

# EventEase: Simplified Event Management and Booking

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**Abstract:** *This study introduces EventEase: an innovative platform that transforms event planning and management. Employing the Rapid Application Development (RAD) methodology, EventEase offers a streamlined approach to organizing events. The research highlights the platform's focus on user-centered design, data-driven insights, and advanced analytics that empower organizers with informed choices. The incorporation of AI-driven chatbots ensures a smooth user journey, and the inclusion of social media elements boosts event visibility. Rigorous security measures such as encryption and data protection establish user confidence. Through a collaborative development process, EventEase emerges as a timely innovation in the event management practices and offer a significant impact on the industry.*

**Keywords:** Event Management, Booking System

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