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MODERN MEANS OF SOCIAL PROJECTS DIGITALIZATION

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Abstract **— The entire event industry is experiencing certain difficulties and losses in the context of the coronavirus. Therefore, an extremely urgent task is to find alternative options for generating income that will allow organizers to reengineer their business processes and make money even during a period of rapid decline in the share of traditional events, and, accordingly, solve the economic problem of reducing costs against the background of income growth. One of the ways to solve this problem is the widespread use of specialized software in the field of event management. Theses discusses the most widely used software in the field of event management.**

Keywords **— digitalization, event management, platform, social disaign, social project, software.**

Social projects are the results of scientifical and theoretical and at the same time practical activities aimed at the development of social systems, institutions, objects based on social foresight, forecasting and planning of their social qualities and properties. Social projects are used to manage social processes and to form something new that characterizes trends in social development. Therefore, social design is associated with innovation and the introduction of social innovation [1].

Despite the contradictions that arise in the market economy between business and social projects, in practice their gradual interpenetration takes place. Thus, market-oriented and highly profitable companies in the IT industry are developing multifunctional software products that can be used by various economic entities and for various fields of activity, including social design.

On the one hand, a number of parameters should be laid in the basis of social design:

- the inconsistency of the social object;

- multi-vector development of a social object;

- the multiplicity of factors of his being;

- subjective components of the formation of social expectations and forecast;

- factors that determine various criteria for assessing a social object.

The set of these parameters and the multivariate nature of the development of a social object and, accordingly, a social project, push to the realization of the need to automate project activities. On the other hand, the rapid digitalization, further enhanced by lockdowns, social distancing and the impossibility of holding events in the previous format, leads to the need to search for new ways of interacting with social groups - the addressees of a social project. Therefore, the use of new software tools in event management is becoming a condition for survival in new realities.

Today, the IT market has a huge variety of resources for solving problems of this kind. Using the Internet-resource g2.com [3], which helps businesses discover, buy, and manage the technology they need to reach their potential, software and platforms in the field of event management were analyzed. Firstly, appropriate products were ranked by the number of reviews and the average score (the number of stars assigned by customers on a 5-point system). Then they were divided into 4 groups according to the criteria of their scope. Each group is represented by the 6 highest rated products. Results of this research are presented in the tabl.1.

Also, tab. 1 shows the distinctive, unique characteristics of the product, whether the event manager has the opportunity to try them in a free trial version or not, and the target group of users.

As we can see on tab.1 some products have specialization in accordance with their profile, for example, Crowdpurr, Slido, Glisser are specialized audience response software. If a client needs a variety of options and functionality there exists such product as Aventri which provides many possibilities.

Table 1

Ranking of the most used programs and platforms for event management

Name of product / platform	Star (review)	Unique Categories	Free trial (+/–)	Users
Audience Response Software				
Kahoot!	4.6 (303)	Assessment, Study Tools, Sales Training and Onboarding, and Microlearning Platforms	–	Mid-Market
Quizizz	4.9 (221)	Study Tools	+	Small-Business
SpotMe	4.6 (105)	Mobile Event Apps	+	Enterprise
Crowdpurr	4.9 (101)	–	+	Small-Business
Slido	4.6 (54)	–	+	Mid-Market
Glisser	4.8 (5.4)	–	+	Small-Business
Conference Intelligence Software				
Aventri	4.2 (143)	Mobile Event Apps, Lead Capture, and Conference Intelligence	–	Small-Business
Hubilo	4.7 (83)	Event Registration & Ticketing, Mobile Event Apps, Event Management Platforms, Lead Retrieval, and Virtual Event Platforms	+	Small-Business
DataFox	4.6 (68)	Sales Intelligence, Lead Scoring, Account Data Management, and Marke-ting Account Intelligence	–	Mid-Market
Jifflenow	4.8 (39)	–	–	Enterprise
Circa	4.4 (21)	Virtual Event Plat-forms, Event Management Plat-forms, Event Planning, Lead Retrieval, and Event Marketing	+	Mid-Market
Cven Universal Appointments	4.6 (20)	–	–	Small-Business
Event Management Platforms				
Cven	4.2 (1337)	Virtual Event Platforms and Event Planning	+	Mid-Market
Eventbrite	4.4 (681)	Event Management Platforms and Customer-to-Customer (C2C) Community Marketing	+	Small-Business
EventMobi	4.6 (166)	Mobile Event Apps	+	Small-Business
Aventri	4.2 (143)	Mobile Event Apps, Lead Capture, and Conference Intelligence	–	Small-Business
Splash	4.6 (141)	Virtual Event Platforms and Event Management Plat-forms	+	Mid-Market
Bizzabo	4.6 (136)	Virtual Event Platforms, Mobile Event Apps, and Event Management Platforms	–	Small-Business
Event Marketing Software				
Constant Contact	3.9 (4417)	Shopping Cart, Domain Registration, Survey, Social Media Management, Search Advertising, Email Marketing, Social Media Advertising, E-Commerce Tools Show More	+	Small-Business
Cven	4.2 (1337)	Virtual Event Platforms and Event Planning	+	Mid-Market
Eventbrite	4.4 (681)	Event Management Platforms and Customer-to-Customer (C2C) Community Marketing	+	Small-Business
Hopin	4.7 (219)	Virtual Event Platforms	+	Small-Business
EventMobi	4.6 (166)	Mobile Event Apps	+	Small-Business
Aventri	4.2 (143)	Mobile Event Apps, Lead Capture, and Conference Intelligence	–	Small-Business

Tab. 1 was built by the author on basis of g2.com data [3]

As we can see on tab.1 the multifunctional products are much more than specialized. In addition, with the most of these products (almost 70%) potential users can get acquainted with a free trial version. The dominant part of the products is created for small business (62.5%),

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and only 1 % is developed for enterprises. It means that there are a lot of technical means with multivariate set of options which are created for different categories of users.

It is not necessary to count on the fact that with the end of COVID-19 life will return to the old way. Even 1 year spent in the regime of restrictions and changes led to serious economic losses, both at the macro- and micro- levels, as well as social and psychological changes [2,4]. And even if some of the events return to offline mode, neither society nor individuals will forget the enormous opportunities that are provided by transferring part of the operations online. Accordingly, now is the time to think about reformatting the business processes of social design and creating qualitatively new digitalized social projects based on the capabilities of modern CT and IT.

The use of sortware, digital platforms for business events and social projects, as well as the use of world experience in the content and format of social events, will promote the development not only of the event industry, but also of society as a whole.

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