



Belive EventHUB

Unified Event Management Platform

ISSUED BY

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1. Summary

This document presents an extensive Scope of Work and Associated modules of a Modern Event Listing and Management Platform tailored specifically with a focus on small-to-medium scale events. The platform is envisioned as a scalable, secure, mobile-first solution that bridges the gap between large incumbents and underserved organizers such as cultural events, corporate summits, workshops, exhibitions, and entertainment venues.

The solution will provide a seamless experience for end-users, powerful tools for event organizers, and a robust admin control system for governance, analytics, monetization, and compliance with regulations.

2. Objectives

- Build a modern, intuitive, and secure ticketing ecosystem
 - Enable small and mid-sized organizers to digitize ticket sales
 - Increase event discoverability through AI-driven recommendations
 - Introduce wallet, loyalty, and membership programs
 - Ensure data privacy, payment compliance, and fraud prevention
 - Create sustainable revenue streams for platform growth
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3. Vision

The platform is designed to:

- Simplify event discovery and ticket purchasing
 - Empower organizers with self-service event management tools
 - Enhance customer retention via memberships and loyalty rewards
 - Enable flexible payment options including Wallet & BNPL (Buy Now Pay Later)
 - Maintain enterprise-grade security and compliance
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4. Revenue Model & Monetization Strategy

4.1 Revenue Streams

Revenue Source	Description
Commission on Ticket Sales	x% per ticket sold
Membership Tiers	Gold & Premium subscriptions (Monthly or Annual)
Advertising Revenue	Sponsored banners, promoted events
Vendor Promotions	Paid event boosts & featured listings
Wallet Charges	Micro transaction and split-payment fees

5. User Portal (Web & Mobile App)

A customer-first, responsive interface optimized for both web and mobile users.

5.1 User Journey & Features

Event Discovery

- Browse events by city, category, date, artist, price
- AI-based recommendations & trending events
- Search with advanced filters

Event Detail Page

- Event banner, image gallery & videos
- Artist lineups & event schedule
- Venue map and seating layout
- Tiered ticket pricing (Early Bird, VIP, Group Passes)
- Live seat selection

Checkout & Payments

- Secure checkout flow
- Wallet balance utilization
- Coupon codes & loyalty points
- Face Recognition based registration

Ticket Delivery

- e-Ticket via Email, SMS, and App QR code

Post-Purchase Experience

- Booking management dashboard
 - Refund & resale requests
 - Event ratings and reviews
 - Social sharing & referrals
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6. Loyalty & Membership Programs

6.1 Membership Tiers

Gold Pass

- Early access to ticket sales
- Exclusive discounts
- Priority customer support

Premium Pass

- All Gold benefits
- Backstage access (event-dependent)
- Meet & greet opportunities
- Merchandise offers

6.2 Loyalty Points Engine

- Earn points per booking
 - Redeem points for discounts or cashback
 - Tier-based reward multipliers
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7. Engagement & Customer Support

- Event waitlists & instant alerts
 - Referral bonuses via WhatsApp, Instagram, Facebook
 - Integrated help center
 - Live chat & support ticket system
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8. Organizer Portal (Event Organizers)

A role-based dashboard enabling event organizers to independently create, promote, and manage events end-to-end.

8.1 Event Lifecycle Management

- Event creation wizard (event details, media, category, artists)
- Ticket configuration (Early Bird, VIP, Group, Complimentary and Custom)
- Seating & venue layout upload
- Event rules setup (refund policy, age restriction, entry limits)

8.2 Promotions & Marketing Tools

- Organizer-level promo codes & campaigns
- Early bird & time-bound discounts
- Paid featured placements & homepage boosts
- AI-suggested promotional insights

8.3 Sales, Finance & Attendee Management

- Real-time sales dashboard
 - Revenue tracking & settlement reports
 - Attendee list with check-in status
 - Refund initiation & approval flow
 - QR-based scan-in management
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9. Venue Portal (Venue Owners & Operators)

A dedicated Venue Login designed for stadiums, auditoriums, theaters, clubs, and halls to track performance, occupancy, and operations across hosted events.

9.1 Venue Profile & Setup

- Venue onboarding & verification
- Capacity definition & seating zones
- Upload floor plans and emergency exits

- Define venue rules & accessibility details

9.2 Event & Occupancy Insights

- List of upcoming & past events at the venue
- Real-time seat occupancy & sold-out status
- Entry flow monitoring during live events
- Heat-map style attendance visualization

9.3 Revenue & Performance Analytics

- Venue-wise revenue reports
- Event performance comparison
- Utilization rate
- Peak time and genre insights

9.4 Access Control & Operations

- Multiple staff logins
 - QR scan permissions by zone
 - Incident & crowd alert logging
 - Downloadable compliance & audit reports
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10. Admin Panel

The central control system for platform governance and growth.

10.1 User & Vendor Management

- Account verification and suspension
- Vendor onboarding & KYC verification
- Fraud detection and risk monitoring

10.2 Event Oversight

- Event approval workflows
- Content moderation
- Seat allocation overrides

- Platform-wide ticketing policies

10.3 Wallet, BNPL & Loyalty Control

- Wallet refunds and adjustments
- BNPL eligibility rules
- Membership configuration
- Loyalty points monitoring

10.4 Analytics & Reporting

- Sales & revenue breakdowns
- Campaign & promotion effectiveness
- User behavior analytics
- Custom CSV/Excel report generation

10.5 CMS & Notifications

- Banner and homepage content
- Category and tag management
- FAQ & policy pages
- Email, SMS & push notification triggers

10.6 Financial Settlement & Reconciliation Module

A dedicated reconciliation engine ensuring transparent, auditable, and dispute free financial operations between the platform, organizers, venues, and payment partners.

Key Points

- Automated reconciliation of ticket sales vs payment gateway reports
- Organizer-wise and venue-wise settlement tracking
- Commission, taxes, and platform fees breakdown
- Wallet, BNPL, coupon, and loyalty adjustment reconciliation
- Refund, partial refund, and chargeback reconciliation

Settlement Views

- Event-level financial summary
- Organizer payable vs platform receivable
- Venue revenue share
- Pending, completed, and failed settlements

Reports & Exports

- Daily, weekly, monthly reconciliation reports
 - Gateway vs system mismatch alerts
 - Downloadable CSV/Excel reports for finance teams
 - Audit-ready logs for compliance and statutory reviews
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11. Security, Privacy & Compliance

- End-to-end encrypted transactions
 - AI-powered fraud detection
 - Two-factor authentication (2FA)
 - Role-based access control
 - Full admin audit trails
 - Compliance with data protection laws
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12. AI Intelligence For Recommendation & Automation

- Smart event recommendations using AI driven product Recora.
 - Demand-based pricing insights
 - Fraud & bot detection
 - Abandoned cart retargeting
 - Predictive sales analytics
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13. Cost Components Involved

- Cloud infrastructure & hosting
- Marketing, SEO & growth campaigns
- Annual maintenance & content updates
- Third-party licensing & KYC services
- SMS gateway & push notification credits