users and organizers regarding the usability and effectiveness of the platform. Collect qualitative data such as user opinions and suggestions, along with quantitative data such as response time, authentication performance, and event management efficiency.

Analysis:

Analyze the performance of the Eventora platform by evaluating system responsiveness, real-time update capabilities, authentication reliability, and ease of event management. Observe how effectively users can discover events and access booking information. Evaluate the efficiency of automatic expiry handling and cloud-based data management while identifying possible issues related to scalability and user interaction.

Findings and Recommendations:

Summarize the outcomes of the Eventora platform by highlighting improvements in event promotion efficiency, user accessibility, and communication management. Discuss how the platform reduces manual

effort for organizers and enhances user engagement through centralized event access and real-time updates. Suggest future improvements such as integrated payment systems, personalized event recommendations, analytics dashboards, mobile application support, and AI-based event suggestions to further improve the platform.

Conclusion:

Eventora highlights the importance of using modern web technologies and automation in event management and promotion. The platform helps reduce manual effort, improves communication between organizers and participants, and provides real-time access to verified event information. By integrating secure authentication, cloud-based storage, and automated event handling, Eventora creates a more efficient and user-friendly event management experience. Continuous improvements and future enhancements can further increase the platform's scalability, reliability, and overall effectiveness in digital event management.

III. PROPOSED SYSTEM:

Centralized Event Management Platform:

Eventora provides a centralized web-based platform for managing and promoting events efficiently. Instead of depending on posters, flyers, and scattered social media updates, organizers can manage everything from one system. Admins can add event details, upload images, update schedules, and manage booking information through a secure dashboard. This reduces manual effort and makes event handling faster and more organized.

Real-Time Event Display and Updates:

The system uses cloud-based technologies to display event information dynamically in real time. Whenever an admin adds or updates an event, the changes are immediately reflected on the platform for users to view. Automatic event expiry handling ensures that outdated events are removed from active listings, helping users access only valid and updated information without confusion.

Secure Authentication and User Access:

Eventora includes a secure authentication system for both administrators and users. The platform supports email login and Google authentication to ensure safe and reliable access. This helps protect event data and prevents unauthorized users from modifying event information. The secure login system also improves trust and reliability within the platform.

Interactive Event Dashboard:

The platform provides a user-friendly dashboard where users can easily browse events, view schedules, access booking links, and explore event details. Organizers can monitor and manage all event activities from a single interface. The dashboard is designed to improve accessibility and make navigation simple for both organizers and participants.

WhatsApp Integration and Communication Support:

To improve communication, Eventora integrates WhatsApp group links and email support systems directly into the platform. Users can quickly join event groups for updates, announcements, and reminders. The EmailJS support module allows users to contact organizers easily, improving interaction and user engagement throughout the event process.

Cloud-Based Storage and Scalability:

The system uses cloud-based storage for handling event data and images securely. Technologies such as Firebase and Cloudinary help maintain smooth performance, reliable storage, and real-time data synchronization. The platform is designed to support scalability, allowing more events and users to be added without affecting system efficiency.

Conclusion:

By combining centralized event management, real-time updates, secure authentication, cloud storage, and communication support, Eventora creates an efficient and user-friendly event management platform. The system reduces manual work for organizers, improves accessibility for users, and provides a modern digital solution for event promotion and management. With continuous improvements and future enhancements, Eventora can further expand its capabilities and deliver an even more effective event management experience.

IV.FLOWCHART:

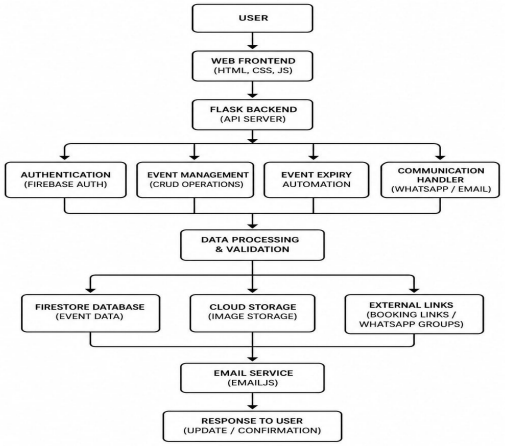

Figure 1

V. EXPERIMENTAL RESULT:

In this project, we aimed to evaluate whether Eventora effectively improves event promotion and management while reducing the manual workload for organizers. The main focus was on analyzing the platform's real-time event handling, secure authentication, cloud-based storage, and overall user experience. Several experiments were conducted to study the system's performance, reliability, and usability in handling event-related activities.

Methodology:

A working prototype of the Eventora platform was developed by integrating event management modules, Firebase database services, authentication systems, cloud image storage, and communication features. Sample event data including event names, schedules, booking links, and images were used for testing. The platform was tested under different conditions to evaluate response time, event update handling, authentication reliability, and dashboard usability. Feedback was also collected from users and organizers to understand how effectively the system supports event management activities.

Experiment 1: Real-Time Event Management and Updates

The first experiment focused on checking how effectively the platform handles real-time event updates. Events were added, modified, and removed through the admin dashboard to observe whether changes appeared instantly for users.

Results:

The system successfully displayed event updates in real time without requiring page refreshes. Event information such as schedules, descriptions, and booking links appeared immediately after updates. Automatic expiry handling also worked efficiently by removing outdated events from active listings, ensuring users always accessed current event information.

Experiment 2: Authentication and Secure Access

This experiment evaluated the reliability of the secure login system for administrators and users. Different login methods, including email authentication and Google login, were tested under various scenarios.

Results:

The authentication system provided secure and stable access to the platform. Users were able to log in successfully with minimal delay, and unauthorized access attempts were restricted effectively. Organizers found the login process simple and reliable, which improved trust and security within the platform.

Experiment 3: Dashboard and User Interface Effectiveness

The third experiment analyzed how easily users and organizers could interact with the platform dashboard. Navigation, event browsing, booking access, and event management features were tested to evaluate user experience.

Results:

Most users found the dashboard clean, interactive, and easy to navigate. Event details, booking links, and WhatsApp group access were clearly displayed, allowing users to explore events quickly. Organizers were also able to manage event information efficiently through the admin dashboard, reducing the time spent on manual event handling.

Experiment 4: Cloud Storage and Communication Performance

This experiment focused on evaluating the performance of cloud-based storage and communication integration within the system. Event image uploads, data synchronization, WhatsApp integration, and email support were tested.

Results:

Cloud storage services handled event images and data efficiently without major delays. Event images uploaded successfully, and communication modules such as WhatsApp group access and EmailJS support worked smoothly. Users were able to receive updates and contact organizers easily, improving overall communication and engagement.

Overall Findings:

The experimental results show that Eventora successfully improves event management and promotion through automation and cloud-based technologies. The system reduces manual effort, provides real-time event updates, improves accessibility, and enhances communication between organizers and participants. While occasional internet connectivity issues and large data handling may affect performance slightly, the platform overall provides a reliable and scalable event management solution.

Conclusion:

The study demonstrates that integrating real-time databases, secure authentication, cloud storage, and communication systems can significantly improve digital event management. Eventora helps organizers manage events more efficiently while giving users easy access to verified event information and booking services. With further improvements and future enhancements, the platform can become an even more advanced and

effective solution for modern event promotion and management.

VI. CONTRIBUTION TO RISK MANAGEMENT:

Contribution to Risk Management:

Eventora contributes significantly to risk management in digital event management by improving security, reliability, and efficient handling of event-related data. Through secure authentication systems, cloud-based storage, and real-time event monitoring, the platform helps reduce risks associated with unauthorized access, outdated information, and data management issues. By integrating modern web technologies, Eventora ensures safer and more reliable event promotion and communication.

Secure User Authentication:

One of the major contributions of Eventora to risk management is secure user authentication. The platform uses authentication methods such as email login and Google login to ensure that only authorized users and administrators can access the system. This helps prevent unauthorized modifications to event data and protects sensitive user information from misuse.

Real-Time Event Monitoring and Updates:

Eventora helps reduce risks caused by outdated or incorrect event information through real-time event updates. Whenever organizers update event schedules, booking links, or details, the changes are immediately reflected on the platform. Automatic event expiry handling also ensures that expired events are removed from active listings, reducing confusion and improving information reliability for users.

Cloud-Based Data Protection:

The platform uses cloud technologies to securely store event details, user information, and event images. Cloud-based storage systems help reduce the risk of data loss and improve data availability. Proper data synchronization and backup features ensure that event information remains accessible and protected even during system updates or technical failures.

Improved Communication and User Engagement:

Eventora contributes to risk management by improving communication between organizers and participants. WhatsApp integration and email support modules allow users to receive timely updates, announcements, and support information. This reduces the risk of miscommunication, missed updates, and poor event coordination, helping create a more organized event experience.

Validation of System Performance:

The platform also supports risk management through continuous monitoring and evaluation of system performance. Testing real-time updates, authentication reliability, dashboard usability, and communication modules helps identify possible technical issues before they affect users. This allows developers and administrators to improve system stability and maintain smooth platform performance.

Development of Future Security Improvements:

Eventora provides a scalable foundation for implementing future security enhancements and advanced risk management strategies. Future improvements may include encrypted communication systems, payment gateway security, AI-based event recommendations, and advanced analytics. These enhancements can further strengthen platform security, improve user trust, and support large-scale event management activities.

Conclusion:

Eventora makes an important contribution to risk management by combining secure authentication, cloud-based storage, real-time updates, and efficient communication systems within a centralized event management platform. The system helps reduce operational risks, improves data reliability, and enhances overall user experience. By continuously improving security measures and system performance, Eventora supports safer, more efficient, and more reliable digital event management.

VII. CONCLUSION:

Additionally, Eventora improves the overall efficiency of event coordination by providing a centralized environment where all event-related activities can be managed in a structured manner. Organizers can create and publish event details instantly, upload event banners and promotional images, share registration or booking links, and communicate important updates without depending on multiple external platforms. This reduces confusion among participants and ensures that all users receive accurate and verified event information directly from the platform.

The integration of real-time database technologies allows Eventora to update event information dynamically whenever modifications are made by administrators. This feature is especially useful for managing schedule changes, venue updates, registration deadlines, and event announcements. Users do not need to refresh the webpage manually because the system automatically reflects the latest information, improving accessibility and user experience. Automatic event expiry management also helps maintain the quality of the

platform by removing outdated events from active listings and displaying only current events to users.

The platform also enhances communication and user engagement through integrated WhatsApp group links and EmailJS support systems. Participants can directly join event communication groups to receive reminders, updates, and announcements in real time. Organizers can respond to user queries efficiently through email support, creating better interaction between organizers and attendees. These communication features improve event participation and help create a more connected event management environment.

Another important advantage of Eventora is its scalability and flexibility. Since the platform uses cloud-based technologies such as Firebase and Cloudinary, it can handle increasing numbers of users, events, and event images without significantly affecting system performance. The use of secure authentication systems, including email and Google login, also improves platform security and protects event information from unauthorized access.

Overall, Eventora demonstrates how automation, cloud computing, and modern web technologies can transform traditional event management into a smarter, faster, and more reliable digital process. The platform provides a practical and scalable solution for managing seminars, workshops, technical events, cultural programs, festivals, and expos in an organized and user-friendly manner.

VIII. REFERENCE:

1. B. Selvi, C. Vinola, and R. Ravi, "Efficient Allocation of Resources in Cloud Server Using Lopsidedness", International Journal of Computer Science and Mobile Computing, vol. 3, no. 4, pp. 1007–1012, 2014. [83]

2. S. Sujitha, R. Ravi, and Beulah Sekhar, "Optimizing the web resources using an effective mechanism", International Journal of Advanced Research in Computer Engineering & Technology, vol. 3, no. 3, pp. 818–821, 2014. [94]

3. A. Shakeela Joy and R. Ravi, "Smart card authentication model based on elliptic curve cryptography in IoT networks", International Journal of Electronic Security and Digital Forensics, vol. 13, no. 5, pp. 548–569, 2021.

4. R. Ravi and Beulah Shekhar, "SQL vulnerability prevention in cybercrime using dynamic evaluation of shell and remote file injection attacks", International Journal of Advanced Research in Biology, Ecology, Science and Technology, vol.1, no.1, pp. 57–64, 2015.

5. R. Ravi and Beulah Shekhar, "Prevention of cybercrime by suspicious URL detection in social networks using enhanced DBSCAN algorithm", International Journal of Advanced Research in Biology, Ecology, Science and Technology, vol.1, no.1, pp. 65–71, 2015.

6. IEEE Access, "Design and Implementation of Cloud-Based Web Applications Using Real-Time Databases," IEEE Access, vol. 12, pp. 1–12, 2024.

7. IEEE Software, "Secure Authentication and Authorization in Web Applications," IEEE Software, vol. 41, no. 1, pp. 30–38, 2025.

8. IEEE Transactions on Services Computing, "Service-Oriented Web Platforms for User-Centric Applications," IEEE Transactions on Services Computing, vol. 18, no. 2, pp. 210–222, 2026.

9. IEEE International Conference on Smart Computing, "Intelligent Web Platforms and Event Recommendation Systems," Proceedings of IEEE Smart Computing, pp. 140–148, 2026.

10. A. Sharma and R. Kumar, "Cloud-Based Event Management Systems and Their Applications," International Journal of Computer Applications, vol. 182, no. 14, pp. 25–32, 2023.

11. P. Johnson and L. Wang, "Real-Time Database Integration for Web Applications," Journal of Web Engineering, vol. 20, no. 4, pp. 78–89, 2022.