

EVENT MANAGEMENT SYSTEM

A PROJECT REPORT

TEAM ID : NM2023TMID04665

Submitted by

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BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1. INTRODUCTION :

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to thrive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, life style and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fund raising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

1.1 OVERVIEW :

In this project we explored “Build an event management system using salesforce”. Initially we created salesforce login Id using salesforce .com website. Afterwards we completed course videos. Created empathy map ideation and Brainstorming using mural account. Then we created objects, tabs, applications, fields, profiles, user and permission sets and finally reports. Finally, we created GitHub account and submitted project through GitHub.

1.2 PURPOSE :

At the start, an event manager makes planning decision , such as the time, location , and theme of their event. During an event, event managers observes the events live and make sure things run smoothly. after an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

2.PROBLEM DEFINITION & DESIGN THINKING :

2.1 EMPATHY MAP

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

- 1) create a shared understanding of user needs, and
- 2) aid in decision making



2.2 BRAINSTORMING :

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.



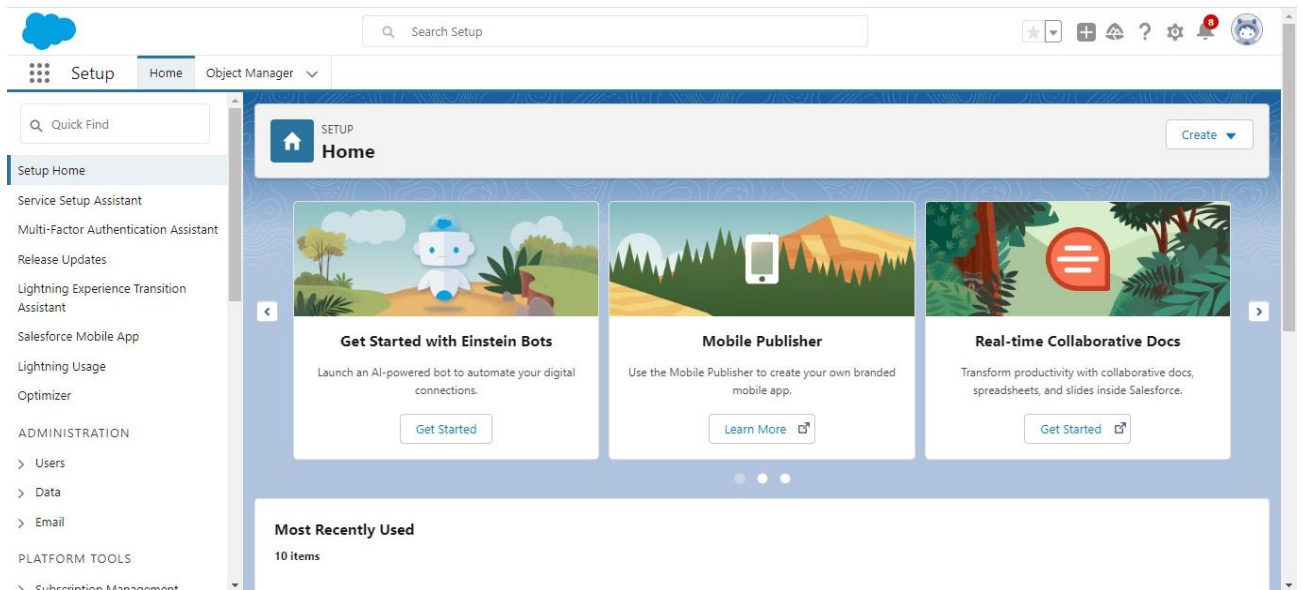
3. RESULT

3.1 DATA MODEL

Object Name	Fields in the Object	
Obj 1 : EVENT	Field Label	Data type
	City	Text
	Start Date	Date/Time
Obj 2 : ATTENDEE	Field Label	Data type
	Id	Auto number
	Phone	Phone
Obj 3 : SPEAKER	Field Label	Data type
	Bio	Text Area
	E-mail	Email
Obj 4 : VENDOR	Field Label	Data type
	E-mail	Email
	Phone	Phone

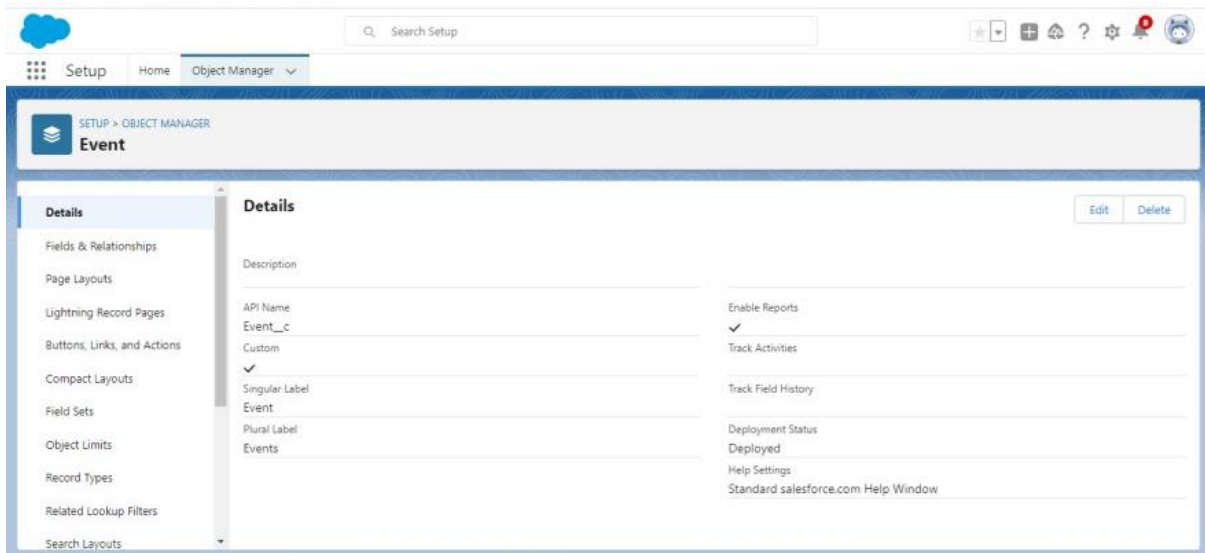
3.2 ACTIVITIES & SCREENSHOT

MILESTONE 1 :

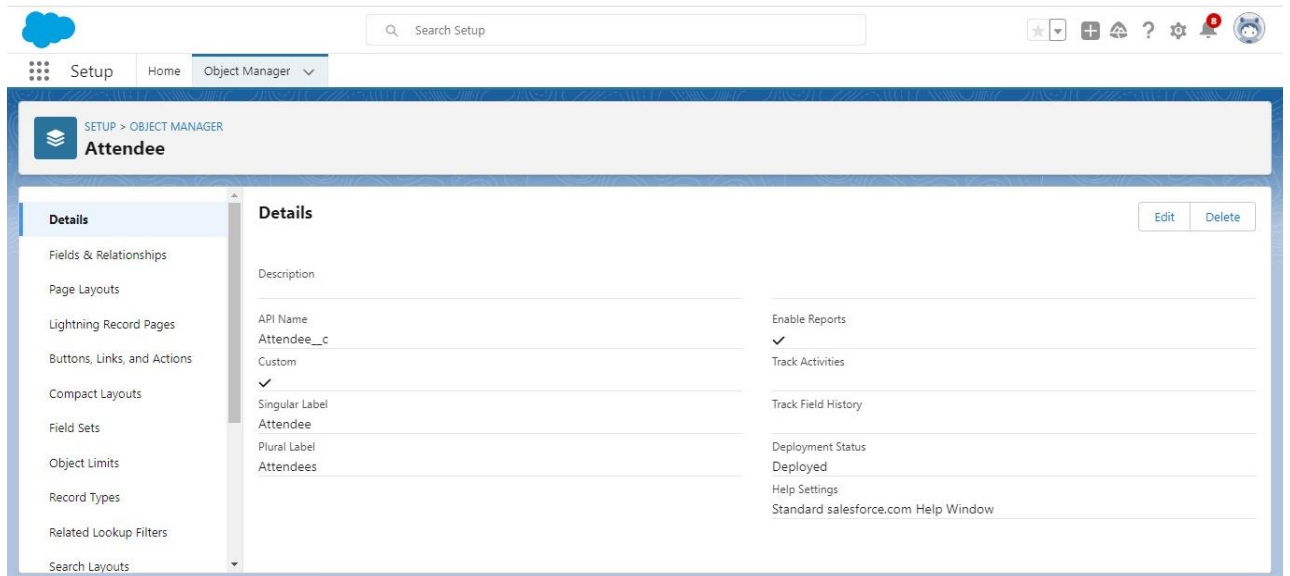


Milestone 2 : Object

Activity 1: Event Management



Activity 2: Attendees Object



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The top navigation bar includes the Salesforce logo, a search bar, and various utility icons. The left sidebar shows the 'Setup' menu with 'Object Manager' selected. The main content area is titled 'Attendee' and contains a 'Details' section. The 'Details' section has a left-hand menu with options: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The 'Details' section itself is divided into two columns. The left column contains: Description, API Name (Attendee__c), Custom (checked), Singular Label (Attendee), and Plural Label (Attendees). The right column contains: Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. There are 'Edit' and 'Delete' buttons in the top right corner of the details section.

Setup > OBJECT MANAGER
Attendee

Details Edit Delete

Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts

Description

API Name
Attendee__c

Custom
✓

Singular Label
Attendee

Plural Label
Attendees

Enable Reports
✓

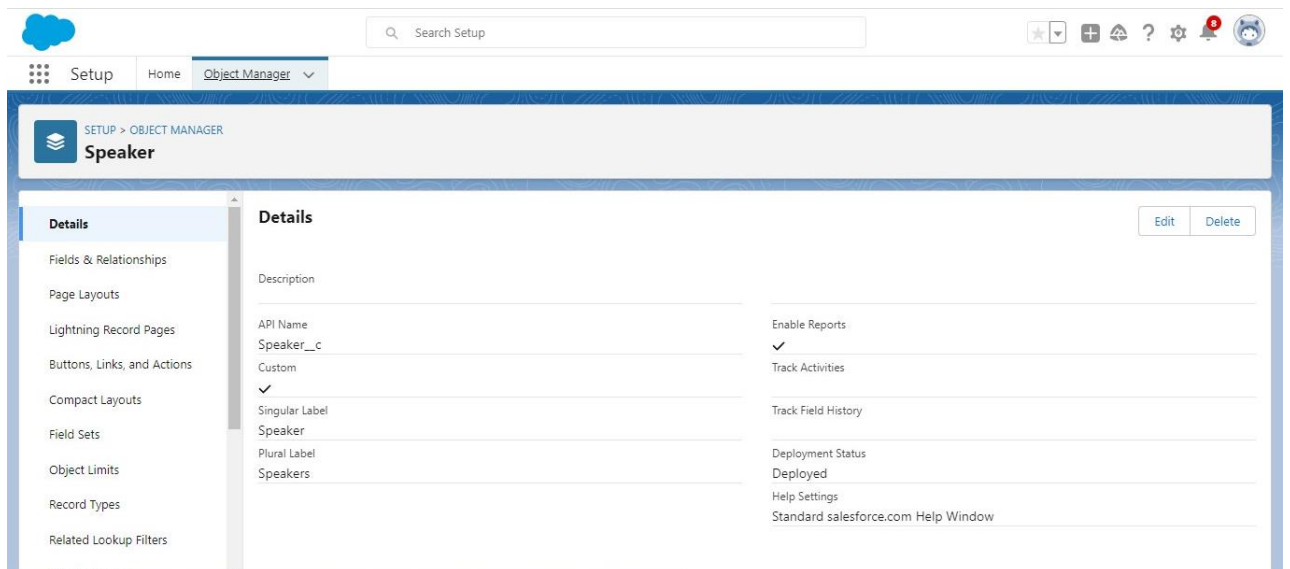
Track Activities

Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

Activity 3: Speaker Object



The screenshot shows the Salesforce Setup interface for the 'Speaker' object. The top navigation bar includes the Salesforce logo, a search bar, and various utility icons. The left sidebar shows the 'Setup' menu with 'Object Manager' selected. The main content area is titled 'Speaker' and contains a 'Details' section. The 'Details' section has a left-hand menu with options: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The 'Details' section itself is divided into two columns. The left column contains: Description, API Name (Speaker__c), Custom (checked), Singular Label (Speaker), and Plural Label (Speakers). The right column contains: Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. There are 'Edit' and 'Delete' buttons in the top right corner of the details section.

Setup > OBJECT MANAGER
Speaker

Details Edit Delete

Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts

Description

API Name
Speaker__c

Custom
✓

Singular Label
Speaker

Plural Label
Speakers

Enable Reports
✓

Track Activities

Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

Activity 4: Vendors object

The screenshot shows the Salesforce Setup interface. The top navigation bar includes 'Setup', 'Home', and 'Object Manager'. The left sidebar lists various configuration options under 'Details', with 'Fields & Relationships' selected. The main content area displays the 'Vendor' object details, including its API Name (Vendor__c), Custom status, Singular Label (Vendor), Plural Label (Vendors), and various settings like 'Enable Reports' (checked), 'Track Activities', 'Track Field History', 'Deployment Status' (Deployed), and 'Help Settings' (Standard salesforce.com Help Window). 'Edit' and 'Delete' buttons are visible in the top right corner.

Milestone 3 –Tab:

Activities 1,2,3,4:

Event tab, Attendee tab, Speaker tab, vendor tab:

The screenshot shows the Salesforce Setup interface for the 'Tabs' section. The left sidebar lists 'User Interface' options, with 'Tabs' selected. The main content area displays the 'Custom Tabs' configuration page. It includes a 'Custom Object Tabs' table with columns for Action, Label, Tab Style, and Description. The table lists four tabs: 'Attendees' (Chess piece style), 'Events' (Chess piece style), 'Speakers' (Chess piece style), and 'Vendors' (Chip style). Below the table, there is a 'Web Tabs' section indicating that no web tabs have been defined.

Action	Label	Tab Style	Description
Edit Del	Attendees	Chess piece	
Edit Del	Events	Chess piece	
Edit Del	Speakers	Chess piece	
Edit Del	Vendors	Chip	

Activity:

← Lightning App Builder

⚙️ App Settings

📄 Pages ▾

Event Management

🔍 ? Help

App Settings

App Details & Branding

App Options

Utility Items (Desktop Only)

Navigation Items

User Profiles

App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

App Details

App Branding

* App Name ⓘ

Event Management

* Developer Name ⓘ

Vanmathi

Description ⓘ

Build an Event Management system

Image ⓘ

Upload

Primary Color Hex Value ⓘ

■ ▾

#0070D2

Org Theme Options

☐ Use the app's image and color instead of the org's custom theme

App Launcher Preview

EM

Event Management
Build an Event Management system

Milestone 4-Fields:

Activity 1: Fields for the Event objects

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Event

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Fields & Relationships

8 Items, Sorted by Field Label

Quick Find

New

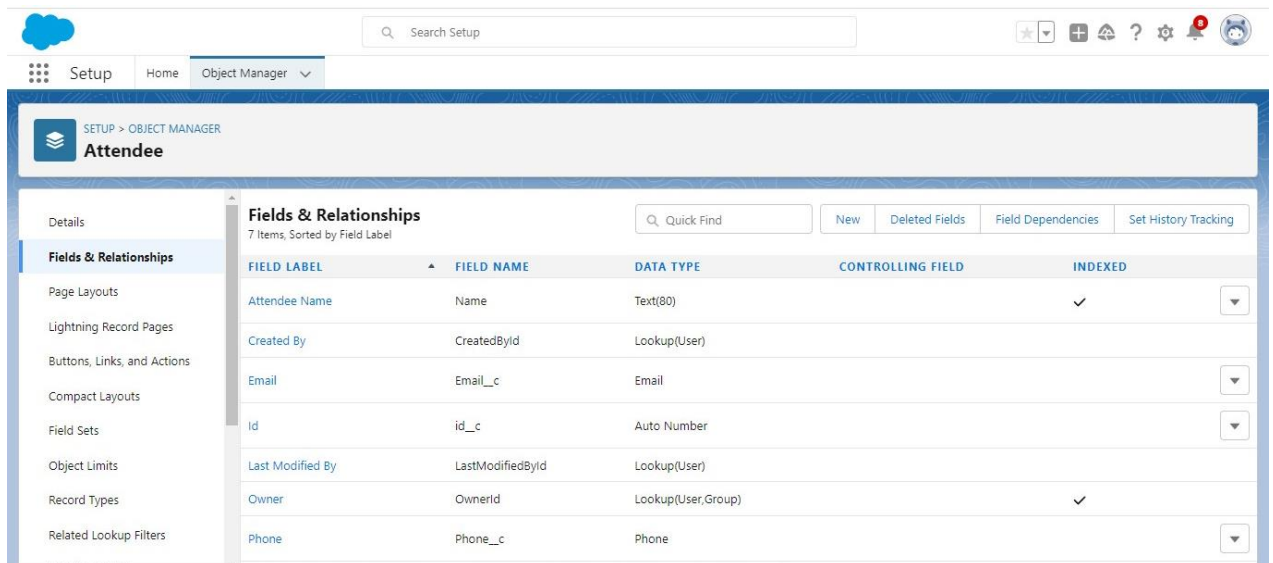
Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text(12)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		
Event Name	Event_Name__c	Lookup(Event)		✓
Event Name	EventName__c	Master-Detail(Entitlement)		✓
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		

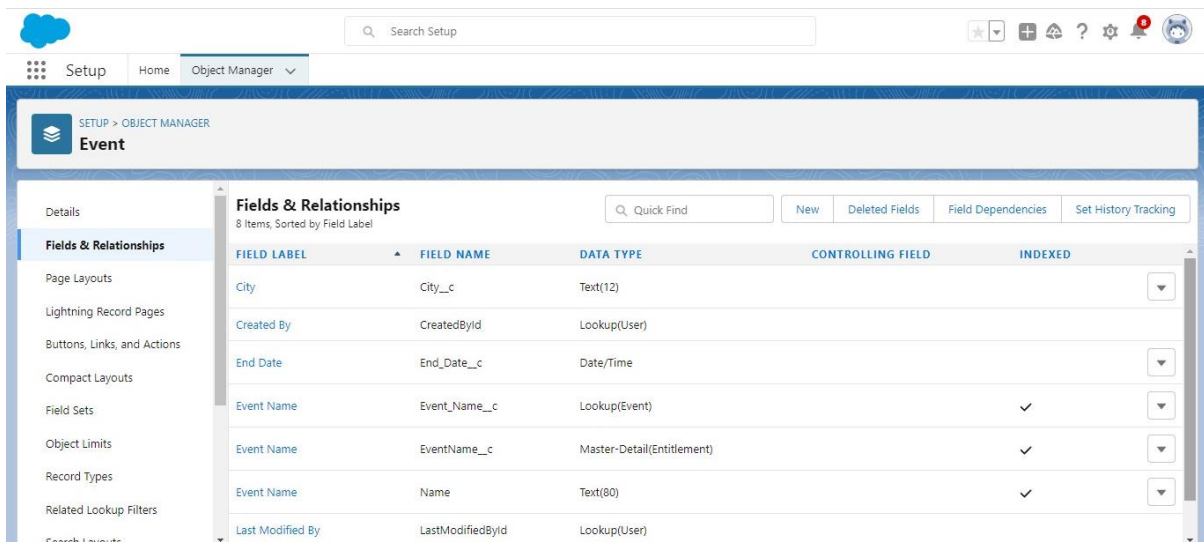
Activity 2: Fields for the Attendees object:



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The 'Fields & Relationships' tab is selected, displaying a list of 7 fields sorted by Field Label. The fields are: Attendee Name, Created By, Email, Id, Last Modified By, Owner, and Phone. Each field entry includes its Field Label, Field Name, Data Type, Controlling Field status, and Indexed status.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Id	id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

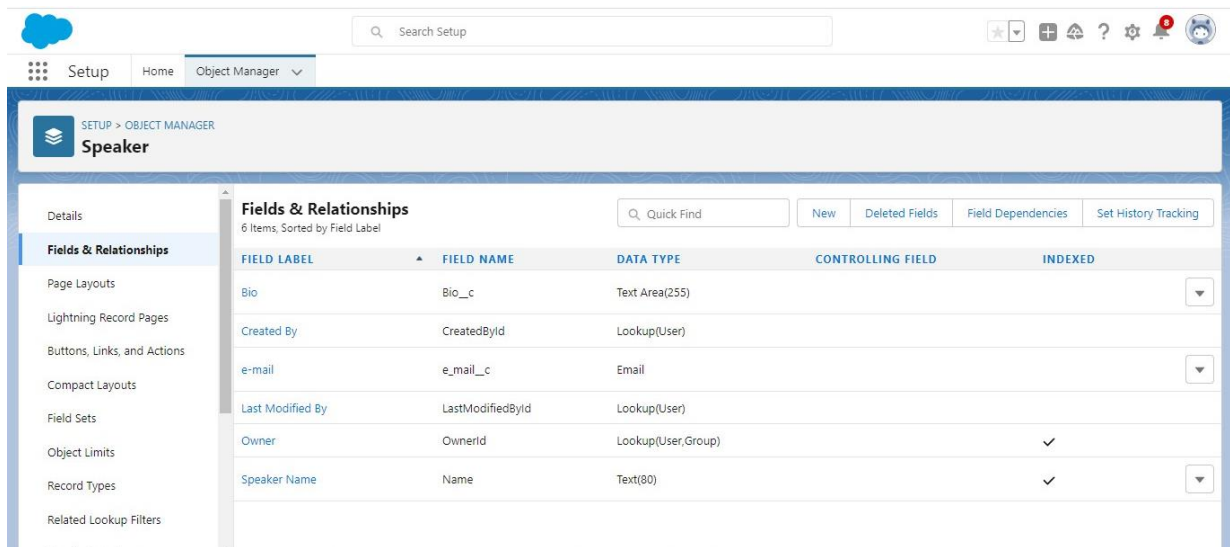
Activity 3: Master-detail relationship with Event objects:



The screenshot shows the Salesforce Setup interface for the 'Event' object. The 'Fields & Relationships' tab is selected, displaying a list of 8 fields sorted by Field Label. The fields are: City, Created By, End Date, Event Name, Event Name (Master-Detail), Event Name, and Last Modified By. Each field entry includes its Field Label, Field Name, Data Type, Controlling Field status, and Indexed status.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text(12)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		
Event Name	Event_Name__c	Lookup(Event)		✓
Event Name	EventName__c	Master-Detail(Entitlement)		✓
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		

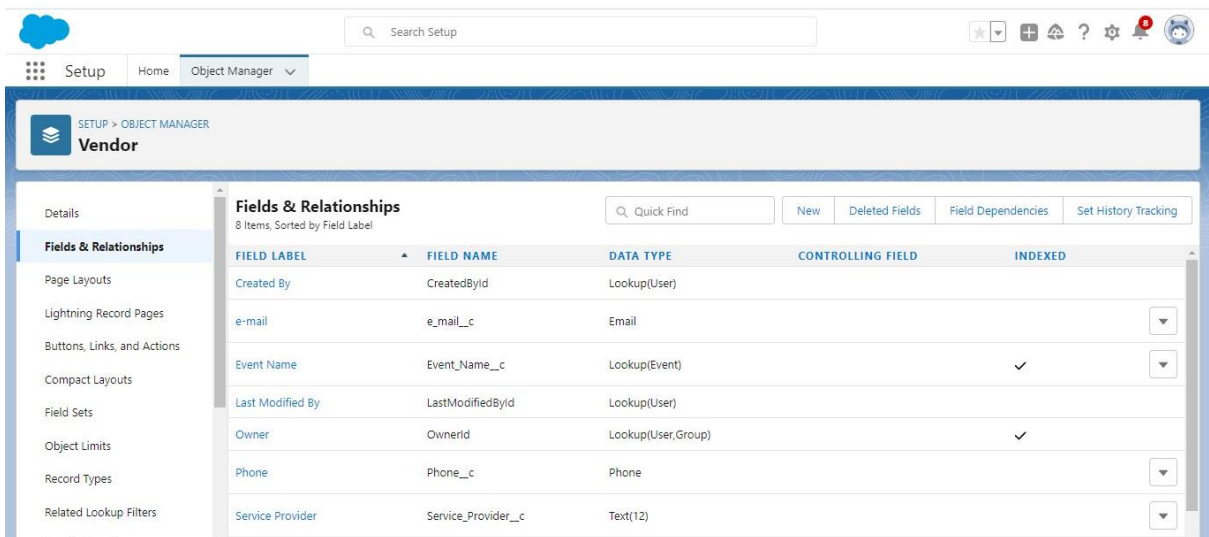
Activity 4: Fields for the Speakers object:



The screenshot shows the Salesforce Setup interface for the 'Speaker' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area is titled 'Fields & Relationships' and shows a list of 6 fields, sorted by Field Label. The fields are: Bio, Created By, e-mail, Last Modified By, Owner, and Speaker Name. Each field row includes columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed status. The 'Speaker Name' field is highlighted with a blue background.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Activity 5: Fields for the Vendors object:



The screenshot shows the Salesforce Setup interface for the 'Vendor' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, and Related Lookup Filters. The main content area is titled 'Fields & Relationships' and shows a list of 8 fields, sorted by Field Label. The fields are: Created By, e-mail, Event Name, Last Modified By, Owner, Phone, and Service Provider. Each field row includes columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed status. The 'Event Name' field is highlighted with a blue background.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
Service Provider	Service_Provider__c	Text(12)		

Milestone 5 –Profile:

Activity 1: Event user profile:

The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar with 'profile' and a list of categories: Users, Profiles, and a search result for 'profile'. The main content area is titled 'Event user profile' and includes a description: 'Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information. If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.'

Below the description is a list of enabled permissions: Login IP Ranges, Enabled Apex Class Access, Enabled Visualforce Page Access, Enabled External Data Source Access, Enabled Named Credential Access, Enabled External Credential Principal Access, Enabled Custom Metadata Type Access, Enabled Custom Setting Definitions Access, Enabled Flow Access, Enabled Service Presence Status Access, and Enabled Custom Permissions.

The 'Profile Detail' section shows the following information:

Name	Event user profile
User License	Salesforce
Description	
Created By	Ashmil K. 17/10/2023, 3:59 pm
Modified By	Ashmil K. 17/10/2023, 4:22 pm

The 'Page Layouts' section shows the following assignments:

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

Activity 2: Event vendors profile:

The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar with 'profile' and a list of categories: Users, Profiles, and a search result for 'profile'. The main content area is titled 'Event vendors profile' and includes a description: 'Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information. If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.'

Below the description is a list of enabled permissions: Login IP Ranges, Enabled Apex Class Access, Enabled Visualforce Page Access, Enabled External Data Source Access, Enabled Named Credential Access, Enabled External Credential Principal Access, Enabled Custom Metadata Type Access, Enabled Custom Setting Definitions Access, Enabled Flow Access, Enabled Service Presence Status Access, and Enabled Custom Permissions.

The 'Profile Detail' section shows the following information:

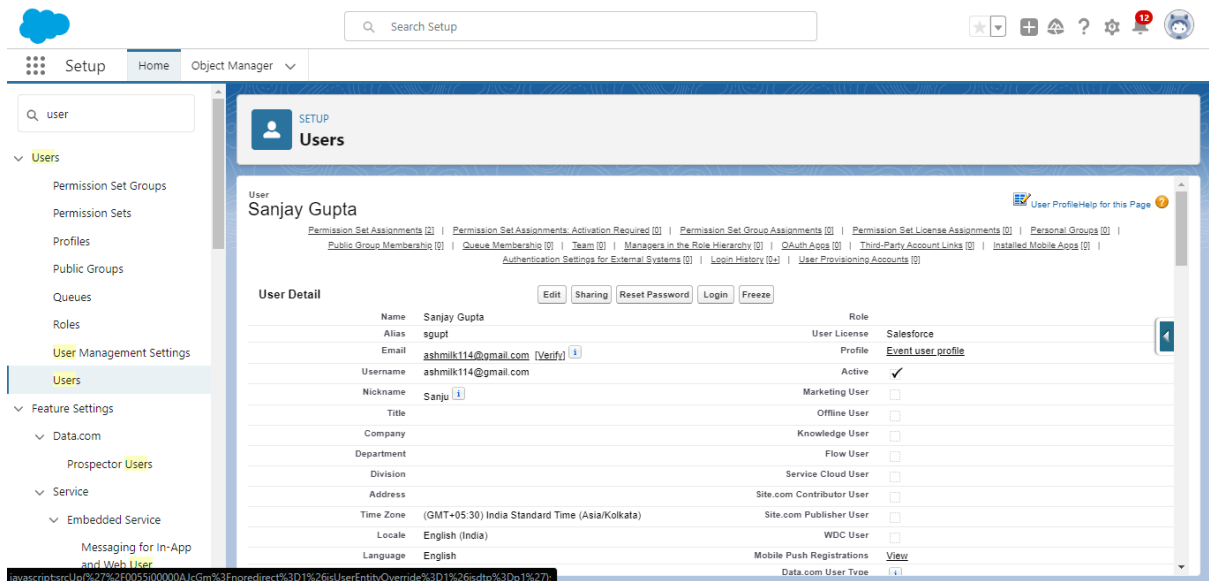
Name	Event vendors profile
User License	Salesforce
Description	
Created By	Ashmil K. 17/10/2023, 4:23 pm
Modified By	Ashmil K. 17/10/2023, 4:24 pm

The 'Page Layouts' section shows the following assignments:

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

Milestone 6 –User:

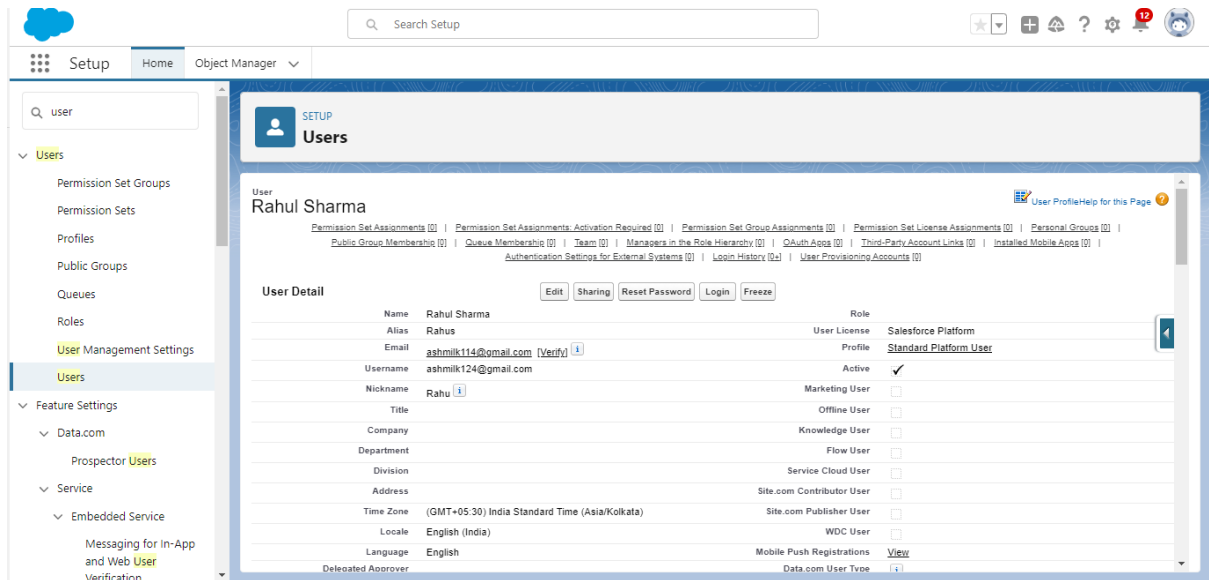
Activity 1:



The screenshot shows the Salesforce Setup interface. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, Users, Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, User Management Settings, Users, Feature Settings, Data.com, Prospectors, Service, Embedded Service, and Messaging for In-App and Web User. The main content area displays the 'User' profile for Sanjay Gupta. The user's details are as follows:

User Detail	
Name	Sanjay Gupta
Alias	sgupta
Email	ashmilk114@gmail.com (Verify)
Username	ashmilk114@gmail.com
Nickname	Sanju
Title	
Company	
Department	
Division	
Address	
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)
Locale	English (India)
Language	English
Role	Salesforce
User License	Salesforce
Profile	Event user profile
Active	<input checked="" type="checkbox"/>
Marketing User	<input type="checkbox"/>
Offline User	<input type="checkbox"/>
Knowledge User	<input type="checkbox"/>
Flow User	<input type="checkbox"/>
Service Cloud User	<input type="checkbox"/>
Site.com Contributor User	<input type="checkbox"/>
Site.com Publisher User	<input type="checkbox"/>
WDC User	<input type="checkbox"/>
Mobile Push Registrations	View
Data.com User Type	

Activity 2:



The screenshot shows the Salesforce Setup interface for the user Rahul Sharma. The user's details are as follows:

User Detail	
Name	Rahul Sharma
Alias	Rahus
Email	ashmilk114@gmail.com (Verify)
Username	ashmilk124@gmail.com
Nickname	Rahu
Title	
Company	
Department	
Division	
Address	
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)
Locale	English (India)
Language	English
Role	Salesforce Platform
User License	Salesforce Platform
Profile	Standard Platform User
Active	<input checked="" type="checkbox"/>
Marketing User	<input type="checkbox"/>
Offline User	<input type="checkbox"/>
Knowledge User	<input type="checkbox"/>
Flow User	<input type="checkbox"/>
Service Cloud User	<input type="checkbox"/>
Site.com Contributor User	<input type="checkbox"/>
Site.com Publisher User	<input type="checkbox"/>
WDC User	<input type="checkbox"/>
Mobile Push Registrations	View
Data.com User Type	

Milestone 7- Permission sets:

Activity 1:

The screenshot shows the Salesforce Setup interface. The left sidebar contains a search bar with 'user' and a navigation menu with categories like Users, Feature Settings, and Data.com. The main content area is titled 'Permission Sets' and displays details for the 'Event Permits' permission set. The 'Permission Set Overview' section shows the API Name as 'Event_Permits', the Namespace Prefix as 'Event_Permits', and the Created By as 'Ashmit K.' on 17/10/2023 at 4:38 pm. The 'Apps' section lists various settings: Assigned Apps, Assigned Connected Apps, Object Settings, App Permissions, and Apex Class Access.

Permission Set Overview

Field	Value
Description	
License	
Session Activation Required	<input type="checkbox"/>
Permission Set Groups Added To	0
API Name	Event_Permits
Namespace Prefix	Event_Permits
Created By	Ashmit K. 17/10/2023, 4:38 pm
Last Modified By	Ashmit K. 17/10/2023, 4:38 pm

Apps

- Assigned Apps**
Settings that specify which apps are visible in the app menu
- Assigned Connected Apps**
Settings that specify which connected apps are visible in the app menu
- Object Settings**
Permissions to access objects and fields, and settings such as tab availability
- App Permissions**
Permissions to perform app-specific actions, such as "Manage Call Centers"
- Apex Class Access**
Permissions to execute Apex classes

Activity 2:

The screenshot shows the Salesforce Setup interface. The left sidebar contains a search bar with 'permis' and a navigation menu with categories like Users, Custom Code, and Custom Permissions. The main content area is titled 'Permission Sets' and displays details for the 'Vendor Permits' permission set. The 'Permission Set Overview' section shows the API Name as 'Vendor_Permits', the Namespace Prefix as 'Vendor_Permits', and the Created By as 'Ashmit K.' on 17/10/2023 at 4:46 pm. The 'Apps' section lists various settings: Assigned Apps, Assigned Connected Apps, Object Settings, App Permissions, and Apex Class Access.

Permission Set Overview

Field	Value
Description	
License	
Session Activation Required	<input type="checkbox"/>
Permission Set Groups Added To	0
API Name	Vendor_Permits
Namespace Prefix	Vendor_Permits
Created By	Ashmit K. 17/10/2023, 4:46 pm
Last Modified By	Ashmit K. 17/10/2023, 4:46 pm

Apps

- Assigned Apps**
Settings that specify which apps are visible in the app menu
- Assigned Connected Apps**
Settings that specify which connected apps are visible in the app menu
- Object Settings**
Permissions to access objects and fields, and settings such as tab availability
- App Permissions**
Permissions to perform app-specific actions, such as "Manage Call Centers"
- Apex Class Access**
Permissions to execute Apex classes

Milestone 8 – User Adoption

Activity : Create A Record

The screenshot shows the 'New Occasion' form in the Event Management system. The form is titled 'New Occasion' and has a close button (X) in the top right corner. It contains the following fields:

- Event Name:** A text input field with the value 'Sample_Event'. It is marked as required with an asterisk (*).
- City:** A text input field with the value 'Kottayam'.
- Owner:** A dropdown menu showing 'Ashmil K'.

At the bottom of the form, there are three buttons: 'Cancel', 'Save & New', and 'Save'. A legend indicates that '*' = Required Information.

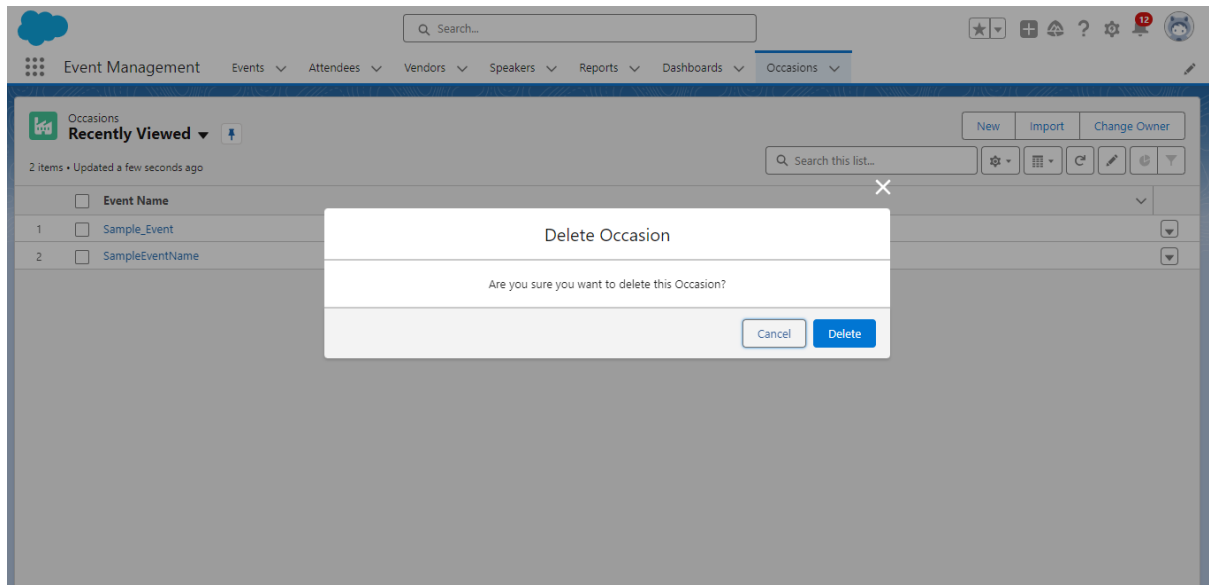
Activity 2 : View A Record

The screenshot shows the 'Sample_Event' record view in the Event Management system. The record is titled 'Sample_Event' and has a 'Details' tab selected. The record contains the following information:

- Event Name:** Sample_Event
- City:** Kottayam
- Owner:** Ashmil K
- Created By:** Ashmil K, 31/10/2023, 3:18 pm
- Last Modified By:** Ashmil K, 31/10/2023, 3:18 pm

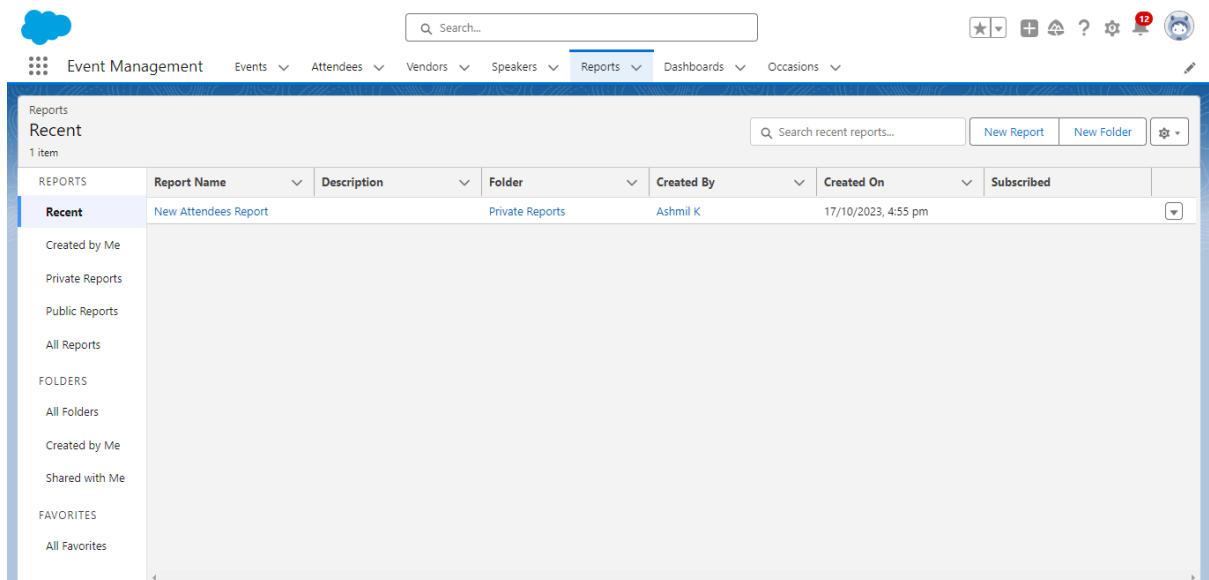
At the top right of the record view, there are three buttons: 'New Contact', 'Edit', and 'New Opportunity'.

Activity 3 : Delete A Record



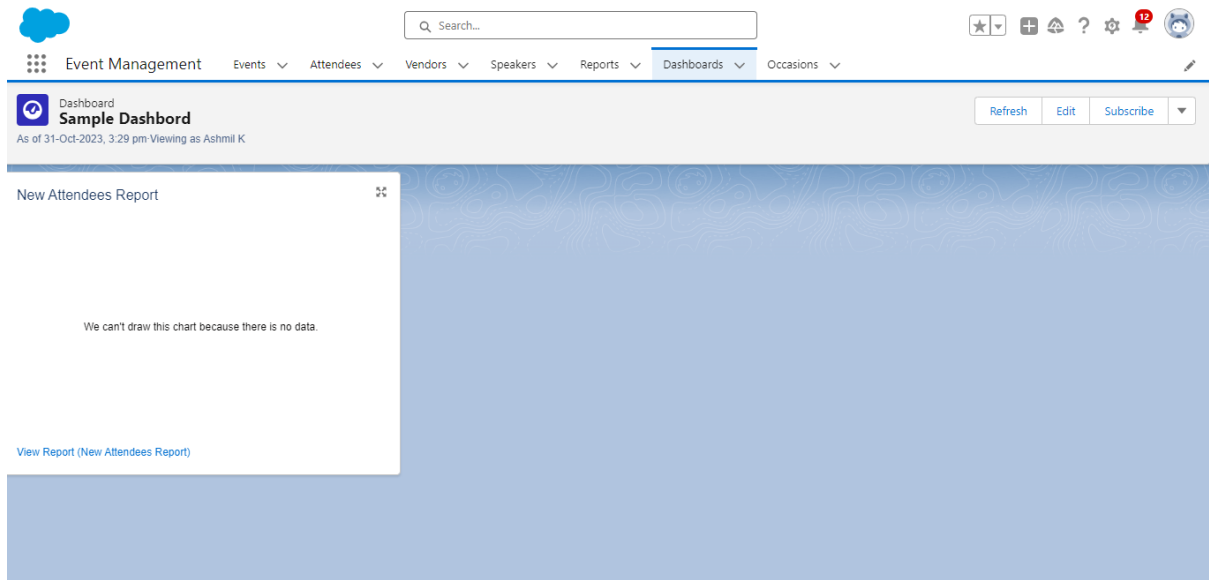
Milestone 9 –Reports:

Activity 1 :



Milestone 9 –Dashboard:

Activity 1 : Create A Dashboard



4. Trailhead Profile Public URL:

Team Members	Trailhead Profile Public URL
Team Leader (Ashmil.K)	https://www.salesforce.com/trailblazer/ashmilk
Team Member 1 (Abhiram Suresh)	https://www.salesforce.com/trailblazer/abhiramsuresh
Team Member 2 (Athul Raj)	https://www.salesforce.com/trailblazer/athulraj
Team Member 3 (Mubashir.P.A)	https://www.salesforce.com/trailblazer/mubashirpa

5 . ADVANTAGES & DISADVANTAGES

Advantages :

- 1.Opportunities for creativity
- 2.Ability to work different events
- 3.High projection job growth

Disadvantages :

- 1.Unconventional work hours
- 2.Time away from family and friends
- 3.Multiple events at the same time

6. APPLICATIONS

Event Planning and Organization: An Event Management System facilitates the entire event planning process, from conceptualization to execution. It helps in creating detailed event plans, including scheduling, budgeting, and task assignments.

Registration and Ticketing: It allows for online registration and ticketing processes, making it convenient for attendees to sign up for the event. This also streamlines the process for organizers, as they can easily track the number of registered attendees.

Attendee Management: The system helps in maintaining a database of attendees, including their contact information, preferences, and special requirements. This information is crucial for personalized communication and ensuring a seamless event experience.

Promotion and Marketing: Event Management Systems often come with built-in marketing tools like email campaigns, social media integration, and promotional materials. These features help in reaching a wider audience and creating a buzz around the event.

6. CONCLUSION

The integration of Salesforce as the foundation of our Event Management System has fundamentally transformed our approach to event planning and execution. Leveraging Salesforce's tailored features for event management, we streamlined processes from initial planning to post-event analysis. The platform facilitated seamless attendee registration, efficient resource management, and effective stakeholder communication. Its robust marketing tools amplified our outreach, resulting in a broader and more engaged audience. The analytics capabilities provided crucial insights into event performance and attendee satisfaction, empowering data-driven decisions for future events. Salesforce's integrated security and compliance features ensured a safe and regulatory-compliant event environment. The user-friendly interface enhanced the experience for both organizers and attendees. This integration exemplifies the potential of modern technology in redefining event management practices, promising continued excellence in our future events.

7. FUTURE SCOPE

The future of Event Management Systems (EMS) holds exciting possibilities driven by technological advancements and evolving industry trends. Here are some key areas with significant future scope:

Enhanced Personalization: EMS will increasingly focus on providing personalized experiences for attendees. This could involve tailored content, agenda recommendations, and targeted communications based on individual preferences and behavior.

Integration with Virtual and Hybrid Events: As virtual and hybrid events continue to gain popularity, EMS will evolve to seamlessly integrate with virtual event platforms, offering a unified solution for both physical and online events.

AI and Automation: AI-driven features like chatbots, predictive analytics, and automated marketing campaigns will become more prevalent. These technologies will enhance efficiency, improve attendee engagement, and provide valuable insights for event planners.

Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies will be incorporated into EMS to create immersive experiences for attendees. This could include virtual venue tours, interactive exhibits, and enhanced networking opportunities.