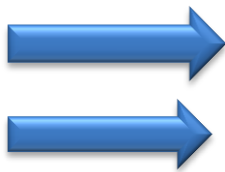# Project Report

INTRODUCTION

Project overview:

The project aim to build an event management system from the very beginning of planning all the way to post – event strategizing.

We created

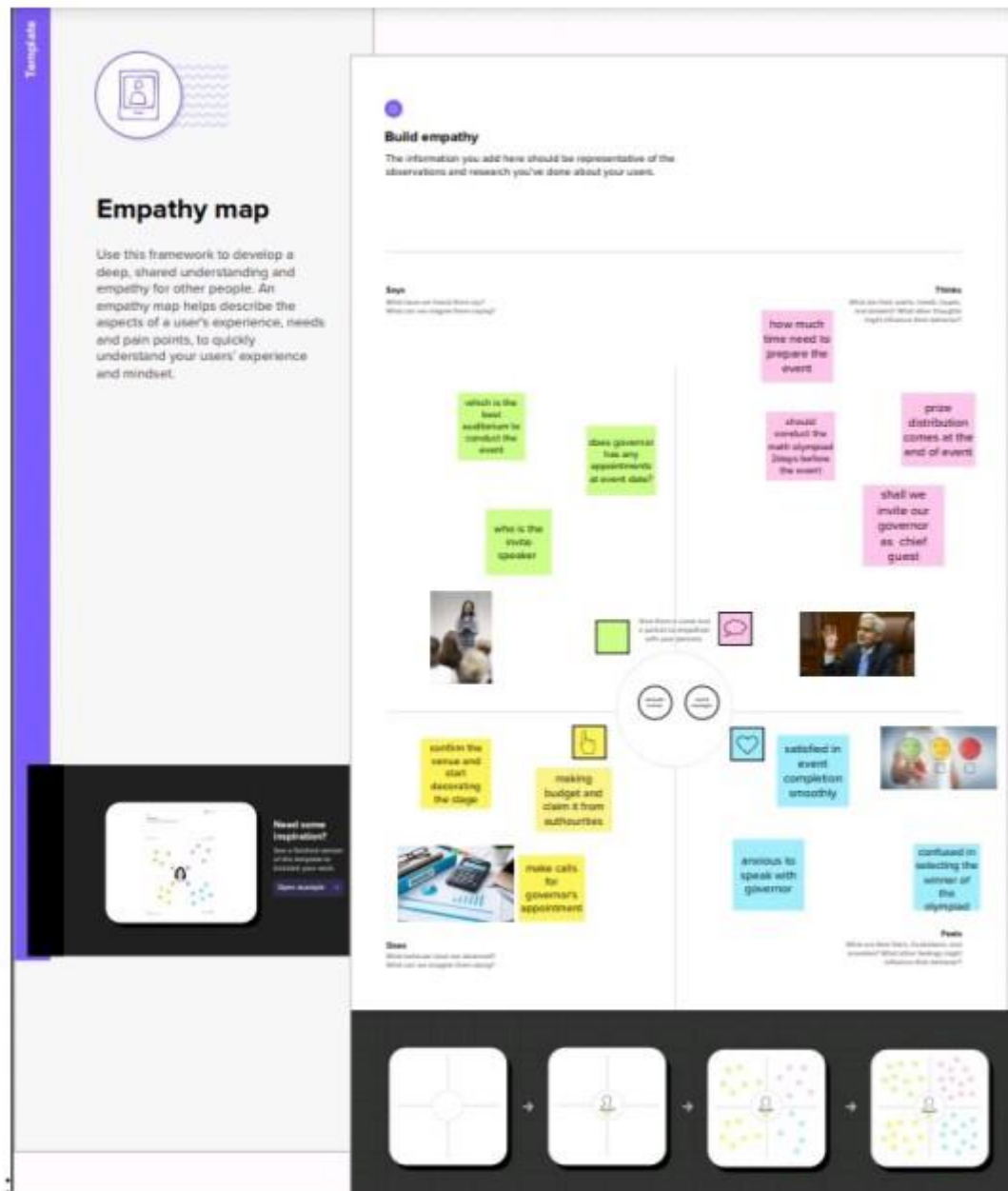Event Management system app.

Objects and fields for our app.

Purpose of our app

Event managers can take decision such as time, location and theme of their event.

They can oversee the event love and make sure things smoothly.

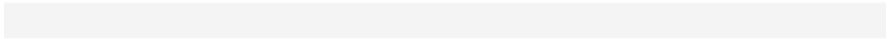They can review event data and ROI findings.

1.Problem definition and desing thinking

2. IDEATION AND BRAIN STROMING MAP

2.2 Ideation and Brainstroming Map:

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ **10 minutes**

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
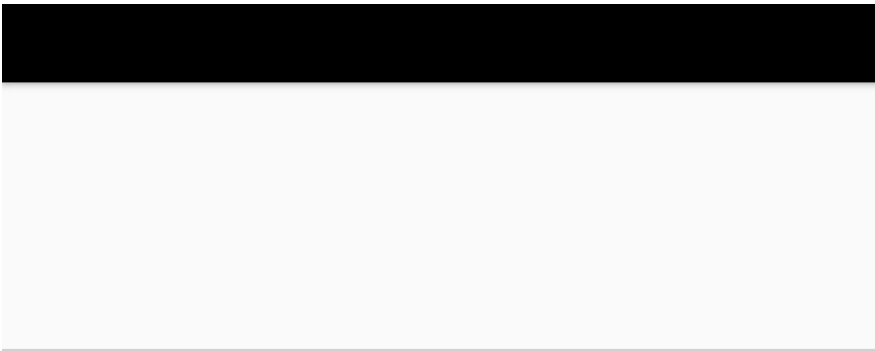
⏱ 5 minutes

how to avoid understaffing an event ?

Key rules of brainstorming
To run an smooth and productive session

Stay in topic.   Encourage wild ideas.

② Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 10 minutes

Person 1

- define the scope of the project.
- design the data project.
- set up Salesforce
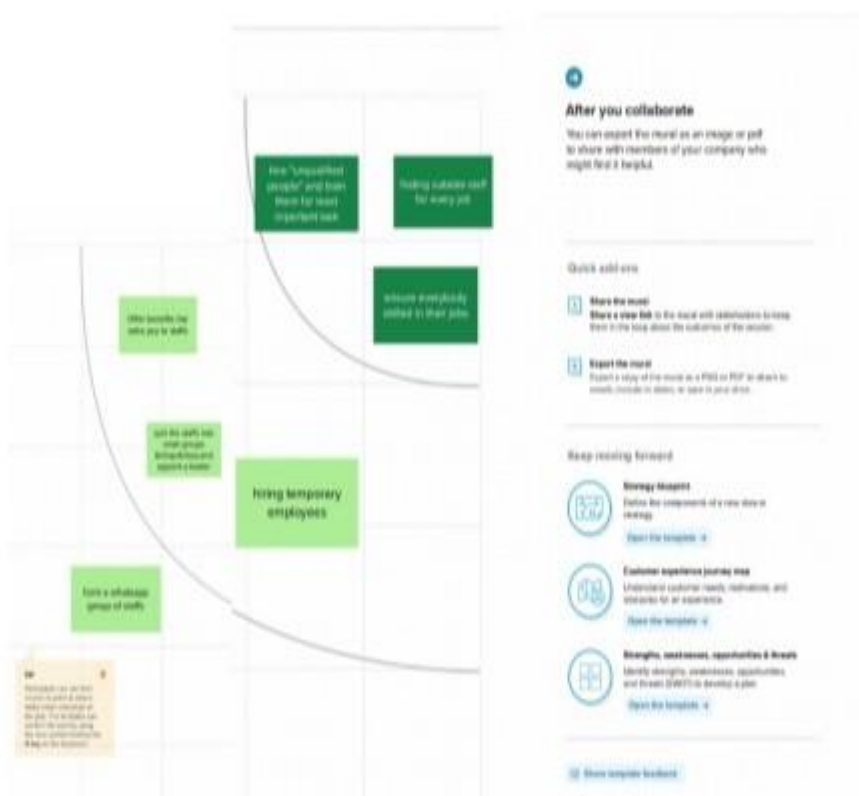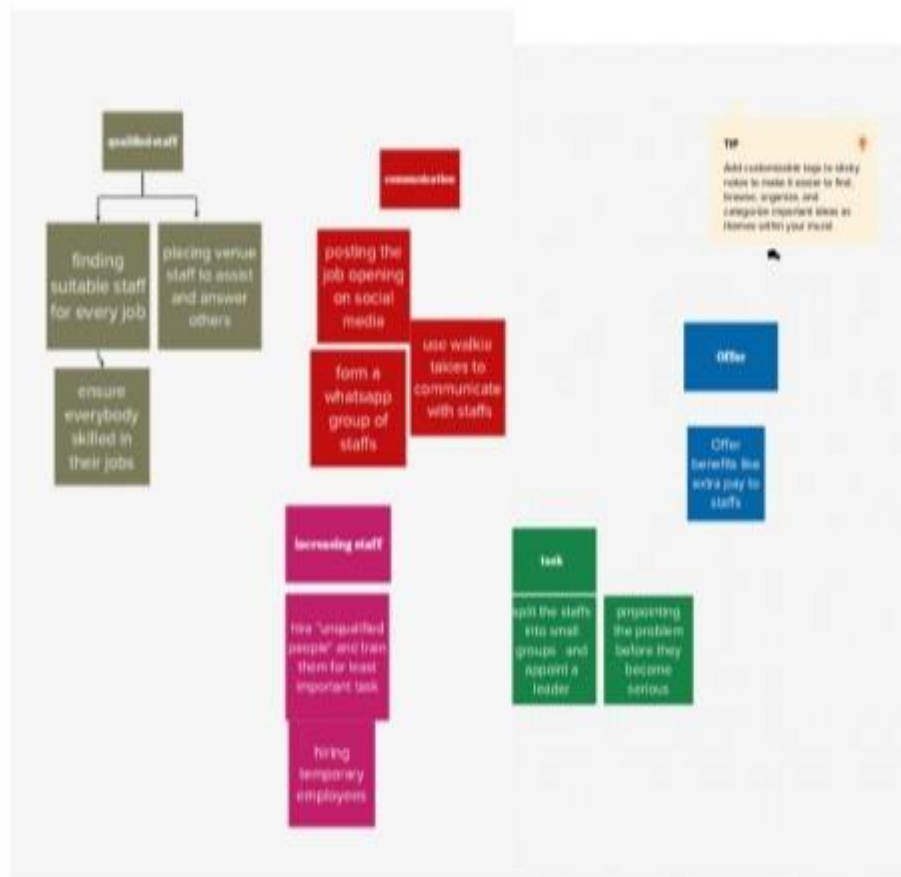- configure custom objecct

Person 2

- Define custom fields
- Create validation rules
- Set up page layout
- Configure automation.

Person 3

- Create custom reports and cashboard.
- Integrate with other system
- Define user roles and permissions.
- Set up email templates.

Person 4

- Configure payment processing.
- define event workflows.
- test the system.

qualified staff

- finding suitable staff for every job
- placing venue staff to assist and answer others
  - ensure everybody skilled in their jobs

communication

- posting the job opening on social media
- use walkie talkies to communicate with staffs
- form a whatsapp group of staffs

Increasing staff

- hire "unqualified people" and train them for least important task
- hiring temporary employees

task

- split the staffs into small groups and appoint a leader
- preparing the problem before they become serious

Offer

- Offer benefits like extra pay to staffs

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural

After you collaborate
You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- **Share the mural** Share a view link to the mural with stakeholders to keep them in the loop about the outcome of the session.
- **Export the mural** Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

Keep moving forward

- **Strategy blueprint** Define the components of a new idea or strategy. Open the template
- **Customer experience journey map** Understand customer needs, motivations, and obstacles for an experience. Open the template
- **Strengths, weaknesses, opportunities & threats** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. Open the template

RESULT

Object name	Field label	Data type
Event	city	Text
	Start date	Date /time
	End date	Date /time

attendees	Id	Auto number
	Phone	Phone
	Email	Email
	Student	Picklist
	ticket	picklist

vendor	Email	Email
	phone	Phone
	Service provider	Text
	Event name	look-up-relationship

1.MILESTONE

Creating a salesforce developer org:
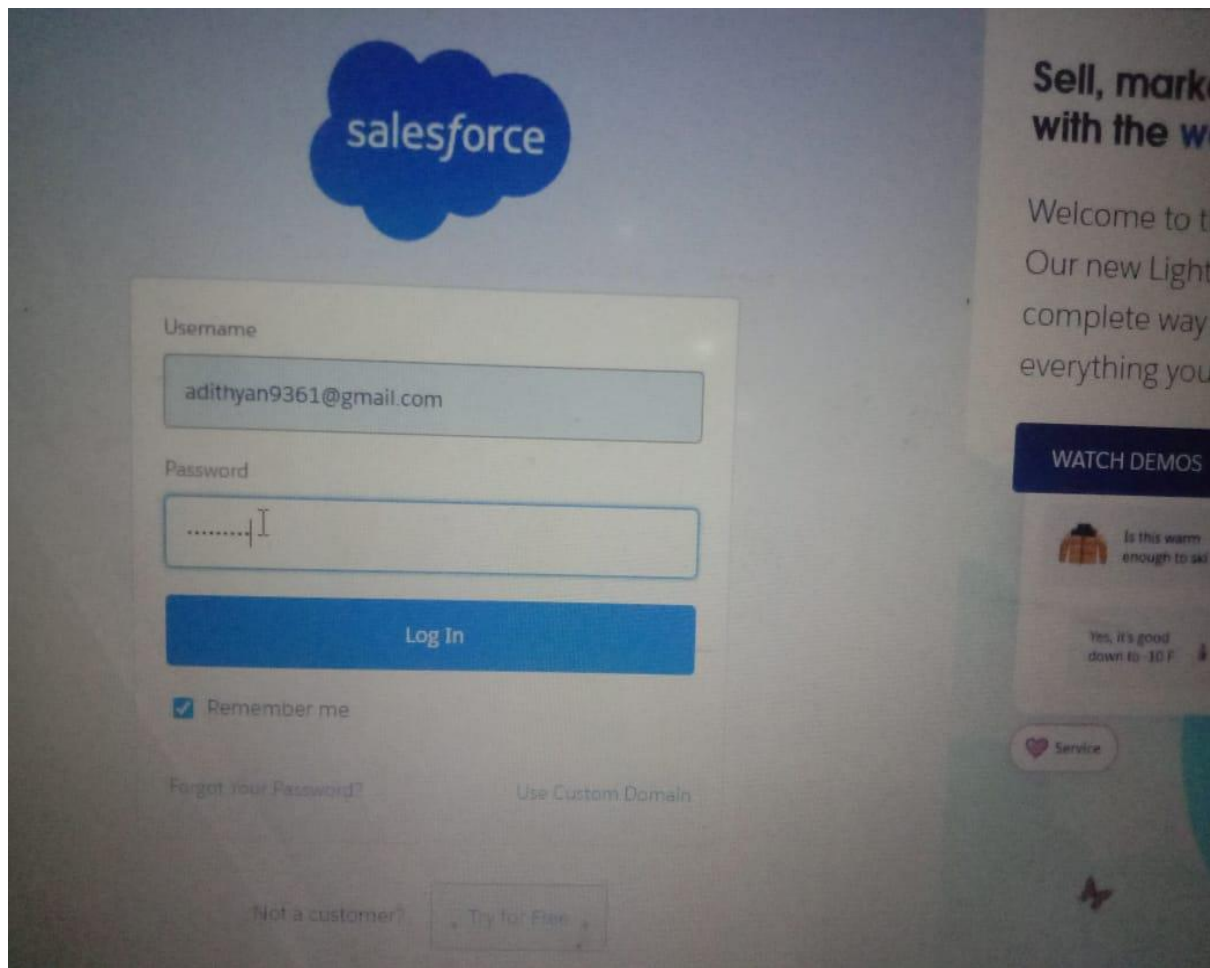
2.MILESTONE

Creation of attendee object
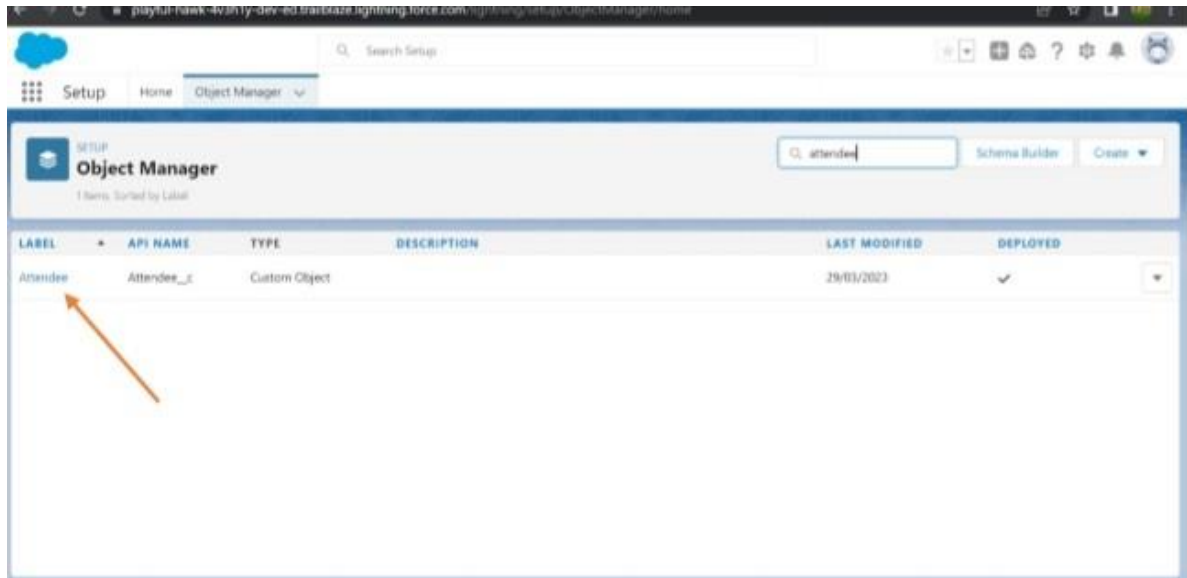
Creation of speaker object ;
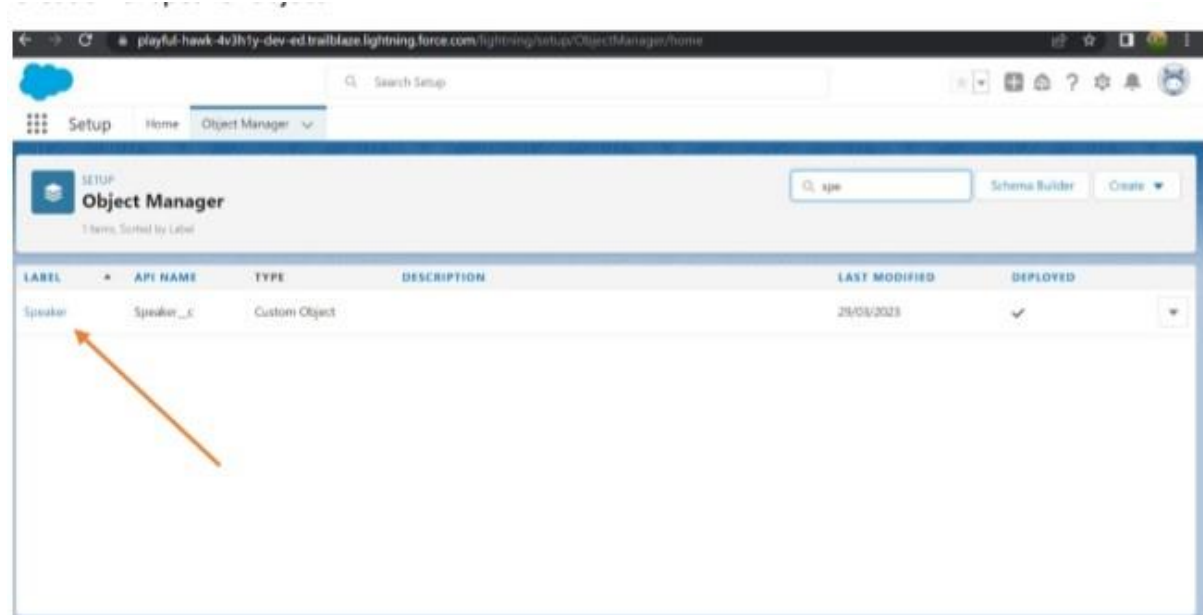
Creation of vendor object :
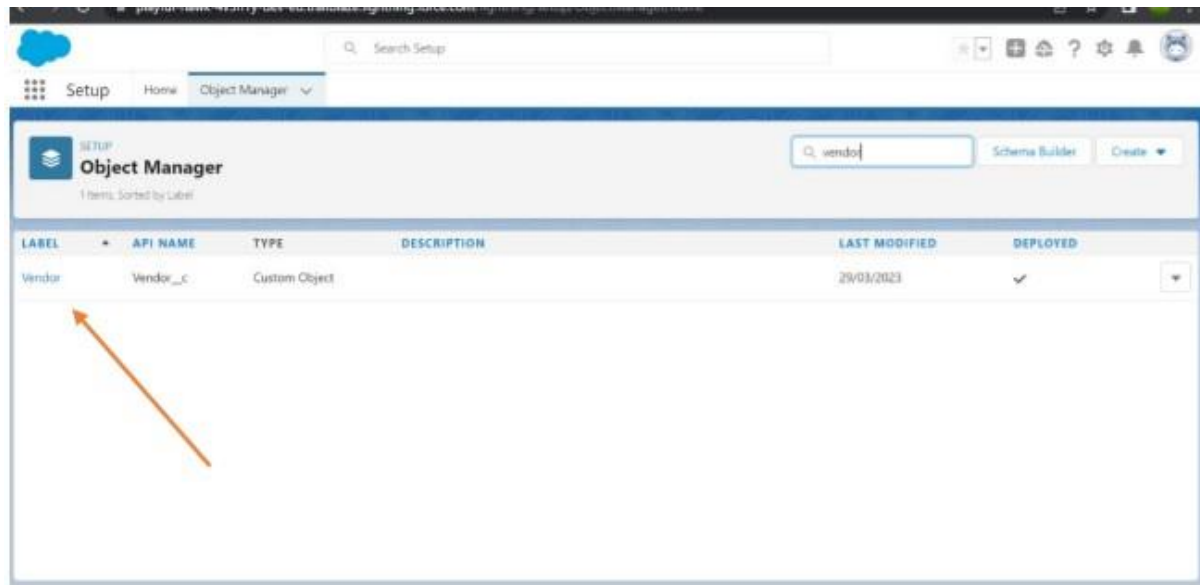
MILESTONE 3

Creation of tabs for objects such as event, attendee, speaker and vendor
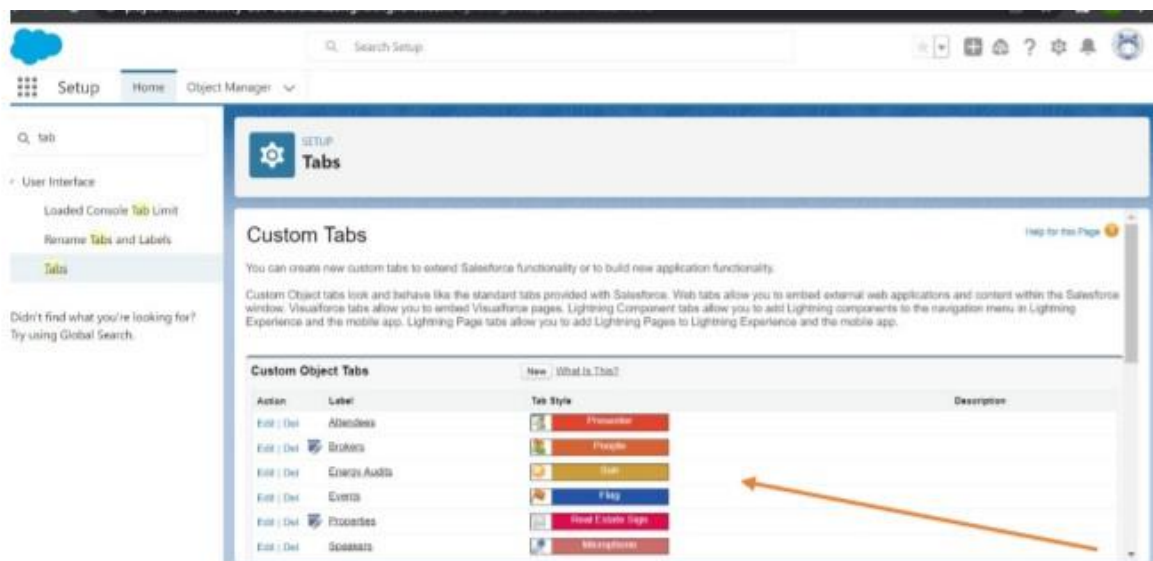
Creation of event management app from app manager :
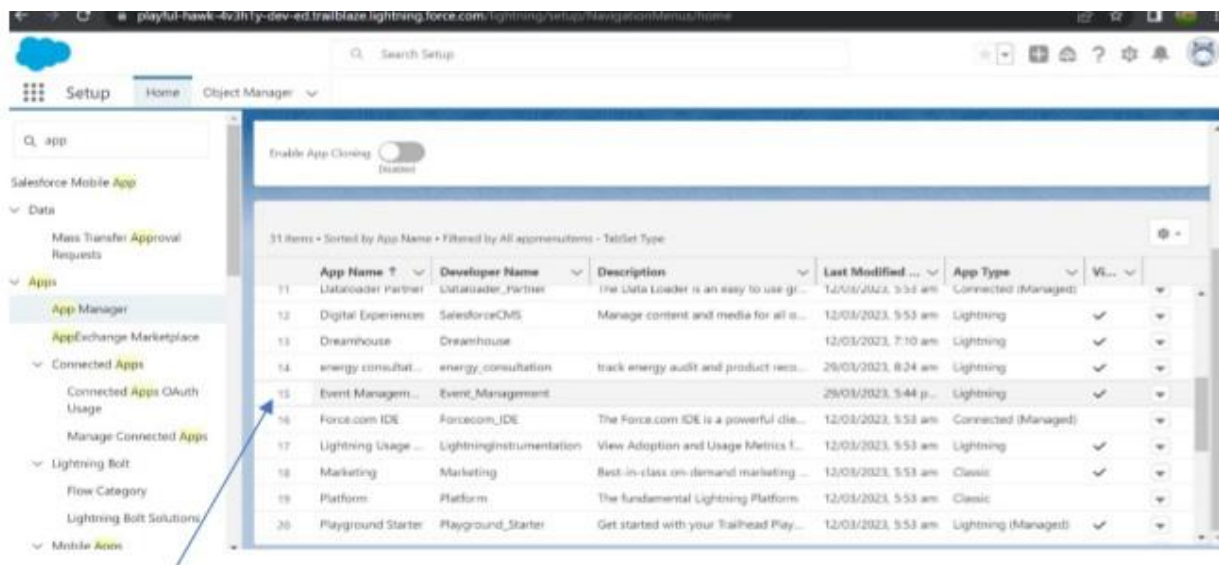
4.MILESTONE

Creation of fields for event object:
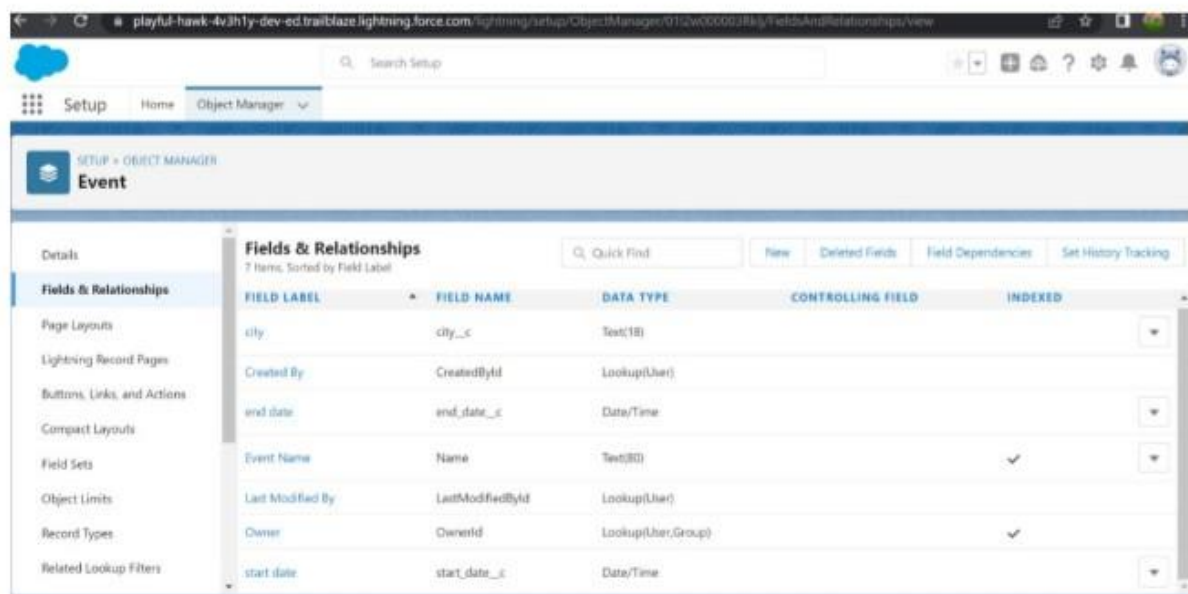
Creation of fields for attendee object:

Creation of field for attendee object :

Creation of fields for speaker object:

Creation of field for speaker object :

Creation of fields for vendor object:

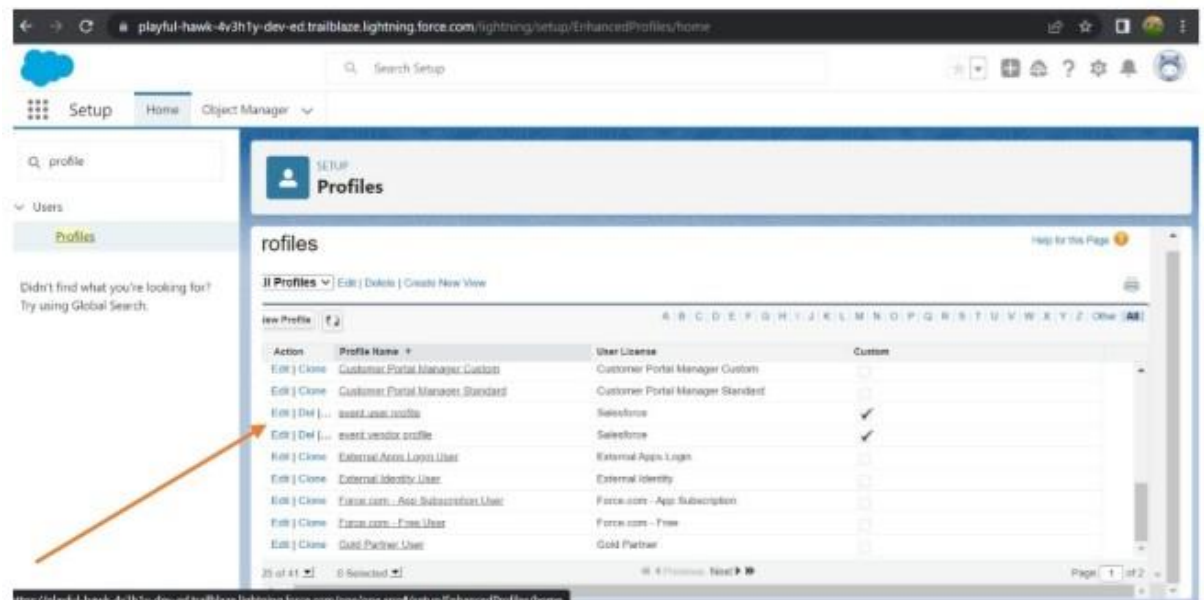Creation of field for vendor object :
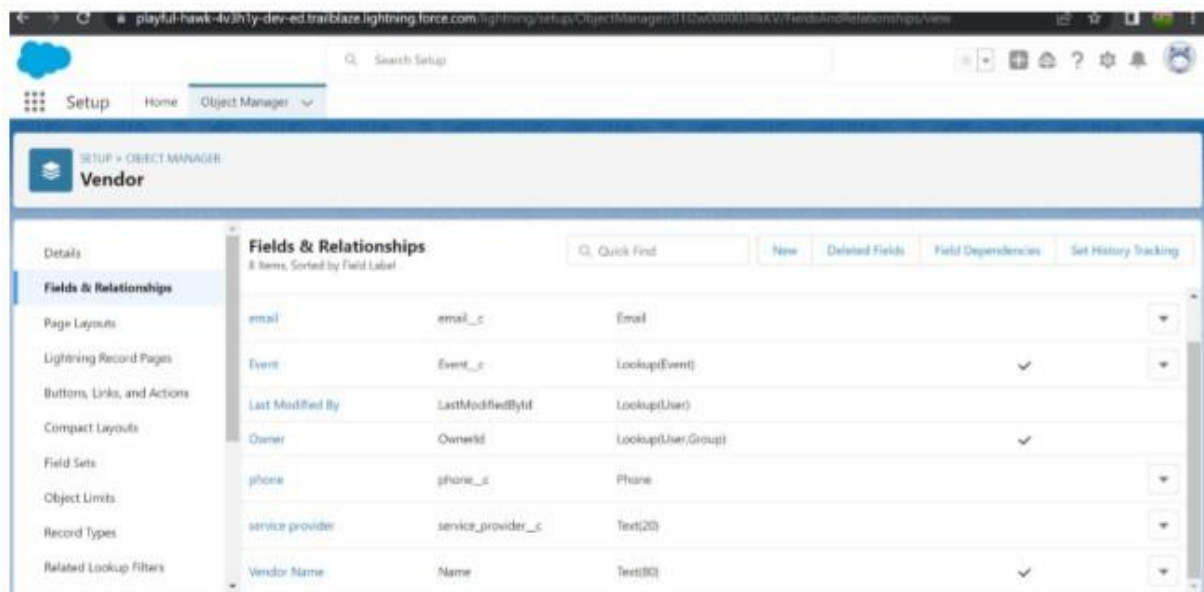
Milestone5:
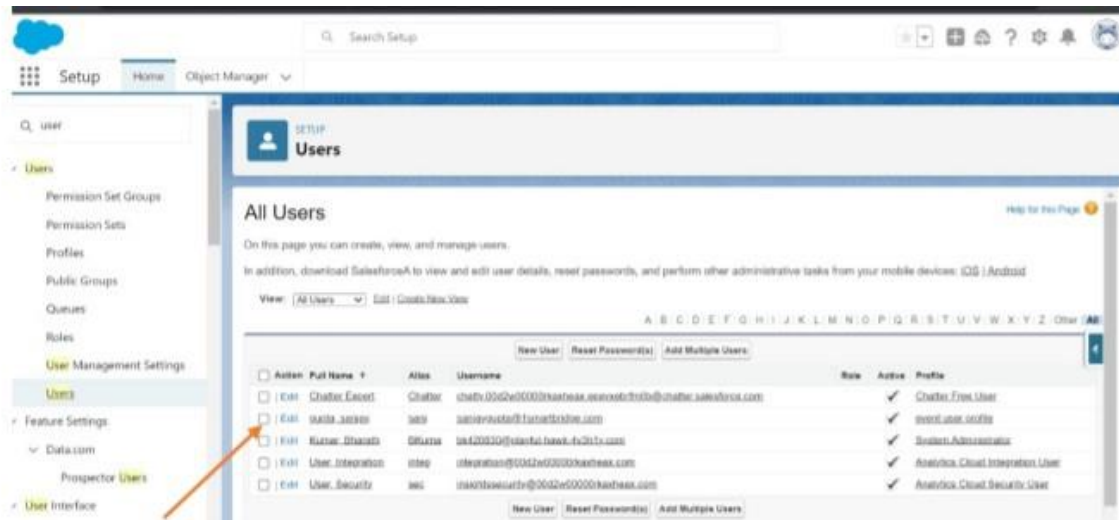
5.MILESTONE

Creation of profiles

Event profile and vendor profile :
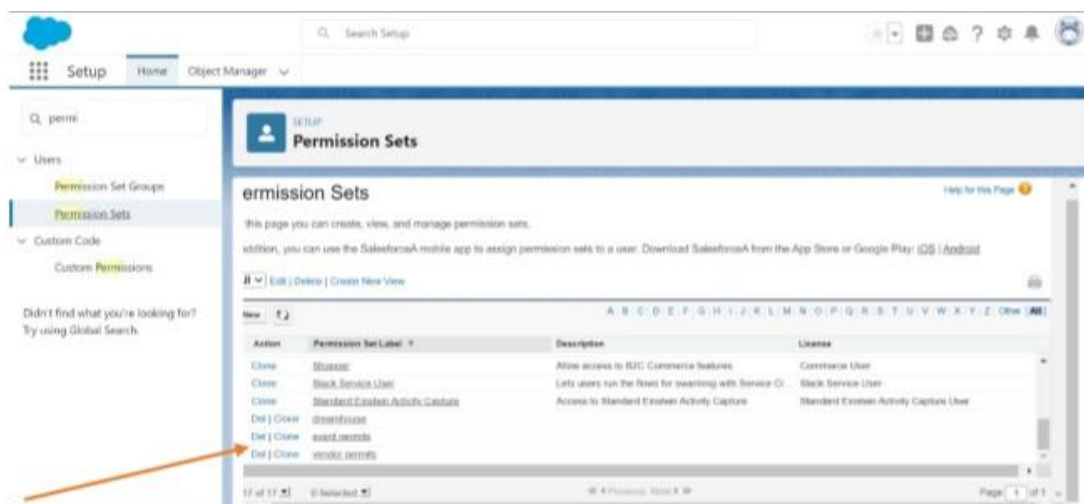
6.MILESTONE :

Creating users:

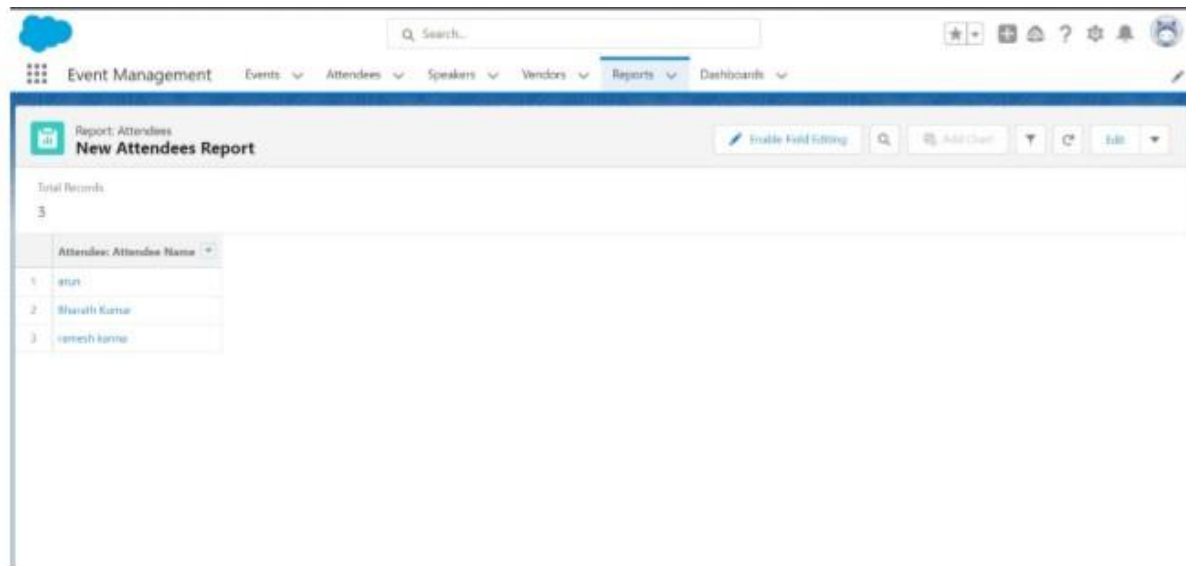Sanjay gupta

7.MILESTONE

8.Creation of permission set :

Event permit and vendor permit :

8.MILESTONE

Creating report

ADVANTAGES AND DISADVANTAGES

Since our event management app and salesforce data both exist within the same platform,no data transfer required.

Our app built on salesforce.So we don't have to deal with interruption. Suppose it is a third party app then,there is no way to guatantee reliability.

Our app is not a salesforce native app.So it's a completely external solution that must be manually integrated to work with salesforce system.

APPLICATION

Our app could be used in the process of

Creating a conference

A product launch

An internal sales kick-off

Wedding

CONCLUTION

We build an event management app

Created new objects and fields

Giving permission to users to access our app

Future scope

Enhance the use of opportunity and products with contracts and orders to build out a benefit management object to identity sponsorship levels and fulfilment request.

Inventory and contract management: allow tracking of individual sponser benifits by products.