INTEGRATING CLOUD ENABLED SMART TECHNOLOGIES INTO EVENT MANAGEMENT

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DOI: https://doi.org/10.31410/eraz.2018.896

Abstract: Event marketing is one of the most rapidly growing areas of modern marketing communications. The latest technological innovations and manufacturing technologies makes the things of our lives; and become Internet of Things with not only sending and receiving data also becoming smaller, smarter, talented intelligent and all these with affordable price for all around daily usage and consumption. When IoT collaborate with the other technological innovations of the latest years such as Industry 4.0 tools, cloud computing, machine learning and artificial intelligence the resulting hybrid solutions can also serve for public relations and communication. This document presents the future of event management with smart technologies, IoT and cloud computing enabled software systems.

Key words: Smart Event Management, CRM, Event Personalization, IoT, Traceability, Bluetooth Beacon, Low Energy, RFID, Automatic Identification, Smart Tags, Industry 4.0

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