**Problem Statement Document**  
**Title:** MAX FIT Event Management CRM

**1. Problem**  
MAX FIT organizes multiple events and workshops for fitness enthusiasts, but currently struggles with managing event details, tracking attendee registrations, coordinating speakers, and maintaining location information. Using manual methods or disconnected tools leads to errors, overbooking, poor communication, and limited insights into event performance.

**2. Objectives**

* Create a centralized Salesforce system to manage events, attendees, speakers, organizers, and locations.
* Automate attendee registration, seat tracking, and email confirmations for both attendees and speakers.
* Enable real-time dashboards and reports for event attendance, speaker engagement, and location utilization.
* Ensure proper validation, duplicate checks, and role-based access for Event Organizers, Attendees, and Speakers.

**3. Scope**  
The Salesforce CRM application will include:

* Custom objects for Event, Attendee, Speaker, Event Organizer, Location, and Error Log.
* Automation with validation rules, duplicate rules, triggers, batch processes, and email notifications.
* Lightning Web Components for event creation, event detail display, attendee & speaker management, and community access.
* Role-based access, sharing rules, and community setup for Organizers and Attendees to view and register for events.
* Integration with external APIs (e.g., Smarty Streets) for location verification and address validation.

**4. Impact**  
The CRM will reduce manual work, prevent overbooking, improve attendee and speaker experience, and provide actionable insights on event performance. It will allow MAX FIT to manage events efficiently, improve communication, and focus on delivering high-quality fitness experiences instead of administrative tasks.