PROMOTION OF AN EVENT THROUGH AN ANDROID APP

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Abstract: *This paper present different perspective of promotion of an event through a mobile application. Promotion of National level tech-fest "SHIKHAR" and simplify the registration process through online registration. This paper highlights the most expressive way of how to promote a national level tech fest through an android application. This paper proposes various modules that contain the entire detail regarding events and the entire schedule of the event and in addition it contains the registration module.*

Keywords: *Advertisement, Promotion*

I.   OBJECTIVES

1. To provide an update, detailed genuine information for an national level college event throughout the nation
2.   Creating awareness about various events of the college.
3.   To achieve mass participation from the vidarbha region.
4. To make the process of registration simpler and easier.

II.   INTRODUCTION

The rapid growth of smart phones has lead to a renaissance for mobile services. Application markets such as Apple's App Store and Google's Play Store.

Android Market provide point and click access to hundreds of thousands of paid and free applications. The SHIKHAR Android app is a free application available on google play store, basically promotes the national level Tech-Fest "SHIKHAR".

The App has an additional feature of online registration.The one who is willing to participate in the various events under shikhar can register himself. The acknowledgment of the registeration is not given through this app.

Working

The app is divided into various modules and the modules then are divided into sub modules.

1.   As we click on the APP icon the home page of the application appears. Following is the image of the home page :
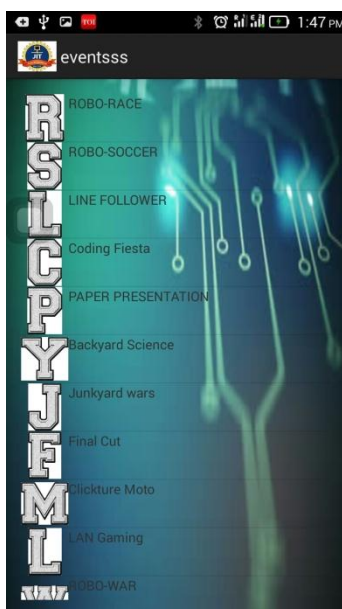
2. After clicking on the MENU button list of various modules appears as shown below:
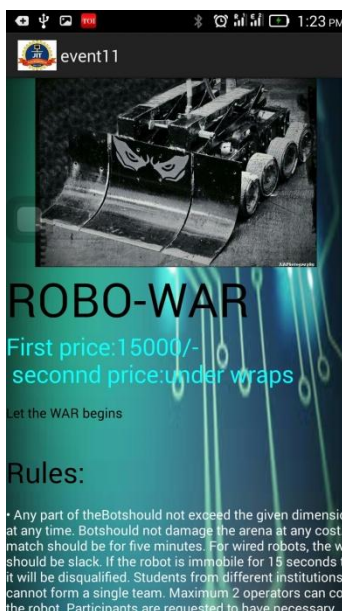

3. The first module is the events module. In this module the complete details of each and every event is given which is held under "SHIKHAR-2K15"

Eg:

4. These sub-modules contains the entire details regarding the particular event which includes an introduction to the event, rules, date of the event, its registration fee and the name and phone number of the event in charges.
Eg:

5. The next module is the workshop. This module is again divided into sub modules. It contains the details regarding the workshops being organized under SHIKHAR-2K15. The snapshot of it is shown below:

6. The next module is sponsors. This module has the logos or icons of the various organizations who have sponsored the event.
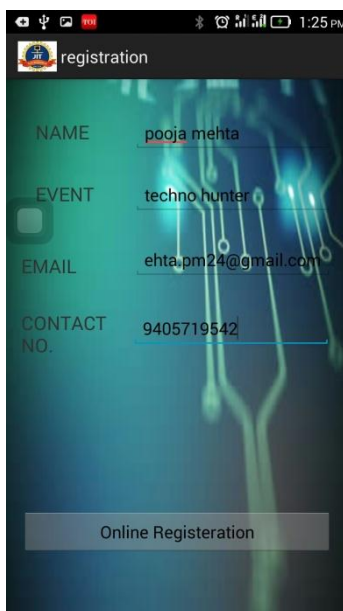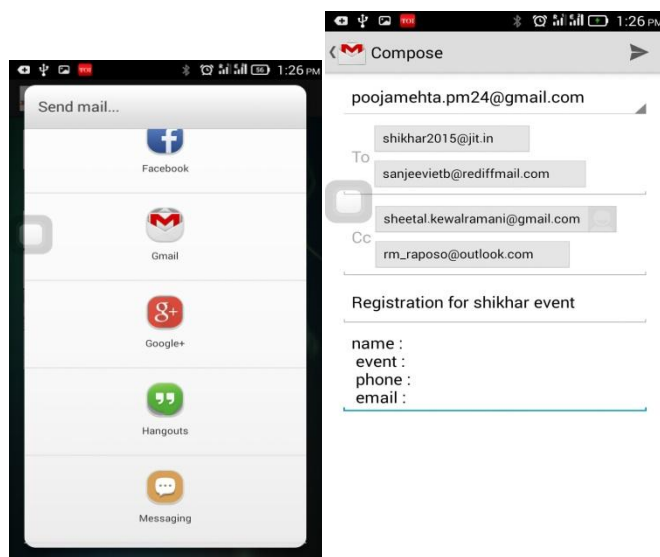
Eg:

7. The module is the organizing committee. This module basically includes the name and photos of the core committee members with their designations.

8. The next module is the most important module of the application. The module is Online Registration. One can register himself as shown in snapshots below:

After clicking on Online registration button :

9. The next and the last module is About Us. This modules gives a brief description about the college where the event has been organized.
Eg :

III.   APPLICATIONS

The SHIKHAR Android App can run on android phones with version 4.1 and above. It can further be modified and used for promotion of various others event organized in the college.
This App not only promotes the tech-fest SHIKHAR but also makes the registration process simpler by providing Online Registration.

IV.   CONCLUSION

The main moto of the app i.e. Promotion of the tech-fest SHIKHAR-2K15 has been achieved successfully. Apart from promotion we have also implemented online registration successfully.
We have also made the App in such a way that is looks attractive by the means of various animations that requires less space. Thus the app is made in such a way that it looks good and take minimum storage space.

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