**Project Title:** MAX FIT Event Management CRM  
**Phase:** 1

**Problem Statement:**  
MAX FIT faces challenges in managing events, tracking attendees, coordinating speakers, and maintaining location details effectively. Manual processes such as spreadsheets or disconnected tools cause errors, overbooking, poor communication, and lack of transparency. This results in inefficient event management, attendee dissatisfaction, and limited insights for organizers and management.

The MAX FIT Event Management CRM aims to overcome these issues by providing a Salesforce-based application that:

* Centralizes event, attendee, speaker, organizer, and location records.
* Automates attendee registration, seat tracking, and email confirmations.
* Ensures data validation, duplicate prevention, and role-based access.
* Offers dashboards and reports for real-time monitoring of events, attendance, and speaker engagement.

**Problem Understanding & Industry Analysis**  
This phase focuses on analyzing event management operations, identifying stakeholder needs, and aligning the CRM solution with best practices in fitness event management. The key activities include:

**1. Requirement Gathering**

* Understand MAX FIT needs: event tracking, attendee registration, speaker coordination, and location management.
* Key requirements include automated registration confirmation emails, seat availability tracking, duplicate record prevention, and real-time reporting.

**2. Stakeholder Analysis**

* **Admin:** Configures and maintains the Salesforce CRM system.
* **Event Organizer:** Creates and manages events, monitors attendees and speakers.
* **Attendee:** Registers for events and tracks their participation.
* **Speaker:** Assigned to events and manages session participation.

**3. Business Process Mapping**

* **Example Flow:** Event is created → Organizer assigns speaker and location → Attendee registers → System validates remaining seats → Attendee receives confirmation email → Event dashboards update → Organizers track participation and engagement.

**4. Industry-Specific Use Case Analysis**

* Fitness events require accurate attendee tracking, seat management, and speaker coordination.
* Errors in registration or location details can harm attendee experience and brand reputation.
* Automated communication improves engagement and satisfaction.
* Reporting and dashboards provide insights for planning future events and resource allocation.

**5. AppExchange Exploration**

* While there are event management solutions available on Salesforce AppExchange, this project focuses on a custom-built solution to:
  + Understand Salesforce platform development.
  + Implement best practices in object design, automation, and Lightning Web Components.
  + Address MAX FIT’s specific requirements for event, attendee, speaker, and location management.