

INTEGRATING CLOUD ENABLED SMART TECHNOLOGIES INTO EVENT MANAGEMENT

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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*

Şaha Baygöl Özpınar obtained her BA degree from Yeditepe University Faculty of Communications, Public Relations Department. She had been the Valedictorian; academically ranking highest in both the Department and the Faculty. She holds an MA in Public Relations from Yeditepe University. She earned her PhD in 2008, in Advertising and Public Relations from Anadolu University, Institute of Social Sciences.

During her years at school she has worked as an intern at various companies, one of which is A&B Communications, known to be the first PR company in the country and worked as PR specialist at TÖMER. She started her academic career at Yeditepe University in 2000; first as a RA then worked as an instructor for four years. She was assigned as an Asst. Professor in 2009.

In 2011 and 2012 she worked at Yeni Yüzyıl University, lectured at Faculty of Communications. She also functioned as an Advisor to the Rector, conceptualized and implemented innovation and corporate development. She was later assigned as the Dean of Students at the same university.

From 2013 to mid-2016 she worked as the Brand Communications Manager at Corporate Communications Department, Bursa İstanbul. During this period, she took active role in the project and the communication of transformation of İstanbul Stock Exchange to Bursa İstanbul, where the exchanges of Turkey have merged under a single roof. With her team, she organized/ took part in more than 80 international events, maintained international sponsorships and international media relations.

She taught Communication Skills at the Turkish Naval Academy Retirement Program. Her research has been published in various academic journals and professional publications.

Ms. Şaha Baygöl Özpınar now works at Advertising Design and Communication Department at Üsküdar University. Her research interests include Corporate Communications; Corporate Culture, Identity and Reputation and Marketing Communications.



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He obtained his Ph.D. in Mechanical Engineering from Yildiz Technical University, MS in Systems Engineering from Yeditepe University, and BS in Chemical Engineering from Bogazici University, all located in Istanbul, Turkey. His field of expertise includes the application of various computer and information systems to different fields of engineering, especially artificial intelligence, machine learning, energy, demand side management, environmental health and safety, renewable energy sources, industrial automation and control, automatic data collection systems, systems modeling, and simulation. He has twenty years of experience in computer and software applications and has served as a consultant and a project manager for government organizations like the European Union, Ministry of Forestry and Environment, and Greater Municipality of Istanbul, as well as for companies like ABB, Toyota, Bosch, and Siemens. He is offering courses like Cloud Computing, Machine Learning, Artificial Intelligence, and Programming with different programming languages, such as ASP.NET, VB.NET, C++, Java, and Database Systems. He has a vast experience in artificial intelligence applications, such as smart grids, machine learning, artificial neural networks, artificial intelligence, fuzzy logic, and genetic algorithm applications. He has worked on neural networks, energy applications, active and passive RFID tags, readers and controllers, and RFID technology expert, especially on electronic vehicle identification. He has developed numerous projects and software applications with MS Azure, MS Access, Visual Basic, C#, ASP, and VB.NET in automotive, textiles, services sector, health sector, and various fields of engineering. He is also one of the authors of the Electrical Energy Technologies and Energy Efficiency Series and published book chapters. His recent studies are based on industrial applications of Industry 4.0, IoT, machine learning, and artificial intelligence on different platforms.

