

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1.INTRODUCTION

OVERVIEW:

Event Management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. Event Management software can assist in properly managing their Events, Attendees and Vendors information. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data and staying on the ball for any post-event offerings.

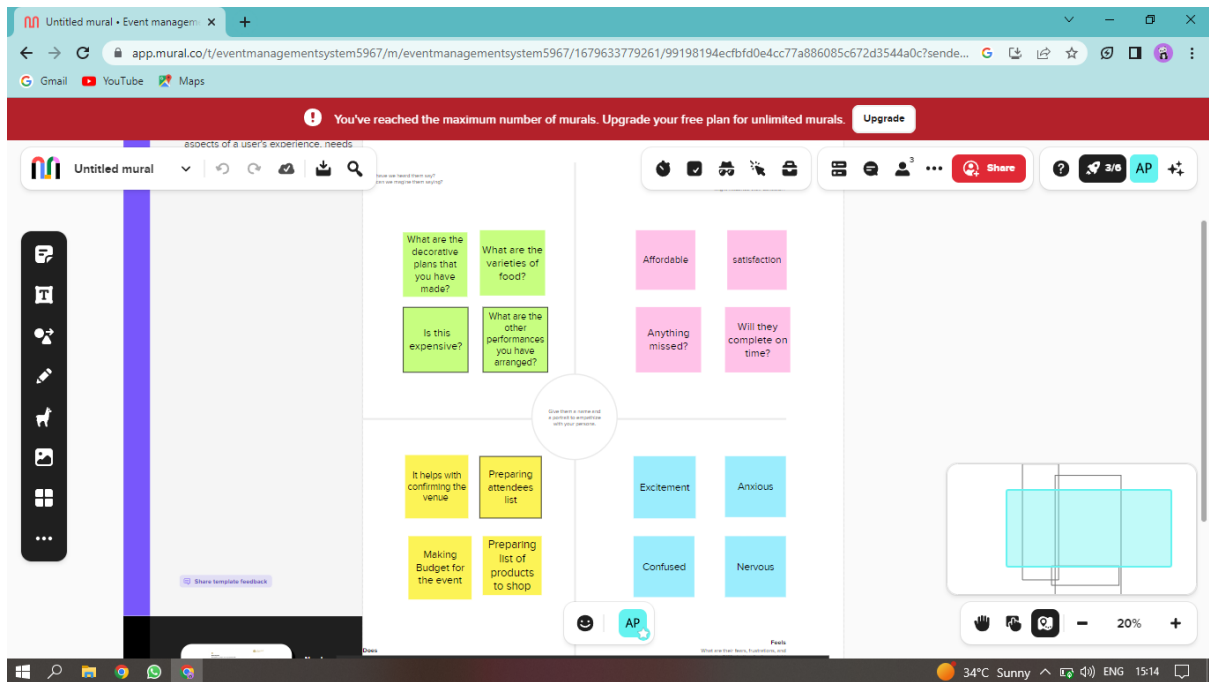
PURPOSE:

The purpose of Event Management system is to automate the existing manual system by the help of computerized equipment and full-fledged computer software, fulfilling their requirements, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. The required software and hardware are easily available and easy to work with.

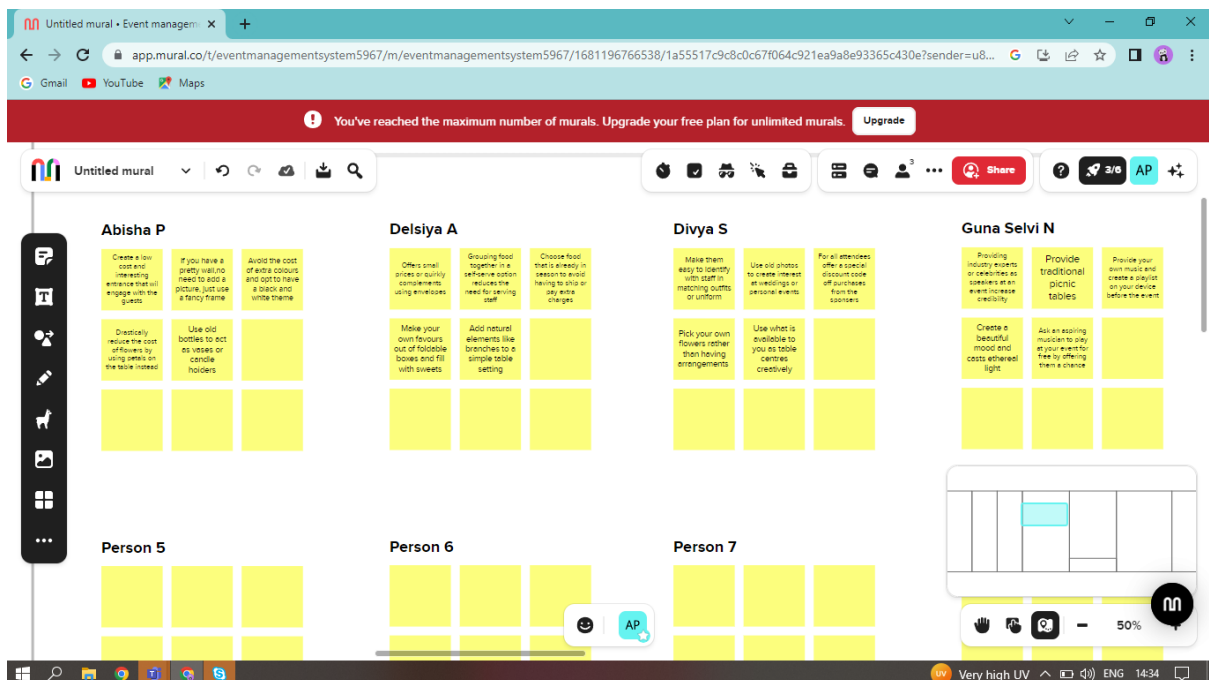
Basically, the project describes how to manage for good performance and better services for the clients.

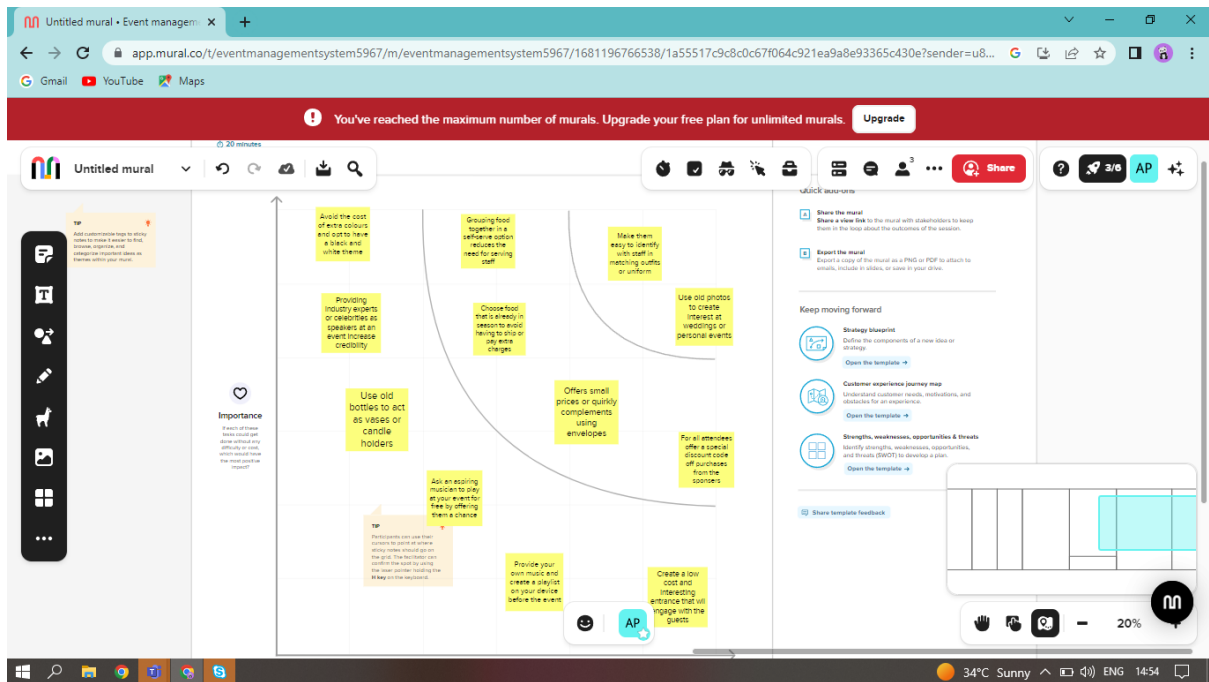
2.PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP:



IDEATION & BRAINSTORMING MAP:





3.RESULT

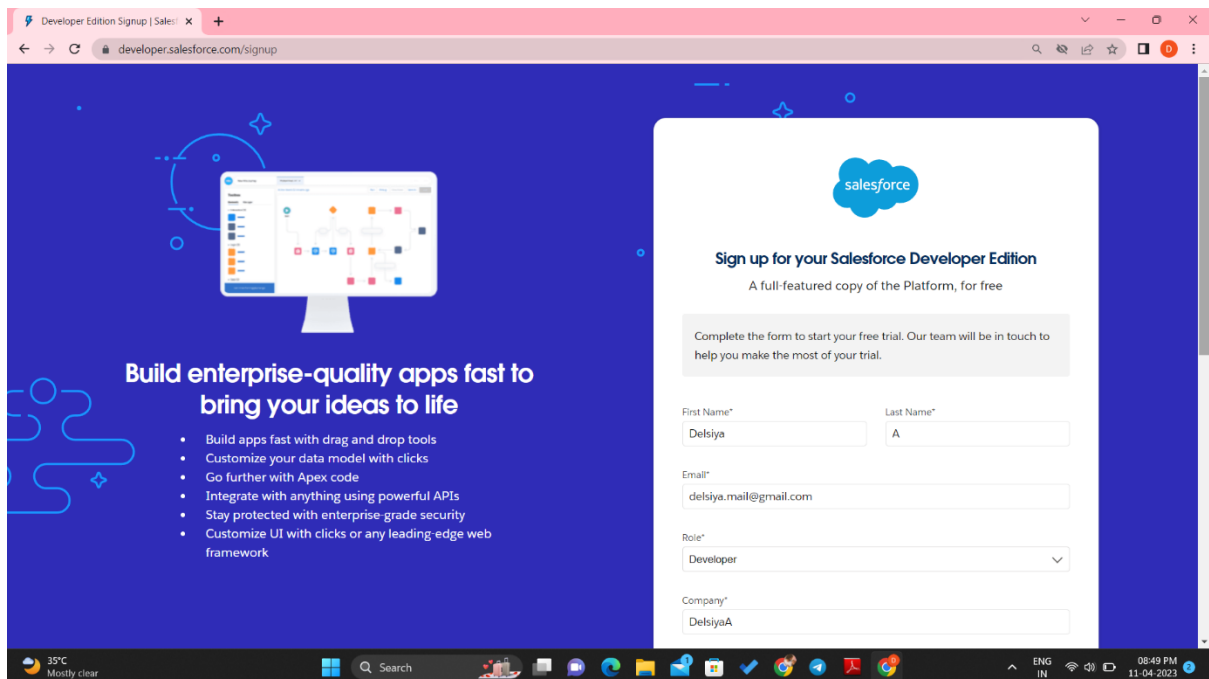
DATA MODEL:

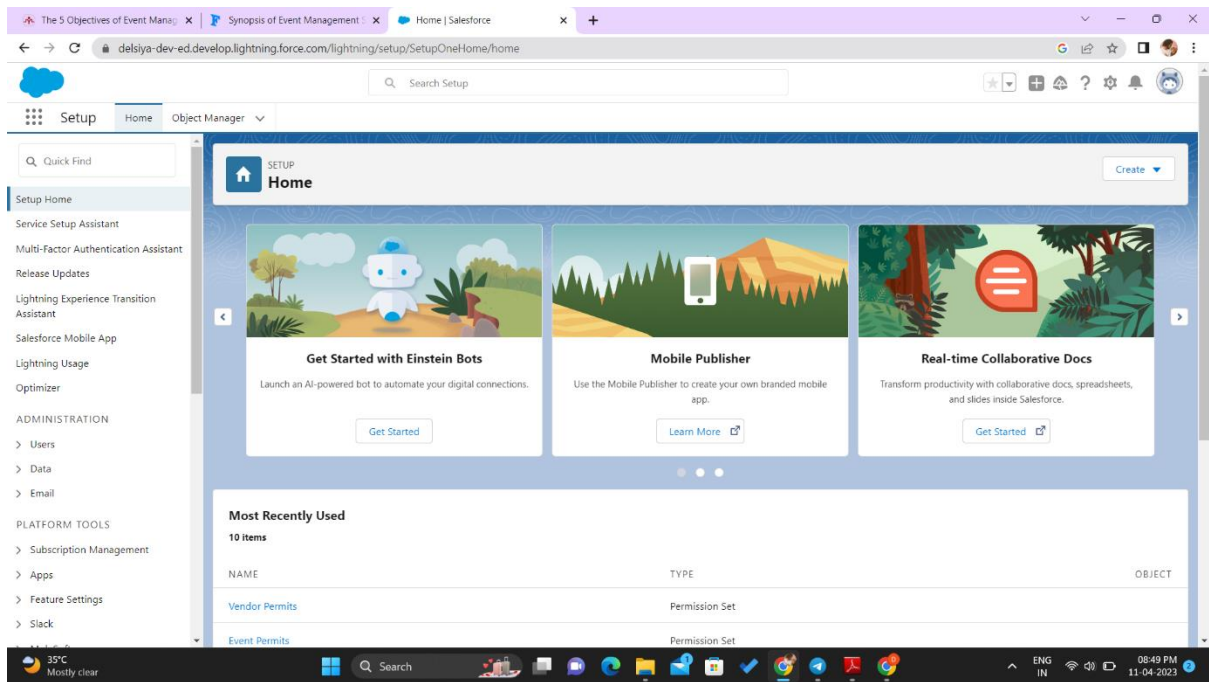
Object Name	Fields in the Object	
Event	Field Label	Data type
	City	Text
	Event Name	master-detail Relationship
	Event Name	Look-up Relationship
Attendee	Field Label	Data type
	Id	Auto number
	Phone	Phone
	Email	Email
	Tickets	Picklist

Speaker		
	Field Label	Data type
	Bio	Text Area
	e-mail	Email
Vendor		
	Field Label	Data type
	e-mail	Email
	Phone	Phone
	Service Provider	Text
	Event Name	Look-up Relationship

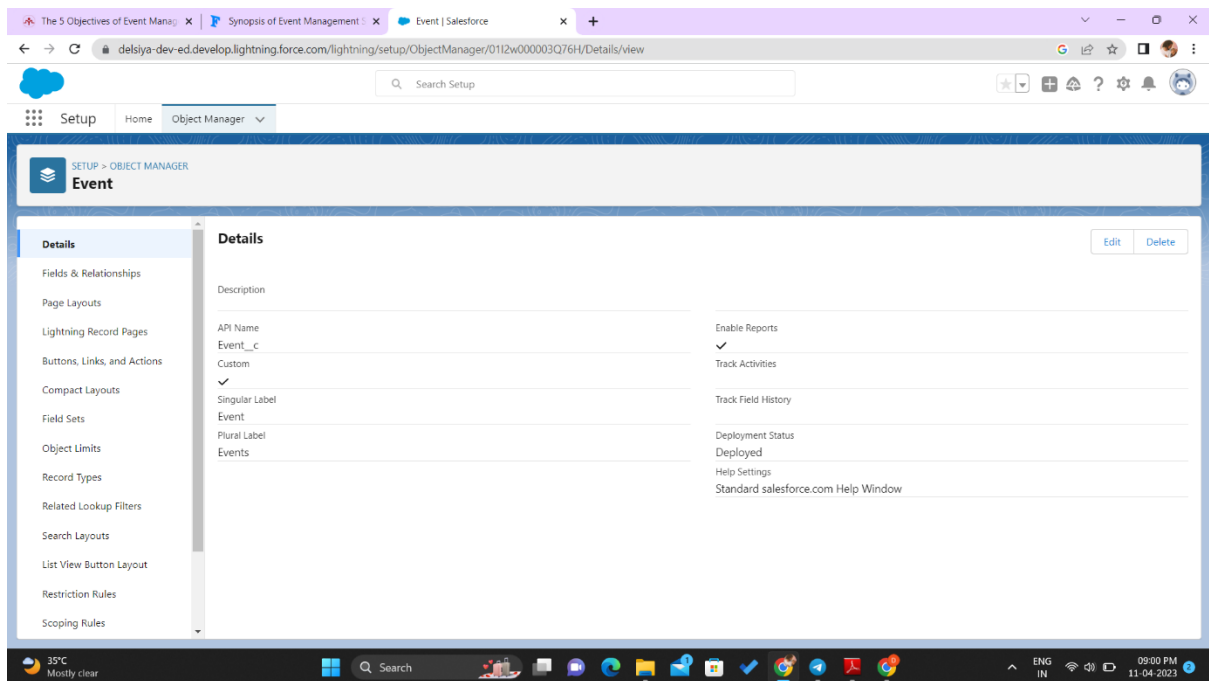
ACTIVITY & SCREENSHOT:

1.Created a Salesforce Developer Org through the website developer.salesforce.com and the setup page appeared.





2. Custom Objects i.e Event, Attendee, Speaker and Vendor were created.



The screenshot shows the Salesforce Object Manager interface. The browser address bar displays the URL: `deliya-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home`. The page title is "Object Manager" with a sub-header "53 Items, Sorted by Description". A search bar labeled "Quick Find" is present. Below the header is a table with the following columns: LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED. The table lists several objects, including Activity, Entitlement Contact, Event, Attendee, List Email, Speaker, Vendor, Account, Alternative Payment Method, API Anomaly Event Store, Appointment Invitation, and Appointment Invitee. The Event, Attendee, Speaker, and Vendor objects are marked as Custom Objects and have a deployment status of "Deployed".

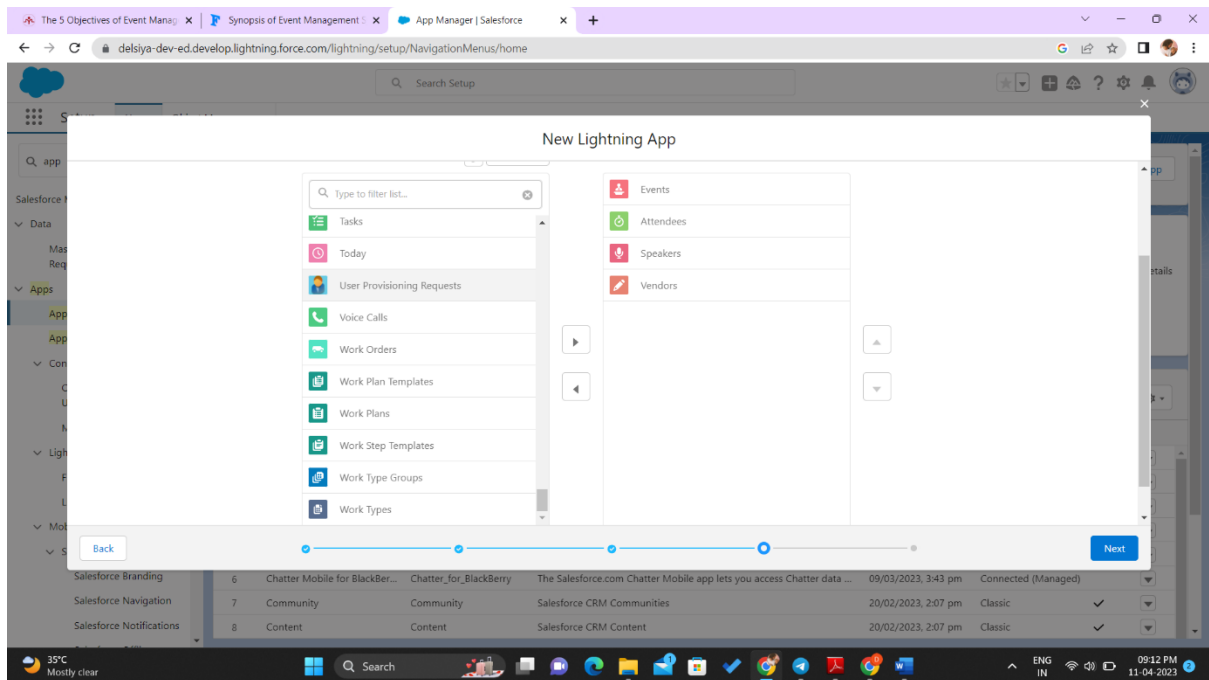
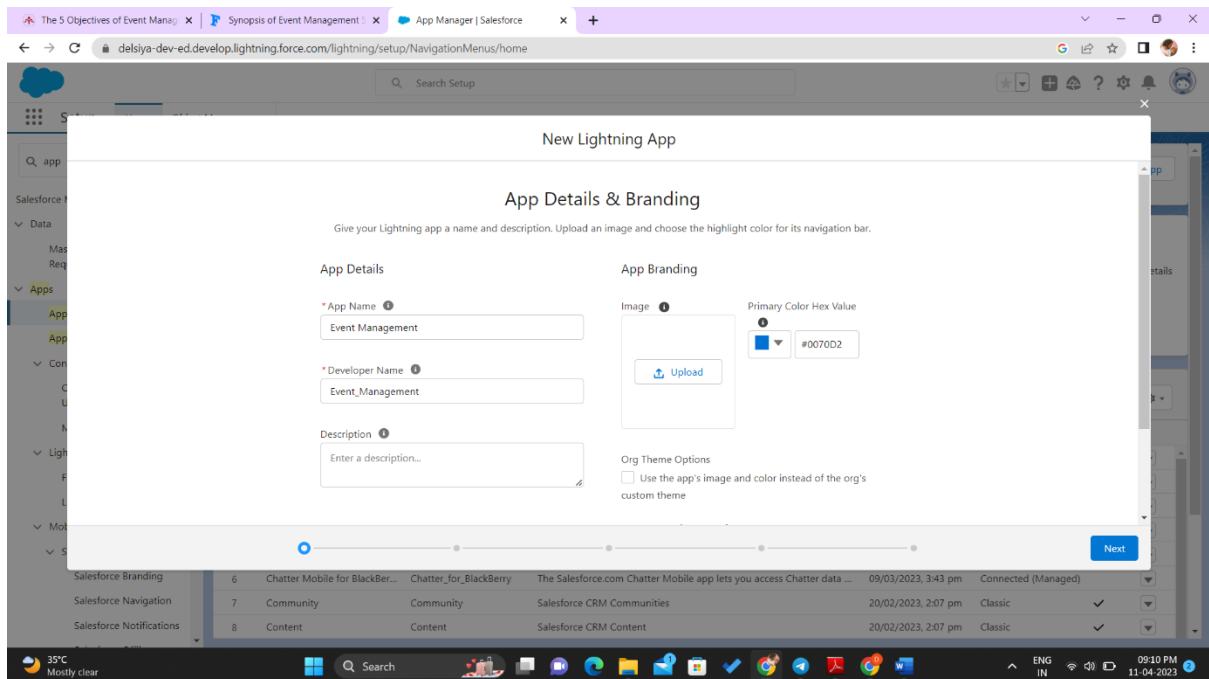
LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Activity	Activity	Standard Object			
Entitlement Contact	EntitlementContact	Standard Object			
Event	Event__c	Custom Object		09/03/2023	✓
Attendee	Attendee__c	Custom Object		09/03/2023	✓
List Email	ListEmail	Standard Object			
Speaker	Speaker__c	Custom Object		09/03/2023	✓
Vendor	Vendor__c	Custom Object		09/03/2023	✓
Account	Account	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			

3.Four Custom tabs i.e Events, Attendees, Speakers and Vendors were created.

The screenshot shows the Salesforce Custom Tabs configuration page. The browser address bar displays the URL: `deliya-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/home`. The page title is "Custom Tabs" with a sub-header "You can create new custom tabs to extend Salesforce functionality or to build new application functionality." Below the header is a table with the following columns: Action, Label, Tab Style, and Description. The table lists four custom tabs: Attendees, Events, Speakers, and Vendors. The Attendees, Events, and Speakers tabs are marked as Custom Object Tabs and have a deployment status of "Deployed". The Vendors tab is marked as a Web Tab and has a deployment status of "Not Deployed".

Action	Label	Tab Style	Description
Edit Del	Attendees	Stripwatch	
Edit Del	Events	Presenter	
Edit Del	Speakers	Microphone	
Edit Del	Vendors	Pencil	

4.Event Management Construction app (Lightning App) was created.



5. Custom fields for various Custom Objects were created.

The screenshot shows the Salesforce 'New Custom Field' configuration page for an Event object. The page is titled 'Event New Custom Field' and is at 'Step 4 of 4: Add to page layouts'. The field details are as follows:

Field Label	Email
Data Type	Email
Field Name	Email
Description	

Below the field details, there is a section for selecting page layouts. It states: 'Select the page layouts that should include this field. The field will be added as the last field in the first 2-column section of these page layouts. The field will not appear on any pages if you do not select a layout. To change the location of this field on the page, you will need to customize the page layout.'

The 'Add Field' checkbox is checked. The 'Page Layout Name' dropdown is set to 'Event Layout'. At the bottom, there are buttons for 'Previous', 'Save & New', 'Save', and 'Cancel'.

The screenshot shows the Salesforce 'New Custom Field' configuration page for an Attendee object. The page is titled 'Attendee New Custom Field' and is at 'Step 4 of 4: Add to page layouts'. The field details are as follows:

Field Label	Tickets
Data Type <td>Picklist</td>	Picklist
Field Name <th>Tickets</th>	Tickets
Description <td></td>	

Below the field details, there is a section for selecting page layouts. It states: 'Select the page layouts that should include this field. The field will be added as the last field in the first 2-column section of these page layouts. The field will not appear on any pages if you do not select a layout. To change the location of this field on the page, you will need to customize the page layout.'

The 'Add Field' checkbox is checked. The 'Page Layout Name' dropdown is set to 'Attendee Layout'. At the bottom, there are buttons for 'Previous', 'Save & New', 'Save', and 'Cancel'.

6. Profiles for users were created by assigning object, field and user permissions.

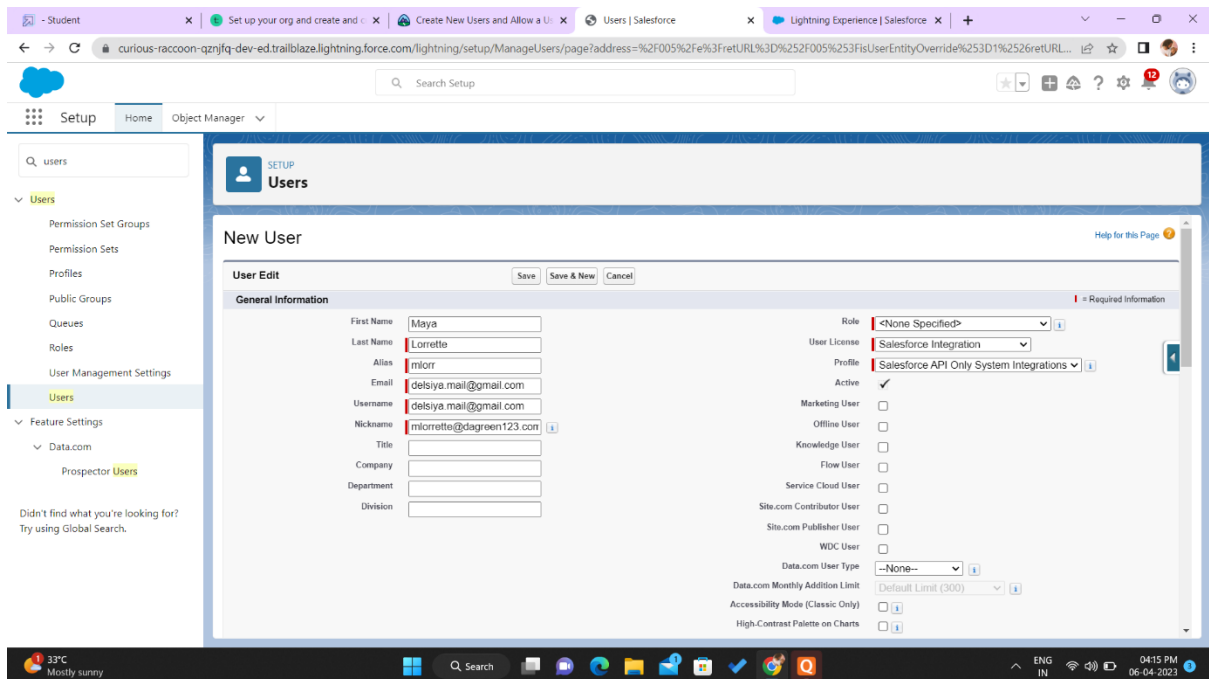
This screenshot shows the 'Standard User' profile page in Salesforce. The page is titled 'Profile: Standard User' and includes a 'Back to List: Profiles' link. It provides information about the profile, including its name, user license, and creation details. The 'Page Layouts' section is expanded, showing the standard object layouts for various objects like Global, Email Application, Home Page Layout, and Account. The 'Profile Detail' section includes buttons for 'Edit', 'Clone', and 'View Users'. The 'Page Layouts' section lists the standard object layouts for various objects, including Global, Email Application, Home Page Layout, and Account. The 'Profile Detail' section includes buttons for 'Edit', 'Clone', and 'View Users'. The 'Page Layouts' section lists the standard object layouts for various objects, including Global, Email Application, Home Page Layout, and Account.

Standard Object Layouts	Global	Email Application	Home Page Layout	Account
Global Layout	[View Assignment]	Not Assigned	DE Default	Account Layout
Object Milestone	Object Milestone Layout	Operating Hours	Opportunity	Opportunity Product
Operating Hours	Operating Hours Layout	Opportunity	Opportunity Product	Order
Opportunity	Opportunity Layout	Opportunity Product	Order	Order Product
Opportunity Product	Opportunity Product Layout	Order	Order Product	

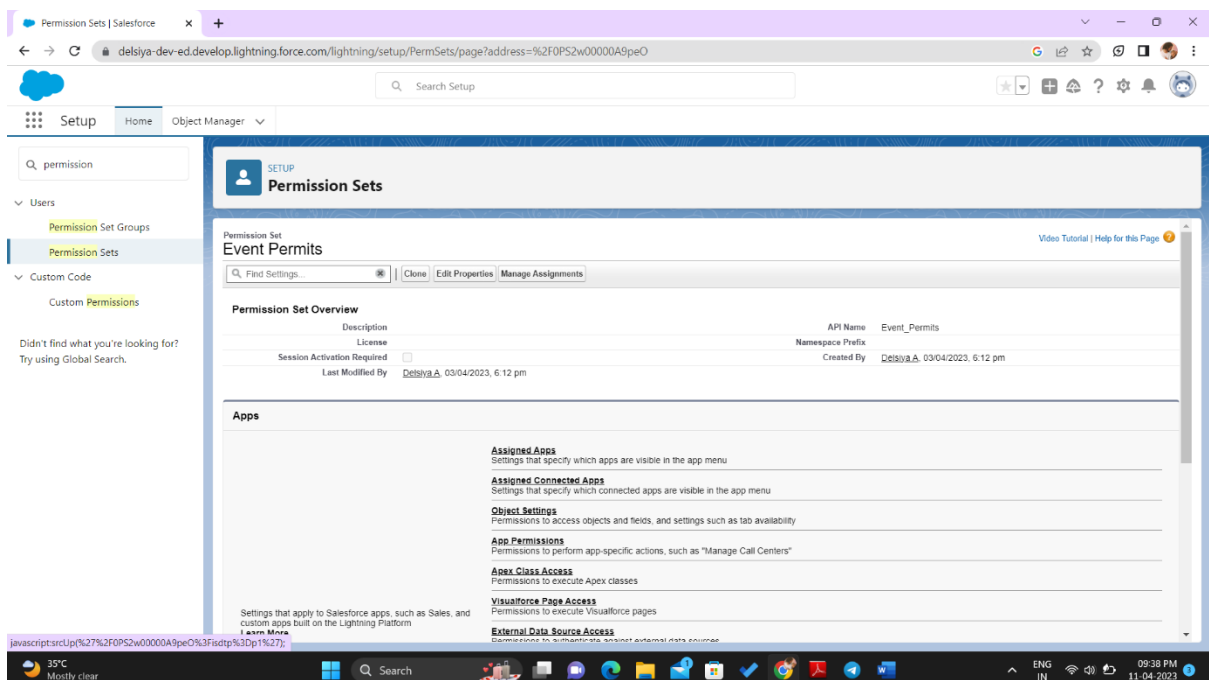
This screenshot shows the 'Event vendors profile' page in Salesforce. The page is titled 'Profile: Event vendors profile' and includes a 'Back to List: Profiles' link. It provides information about the profile, including its name, user license, and creation details. The 'Page Layouts' section is expanded, showing the standard object layouts for various objects like Global, Email Application, Home Page Layout, and Account. The 'Profile Detail' section includes buttons for 'Edit', 'Clone', 'Delete', and 'View Users'. The 'Page Layouts' section lists the standard object layouts for various objects, including Global, Email Application, Home Page Layout, and Account. The 'Profile Detail' section includes buttons for 'Edit', 'Clone', 'Delete', and 'View Users'. The 'Page Layouts' section lists the standard object layouts for various objects, including Global, Email Application, Home Page Layout, and Account.

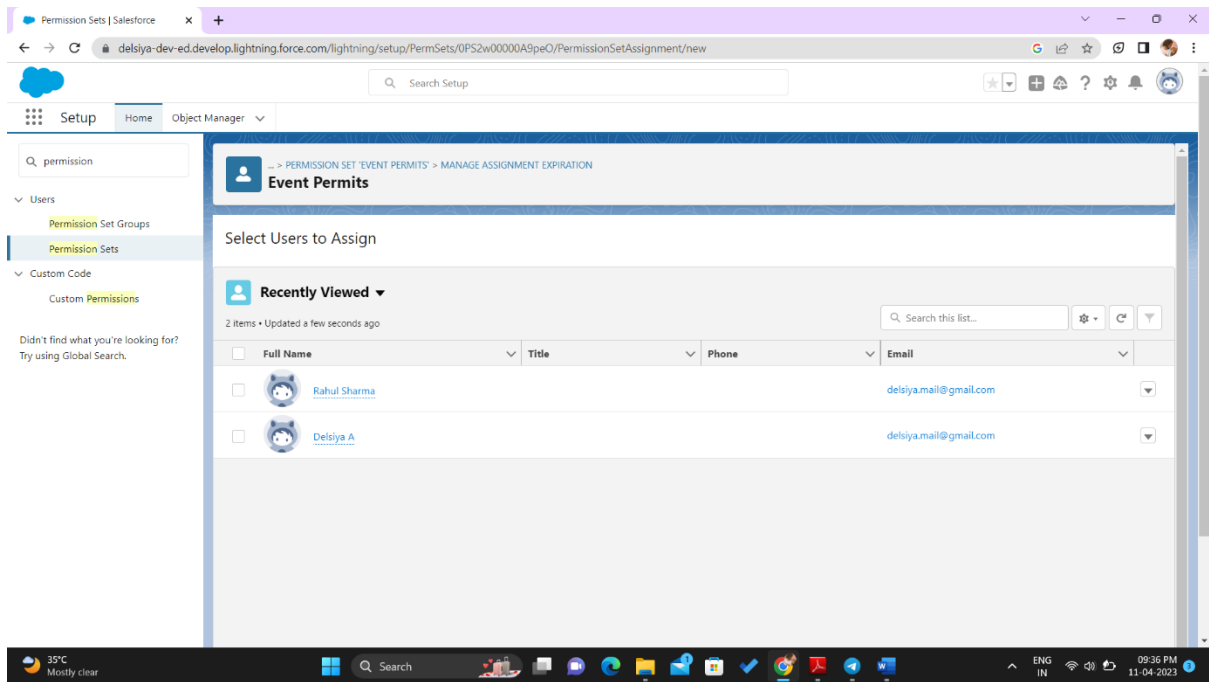
Standard Object Layouts	Global	Email Application	Home Page Layout	Account
Global Layout	[View Assignment]	Not Assigned	DE Default	Account Layout
Object Milestone	Object Milestone Layout	Operating Hours	Opportunity	Opportunity Product
Operating Hours	Operating Hours Layout	Opportunity	Opportunity Product	Order
Opportunity	Opportunity Layout	Opportunity Product	Order	Order Product
Opportunity Product	Opportunity Product Layout	Order	Order Product	

7.Users were created and their roles were assigned to them.

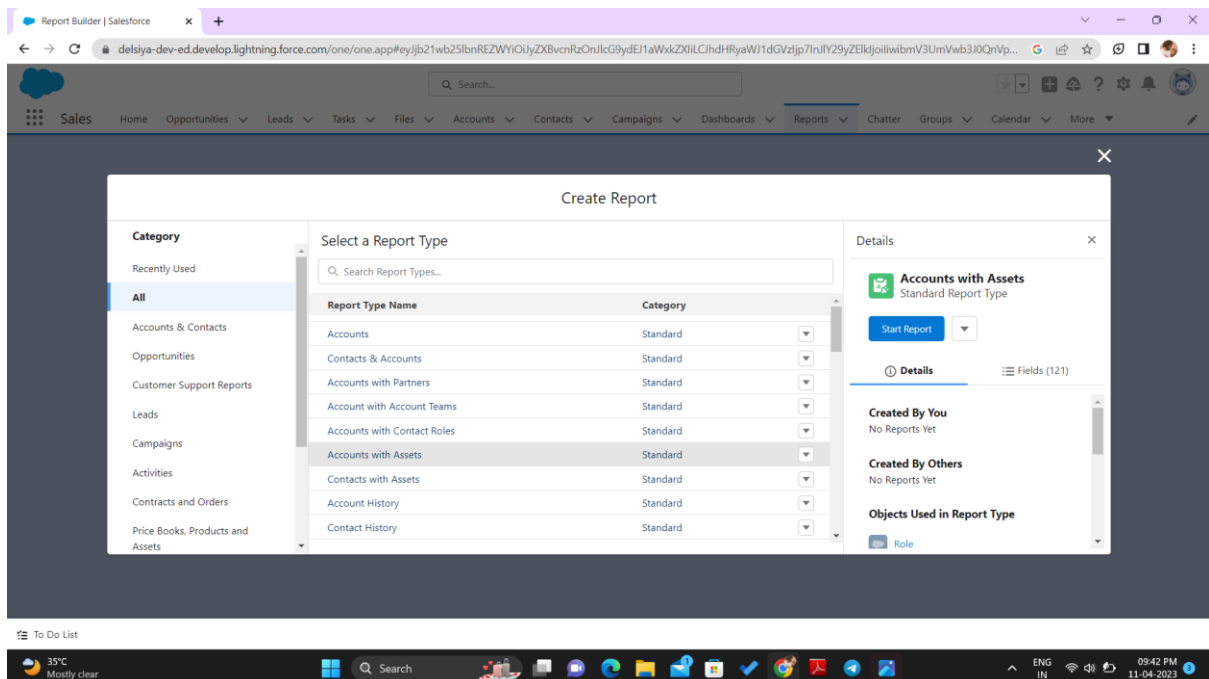


8.Permission sets were created and granted access to the users regardless of their primary job function.





9.A custom Report was created



Event Management System | Salesforce

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Event Management

Report: Accounts
Event Management System

Total Records: 12

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Abisha.P Abisha.P	GenePoint	CA	Customer - Channel	Cold	20/02/2023
2	-	Abisha.P Abisha.P	United Oil & Gas, UK	UK	Customer - Direct	-	20/02/2023
3	-	Abisha.P Abisha.P	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	20/02/2023
4	-	Abisha.P Abisha.P	Edge Communications	TX	Customer - Direct	Hot	20/02/2023
5	-	Abisha.P Abisha.P	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	20/02/2023
6	-	Abisha.P Abisha.P	Pyramid Construction Inc.	-	Customer - Channel	-	20/02/2023
7	-	Abisha.P Abisha.P	Dickenson plc	KS	Customer - Channel	-	20/02/2023
8	-	Abisha.P Abisha.P	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	20/02/2023
9	-	Abisha.P Abisha.P	Express Logistics and Transport	OR	Customer - Channel	Cold	20/02/2023
10	-	Abisha.P Abisha.P	University of Arizona	AZ	Customer - Direct	Warm	20/02/2023
11	-	Abisha.P Abisha.P	United Oil & Gas Corp.	NY	Customer - Direct	Hot	20/02/2023
12	-	Abisha.P Abisha.P	sForce	CA	-	-	20/02/2023

Report Builder | Salesforce

627106abishagmailcom-dev-ed.develop.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWY0IjYXZBvcnRzOnlucG9ydEJ1aWxkZXIiLCJhdHRyaWJ1dGVzlj...

Event Management

Report: Events
New Events Report

Total Records: 3

	Event: Event Name	city	start date	end date
1	Birthday function	madurai	05/05/2023, 8:30 pm	05/05/2023, 11:30 am
2	Wedding	Tenkasi	26/04/2023, 11:00 am	28/04/2023, 3:30 pm
3	Ear piercing ceremony	Tirunelveli	29/04/2023, 8:45 am	29/04/2023, 1:00 pm

4. Trailhead Profile Public URL

Team Lead -

<https://trailblazer.me/id/abisha12112002>

Team Member 1 - <https://trailblazer.me/id/delsiya>

Team Member 2 - <https://trailblazer.me/id/divys39>

Team Member 3 - <https://trailblazer.me/id/g1302>

5.ADVANTAGES & DISADVANTAGES

Advantages

1. Management Software Offers Specific Benefits to Several Industries
- 2.Event Reduce Costs of Event Planning
- 3.Take and Manage Bookings in Minutes
- 4.Effective Lead Management
- 5.Better business decisions with complete reporting

Disadvantages

- 1.Time consuming process
- 2.More human power required
- 3.Lack of funds and sponcers
- 4.Not useful in emergency situations

5.It is inflexible and rigid

6.APPLICATIONS

It may help collecting perfect management in details. In a very short time, the collection will be obvious, simple and sensible. It will help a person to know the management of passed year perfectly and vividly. It also helps in current all works relative to Event Management System. It will be also reduced the cost of collecting the management & collection procedure will go on smoothly.

Our project aims at Business process automation, i.e. we have tried to computerize various processes of Event Management System.

In computer system the person has to fill the various forms & number of copies of the forms can be easily generated at a time.

In computer system, it is not necessary to create the manifest but we can directly print it, which saves our time.

To assist the staff in capturing the effort spent on their respective working areas.

To utilize resources in an efficient manner by increasing their productivity through automation.

7.CONCLUSION

Our project is only a humble venture to satisfy the needs to manage their project work. Several user friendly coding have also adopted. This package shall prove to be a powerful package in satisfying all the requirements of the school. The objective of software planning is to provide a frame work that enables the manger to make reasonable estimates made within a limited time frame at the beginning of the software project and should be updated regularly as the project progresses.

8.FUTURE SCOPE

In a nutshell, it can be summarized that the future scope of the project circles around maintaining information regarding:

1. We can add printer in future.
2. We can give more advance software for Event Management System including more facilities
3. We will host the platform on online servers to make it accessible worldwide
4. Integrate multiple load balancers to distribute the loads of the system
5. Create the master and slave database structure to reduce the overload of the database queries
6. Implement the backup mechanism for taking backup of codebase and database on regular basis on different servers

The above mentioned points are the enhancements which can be done to increase the applicability and usage of this project. Here we can maintain the records of Event and Booking. Also, as it can be seen that now-a-days the players are versatile, i.e. so there is a scope for introducing a method to maintain the Event Management System.