

«Research Note»

Assessment on the Use of Information Communication Technology by Event Managers in Ikorodu Local Government Area of Lagos State

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ABSTRACT

This study assessed the use of Information communication technology ICT (Information and Communications Technology) by events managers in Ikorodu local government area of Lagos state. 5 objectives, 5 research questions was raised and 3 research hypotheses were formulated. Descriptive survey research design was adopted for this study, the population comprised 120 event managers in Ikorodu local government area of Lagos state. A structured questionnaire was used for collecting data and analysed using descriptive and inferential statistics such as mean, standard deviation and chi-square and all the null hypotheses were tested at 0.05 level of significance. The findings revealed that Information Communication Technology (ICT) will positively influence the quality of an event, cost of an event, and the time for planning event positively. Based on these findings it was concluded that there is a positive significant influence on the use of ICT by event managers in Ikorodu local government area of Lagos state. The researcher recommended that Information Communication Technology should be integrated in event management in Nigeria. (*J ARAHE 25(2):56-62, 2018*)

KEY WORDS: Event management, government event, information communication technology

INTRODUCTION

Event management is a diverse field of hospitality which includes numerous operational elements that need to be considered and observed, in order to manage and execute event projects successfully. If certain elements are overlooked, such as catering requirements, for example, where the event organiser is not informed of allergies or staff requirements, it could result in financial loss (Oxton, 2010). Lack of careful management could affect the company and the event manager's credibility in the industry, thus affecting any potential future business negatively (Allen, 2005). state that events should be carefully managed in

order for mishaps not to affect the company negatively; in support of this, he identified areas that could be imperative to manage carefully: financial management; the manner in which risks are handled or minimised; the manner in which the event is planned; as well as the design controls. Event managers need an effective tool to assist in managing all the smaller, but important details in order to have an efficient work place as well as a successful event.

Information and communications technology is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite system and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning.

Information communication Technology became increasingly popular in event management as it enhanced innovative solutions during the planning and actual manage-

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ment phases. If event managers could look to the future, they will be able to create innovative ideas in order to raise the performance level of the company. This could include obtaining extra help closer to the event or looking at new ways of managing events, such as event management information communication technology software.

It is essential to determine the effectiveness of information communication technology software and what impact it could have on the event. Should the potential buyer omit reviewing the functions of the software prior to purchase, this could be detrimental if the information communication software cannot accomplish the tasks for which it was purchased. Not all industry members are using information communication technology software that could enable them to complete all the tasks they require more effectively. For this reason, there is a need to assess and determine what elements are still missing in information communication technology software, or what should be improved in order to make the product more desirable for all industry members. There is a need to attract the consumers' attention, as their expectations of technology are constantly increasing (Durcan, 2012).

Technology is in a constant state of change; it can evolve and adapt to any task, and thus it could influence the manner in which future events could be organized. Keeping up to date with the latest technology trends could provide an event managing company with a competitive edge. Therefore it is expected of event managers to exercise a higher level of detail when managing events and gain as much expertise as possible to stand out from other competitors.

There are numerous events taking place and the event attendees will be inundated with information. Therefore, they will be looking for an event that sets itself apart from the rest and provides something different compared to the norm. The event manager is expected to find innovative ideas in order to stay ahead of the company's competitors (Volberda, 2011).

The aim of the research is to identify to what extent the information communication technology can perform the functions that are required by event managers and if it is able to cover all the areas in event management. The research will also attempt to identify how information communication technology is able to impact the management of an event. It can then be determined what the event planners perceptions of information communication are.

The purpose of the research is to assess the use of ICT by event managers. This relates to the impact of the ICT on

events: whether a positive impact, no impact at all or a negative impact. The research attempted to assess the reasons why managers do not utilise ICT in Ikorodu local government and for those who do use it; if it is able to satisfy all the areas required to organise an event. Businesses rely mainly on technology in order to stand out in the industry. The events industry uses numerous forms of technology during the planning stages, such as email, websites, online registration, etc., as well as during the event, such as lighting, audio and visual, ticketing, and many more.

Statement of the Problem

The researcher observed that most event planned in Ikorodu local government area of Lagos state may not be well organised and may not have a better outcome which may lead to low patronage in this area based on the fact that the event managers may be limited to planning and managing of event using the conventional or manual method such as their discretion. This method may be tedious and time consuming for both the event managers, staffs and clients. Literature revealed that event can be managed using the manual method without possibly looking at the importance of Information Communication Technology (ICT) such as mobile phones, iPad, computers, software such as pinterest, bizzabo, google application, slack, capsule, email, evernote, and event management channel such as the event managers blog.

In light of this, it became imperative to assess the use of ICT by event managers in Ikorodu local government area of Lagos state.

Objective of the Research

The main objective is to assess the use of ICT in event management by event managers in Ikorodu local government.

Specific Objective is to:

1. Identify various ICT that can be used in event management.
2. Determine the influence of ICT on the time for planning event.
3. Determine the effect ICT has on the quality of an event.
4. Determine the influence of ICT on the cost of event

management.

5. Determine event planned using information and communication technology and the convectional event planned without information and communication technology.

Research Questions

The following research questions are raised to guide this study:

1. What are various ICT software that can be used for event management?
2. Does the use of ICT influence the time for planning event?
3. Does the use of ICT in event management have an effect on the quality of an event?
4. How does ICT influence the cost of an event?
5. What are the events planned using ICT and the convectional event planned without ICT?

Research Hypotheses

H₀₁: ICT will not significantly influence quality of an event.

H₀₂: ICT will not significantly influence cost of an event.

H₀₃: There's no significant different between events planned using ICT and conventional event planned without ICT.

Significance of the Study

The finding of the study once published in journals, proceedings, research, related reports, religious setting and presented in conferences may be of immense benefit to events managers, ICT software engineers, and caterers

Methodology

Research Design

Descriptive survey research design was adopted for this study. Survey method of research is concerned with generalized statistics resulting when data are obtained from part of a large population and used to generalize (Hale, 2011).

Population for the study

The population for this study comprised 205 professional event mangers throughout Ikorodu local government

area of Lagos State.

Sample and Sampling Techniques

The event managers were randomly selected and a total of 120 respondents were selected.

Instrumentation

The instrument for study was a structured questionnaire, it was also be divide into two (2) sections. The Questionnaire Event Management and Information Communication Technology (ICT) Questionnaire (EMICTQ) will be used. The structured questionnaire elicited information about the bio data of the respondents such as age, gender, marital status, religion and education level.

Section B comprise questions on each subsections on cost and event, time and event, quality and event, and conventional method of event management. Responses of each item was assessed with a 4 point scale format of strongly disagree (4), disagree (3) agree (2) strongly agree (1) with a fundamental of 2.50.

Reliability of the Instrument

To determine the reliability of the instrument a trial study was conducted using twenty (20) Event Managers in Ilorin Tanke area of Kwara state. The data obtained were subjected to statistical analysis using split half method and the data were analysed with Cronbach alpha method of coefficient of 0.757 was obtained.

Method of Data Collection

The instrument will be distributed to 120 respondents within three weeks. All the questionnaire were filled and returned.

Method of Data Analysis

Data collected was analysed with descriptive and inferential statistics such as mean, standard deviation and chi-square and all the null hypotheses were tested at 0.05 level of significance.

Findings and Discussion Results

Table 1 presents the mean score, standard deviation and remarks on various ICT software that can be used for event management. From the table, out of 8 items on the various ICT software that can be used for event management, 7 items were agreed, this is because they have a mean score that are above the mid-mean score of 2.50 this im-

plies that respondents have positive influences on the use various ICT software that can be used for event management. While only one item was disagreed; this is because they have a mean score that is below the mid-mean score of 2.50. Since 7 out of 8 items were agreed on thus, all respondents have positive influences on the various ICT software that can be used for event management.

Table 2 presents the mean score, standard deviation and remarks on the use of ICT in event management have an effect on the quality of an event. Out of 12 items on the use of ICT in event management have an effect on the quality of an event, 8 items were agreed, this is because they have a mean score that are above the mid-mean score of 2.50 this implies that respondents have positive influences on the use of ICT in event management it has effect on

the quality of an event. While 4 items were disagreed; this is because they have a mean score that is below the mid-mean score of 2.50. Since 8 out of 12 items were agreed on thus, all respondents have positive influences on the use of ICT in event management have an effect on the quality of an event.

Table 3 presents the mean score, standard deviation and remarks on how ICT has influence the cost of an event. From the table, all the items on cost of an event were all agreed; this is because they have a mean score that are above the mid-mean score of 2.50, this implies that all respondents have positive influence on how ICT has influence the cost of an event.

Table 4 presents the mean score, standard deviation and remarks on the differences between events planned using

Research Questions 1. What are various ICT software that can be used for event management?

Table 1. Mean Rating and Standard Deviation of Respondents on Various ICT Software that can be used for Event Management

Item no	Statements	Mean score	Standard deviation	Remarks
1.	I use the bizzabo application for events Management	3.68	0.53	Agreed
2.	I use ever note during event management	3.28	0.76	Agreed
3.	I use pinterest in managing events	3.15	0.92	Agreed
4.	I use google applications and softwares during event management	3.08	0.85	Agreed
5.	I use mobile phones, Ipad, computers etc	2.99	1.96	Agreed
6.	I use the events managers' blog for ideas during event management	2.97	0.87	Agreed
7.	I use slack for event management	2.55	0.94	Agreed
8.	I use ever note during event management	2.18	0.85	Disagre

Sources: Field Survey, 2017

Research Questions 2. Does the use of ICT in event management have an effect on the quality of an event?

Table 2. Mean Rating and Standard Deviation of Respondents on the Use of ICT in Event Management have an Effect on the Quality of an Event

Item no	Statements	Mean score	Standard deviation	Remarks
1.	ICT can help to search and book for a venue more faster	3.62	0.62	Agreed
2.	ICT assists in managing time effectively	3.58	0.66	Agreed
3.	The use of ICT reminder helps in event management	3.57	0.65	Agreed
4.	ICT helps to minimise the use of paper in the office during event management	3.42	0.75	Agreed
5.	ICT allows event managers manage events accurately	3.29	0.65	Agreed
6.	Computer aided design helps to create designs required for event planning	3.18	1.75	Agreed
7.	ICT reduces the chances of human error	3.12	0.78	Agreed
8.	ICT provides a clean working environment	3.10	1.01	Agreed
9.	ICT provides a clean working environment	2.26	1.10	Disagreed
10.	ICT helps keep valuable documents safe	2.14	0.90	Disagreed
11.	ICT prevents repetition of tasks	1.78	0.86	Disagreed
12.	ICT helps in monitoring activities during event management	1.54	0.77	Disagreed

Sources: Field Survey, 2017

Research Questions 3. How does ICT influence the cost of an event?**Table 3.** Mean Rating and Standard Deviation of Respondents on how ICT Influence the Cost of an Event

Item no	Statements	Mean score	Standard deviation	Remarks
1.	ICT software, application and product are less expensive	3.41	0.58	Agreed
2.	ICT helps to reduce cost of communication during event management	3.36	0.71	Agreed
3.	ICT helps to improve event management financially by reducing the cost of planning	3.33	0.69	Agreed
4.	ICT helps reduce the staff cost in event management	3.32	0.80	Agreed
5.	ICT helps to reduce the cost involved to fix mistakes	3.32	0.68	Agreed
6.	ICT reduces the amount spent on transportation	3.23	1.67	Agreed

Sources: Field Survey, 2017

Research Questions 4. What are the differences between events planned using ICT and the convectional event planned without ICT?**Table 4.** Mean Rating and Standard Deviation of Respondents on the Differences between Events Planned using ICT and the Convectional Event Planned without ICT

Item no	Statements	Mean score	Standard deviation	Remarks
1.	Events planned without ICT cost more than events planned with ICT	3.76	0.55	Agreed
2.	Events planned with ICT is more reliable than convectional events planned without ICT	3.68	0.55	Agreed
3.	Event planned without ICT is more time consuming than events planned with ICT	3.65	0.56	Agreed
4.	Events planned with ICT has more quality than events planned without ICT	3.28	0.82	Agreed

Sources: Field Survey, 2017

ICT and the convectional event planned without ICT. From the table, all the items on events planned using ICT and the convectional event planned without ICT were all agreed; this is because they have a mean score that are above the mid-mean score of 2.50, this implies that all respondents have positive influence on the differences between events planned using ICT and the convectional event planned without ICT.

Hypotheses Testing

Three hypotheses were formulated and tested at 0.05 lev-

el of significance for this study. The results of the hypotheses are as follows:

Table 5 shows that the calculated Chi-square (χ^2) value of 67.33 which is greater than the table value of 43.77 at 0.05 alpha level of significance and a degree of freedom of 33. Since the p -value is less than 0.05 ($p < 0.05$), the study indicates a significant influence hence, the null hypothesis is rejected. Therefore, ICT significantly influence quality of an event.

Table 6 shows that the calculated Chi-square (χ^2) value of 69.57 which is greater than the table value of 25.00 at

Hypothesis 1. ICT will not significantly influence time and quality of an event.**Table 5.** Chi-square Result Showing ICT, Time and Quality of an Event

Variable	N	df	Cal. χ^2	Crit. χ^2	p -value	Decision
ICT and Quality of an Event	120	33	67.33	43.77	.00	H ₀ Rejected

Sources: Field Survey, 2017

Hypothesis 2. ICT will not significantly influence cost of an event.**Table 6.** Chi-square Result Showing ICT and Cost of an Event

Variable	N	df	Cal. χ^2	Crit. χ^2	p -value	Decision
ICT and Cost of an Event	120	15	69.57	25.00	.00	H ₀ Rejected

Sources: Field Survey, 2017

Hypothesis 3. There's no significant different between events planned using ICT and conventional event planned without ICT.

Table 7. Chi-square Result Showing Events Planned using ICT and Conventional Event Planned without ICT

Variable	N	df	Cal. χ^2	Crit. χ^2	p-value	Decision
ICT and Cost of an Event	120	9	121.87	16.92	.00	H ₀ Rejected

Sources: Field Survey, 2017

0.05 alpha level of significance and a degree of freedom of 15. Since the p -value is less than 0.05 ($p < 0.05$), the study indicates a significant influence hence, the null hypothesis is rejected. Therefore, ICT significantly influence cost of an event.

Table 7 shows that the calculated Chi-square (χ^2) value of 121.87 which is greater than the table value of 16.92 at 0.05 alpha level of significance and a degree of freedom of 9. Since the p -value is less than 0.05 ($p < 0.05$), the study indicates a significant difference hence, the null hypothesis is rejected. Therefore, there was a significant different between events planned using ICT and conventional event planned without ICT.

Discussion of Results

This study assesses the use of ICT in event management by event managers in Ikorodu Local Government, Lagos State. From Table 1, shows that the majority were female. The majority age range of respondents were between 31–40 years. The marital status shows that majority of respondents were single. The educational level shows that the majority of respondents were Tertiary. The majority years of experience in event management of respondents were between 5–10 years. The majority number of event managed so far of respondents were between 30–45 events. The occupation shows that the majority of respondents lived in flat. Also, the income level shows that the majority of respondents were those who earn above N200,000.

Table 1 presents the mean score, standard deviation and remarks on various ICT software that can be used for event management. From the table, 7 out of 8 items were agreed on thus, all respondents have positive influences on the various ICT software that can be used for event management. The finding agrees with Fox (2008) who agrees that technology can assist a manager in managing his or her time more effectively, by the use of reminders, creating a timeline and monitoring any activities to be completed.

Table 2 presents the mean score, standard deviation and remarks on the use of ICT in event management have an

effect on the quality of an event. From the table, 8 out of 12 items were agreed on thus, all respondents have positive influences on the use of ICT in event management have an effect on the quality of an event. The finding agrees with Durcan (2012) who stated that there is a need to assess and determine what elements are still missing in information communication technology software, or what should be improved in order to make the product more desirable for all industry members. There is a need to attract the consumers' attention, as their expectations of technology are constantly increasing (Durcan, 2012). Keeping up to date with the latest technology trends could provide an event managing company with a competitive edge. There are numerous events taking place and the event attendees will be inundated with information. Therefore, they will be looking for an event that sets itself apart from the rest and provides something different compared to the norm. The event manager is expected to find innovative ideas in order to stay ahead of the company's competitors (Volberda, 2011).

Table 3 presents the mean score, standard deviation and remarks on how ICT has influence the cost of an event. From the table, all the items on cost of an event were all agreed; this implies that all respondents have positive influence on how ICT has influence the cost of an event. The finding agrees with Peters (2007) who stated the functions of ICT in cost reduction. This include most of the tasks automated, it helps in staff cost reduction; accomplishing most of the tasks electronically, it minimises the use of paper in the office, this also reduces costs, and also ensures valuable documents do not go missing; finances can be thoroughly monitored and managed; and having it integrated with the organisation's business systems, it can save a lot of time and extra expense to change systems, e.g., emails and websites.

Table 4 presents the mean score, standard deviation and remarks on the differences between events planned using ICT and the convectional event planned without ICT. From the table, all the items on events planned using ICT and the convectional event planned without ICT were all agreed;

this implies that all respondents have positive influence on the differences between events planned using ICT and the convectional event planned without ICT. The finding agrees with Oxtan (2010) who stated that event managers are increasingly turning to technology in order to complete everyday tasks, whether it is an object, software or tool. Bergmann (2012) states that technology for events is increasingly evolving, and could ultimately change the future of events.

The result of hypothesis one revealed a significant influence of ICT and quality of an event. The finding agrees with Oxtan (2010) who believed that one should not look only at data and figures to determine one's plan of action, but should consider all the practical applications provided by the software to ensure the right information is sent to the right destination. These could be simple actions completed by the software, such as integration of the event website, registrations and payments conducted online, making use of templates, etc.

The result of hypothesis two revealed a significant influence of ICT and cost of an event. The finding agrees with Peters (2007) who suggested that managers should look at using basic software that is inexpensive; as the requirements from the software increase, the manager can look for software that provides more flexibility.

The result of hypothesis three revealed a significant different thus, there was a significant different between events planned using ICT and conventional event planned without ICT. The finding agrees with Corbin (2010) who contended that it is preferable to use online-based software compared to program-based software. The reason for this is that the manager can access the data anywhere and anytime, and should the server crash, the likelihood of losing data can be reduced. However, using event software has many benefits, one of which is it can manage large amounts of data, thereby reducing mistakes, preventing loss of data or coping with unmanageable data.

CONCLUSION

The researcher concluded that there is a significant influence on the management of events using information communication technology in Ikorodu local government

area of Lagos state. Therefore the use of information communication technology will positively influence event management. It will reduce the amount of human effort and errors made during the process of management, it will reduce the amount spent for managing, and also provide innovative ideas that may serve as guideline for event managers during event management.

Recommendation

Based on the findings and conclusion, the following recommendation were made:

The event managers should find out more information communication technology software and hardware that would help them manage events adequately and they should integrate them.

The event management body of knowledge (EMBOK) should introduce and set standard for ICT software that is useful and important for event management.

It is recommended that event managers should be given the opportunity for training in order to enhance the use of ICT for event management.

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