

# BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

## 1 INTRODUCTION

### 1.1 Overview

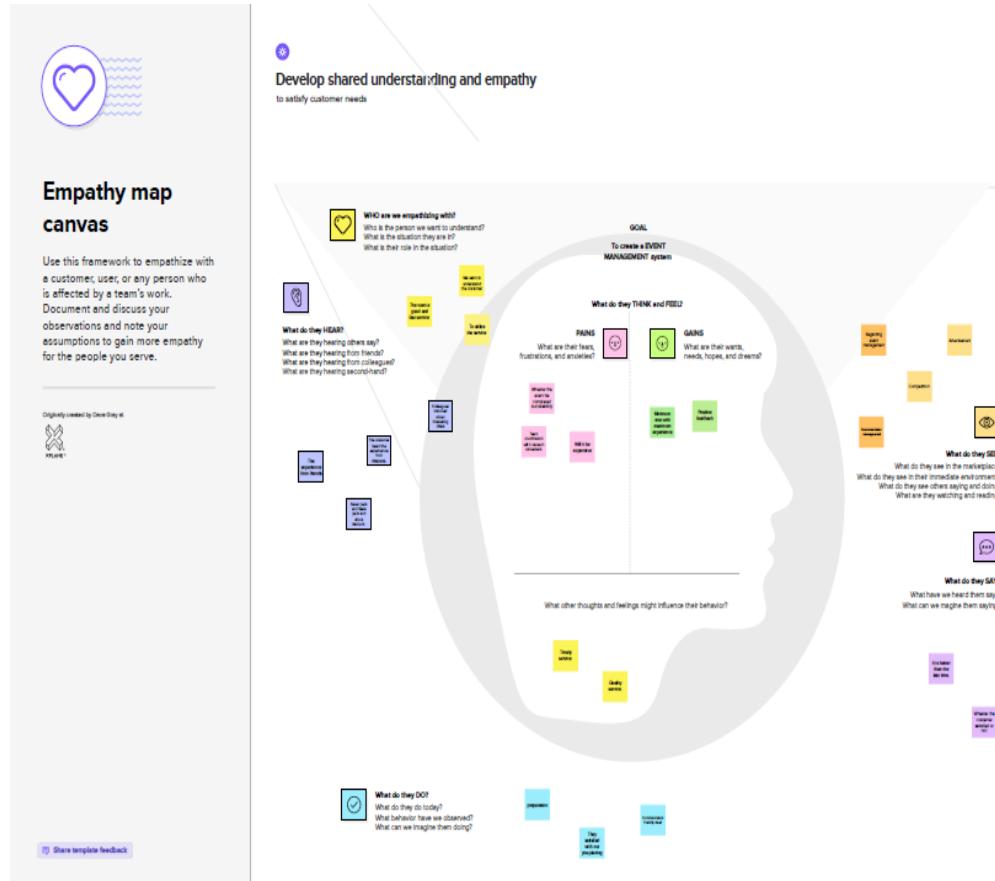
This project helps us to manage the on-going and upcoming events in an organization.

### 1.2 Purpose

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. At the start, an event manager makes planning decisions, such as the time, location and theme of their event.

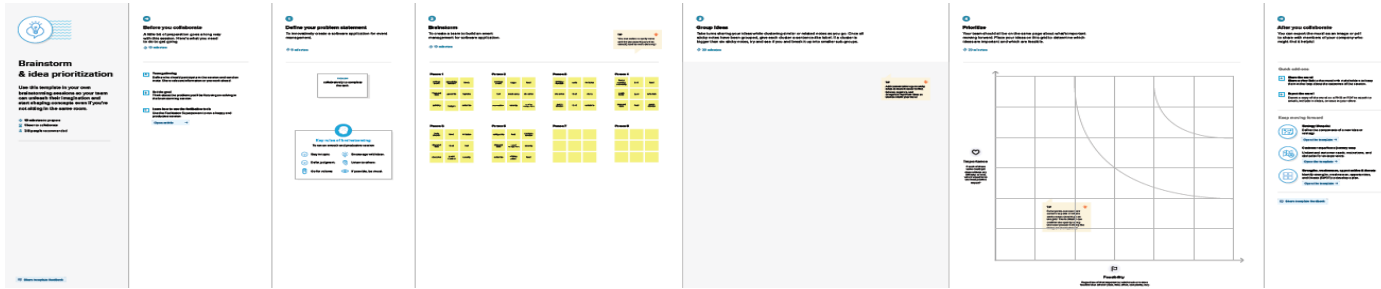
## 2 Problem Definition and Design Thinking

## 3 Empathy Map



# EVENT MANAGEMENT

## 1.1 Ideation and Brain storming Map



## 3 RESULT

Event	Field label	Data type
	City	Text
	Start Date	Date /Time
	End Date	Date/Time
Attendees	Field label	Data Type
	Enter Id	Auto Number
	Phone	Phone
	Email	Email
	Tickets	Picklist
Speaker	Field Label	Data Type
	Bio	Text Area
	e-mail	Email
	Event Name	Look-up relationship
Vendor	Field label	Data Type
	e-mail	E-mail
	Phone	Phone
	e-mail	E-mail
	Service Provider	Text
	Event name	Look-up relationship

## Activity and Screenshot

### ACTIVITY-1 OBJECT CREATION

#### EVENT

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

**Details**

Description

API Name  
Event\_\_c

Custom  
✓

Singular Label  
Event

Plural Label  
Events

Enable Reports  
✓

Track Activities

Track Field History

Deployment Status  
Deployed

Help Settings  
Standard salesforce.com Help Window

[Edit](#) [Delete](#)

ss://governmentartscollegeautonomouscol.lighthouse.force.com/lightning/setup/ObjectManager/012w000003oA18/Details/view

#### ATTENDEE

SETUP > OBJECT MANAGER

**Attendee**

**Details**

Fields & Relationships

Page Layouts

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Related Lookup Filters

**Details**

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

[Edit](#) [Delete](#)

#### SPEAKER

SETUP > OBJECT MANAGER

**Speaker**

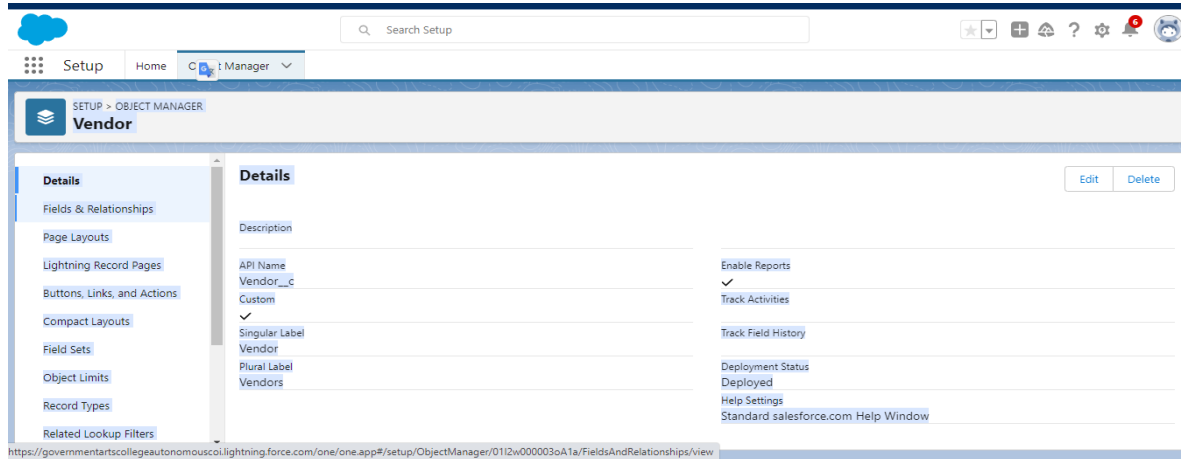
**Fields & Relationships**

8 Items, Sorted by Field Label

[New](#) [Deleted Fields](#) [Field Dependencies](#) [Set History Tracking](#)

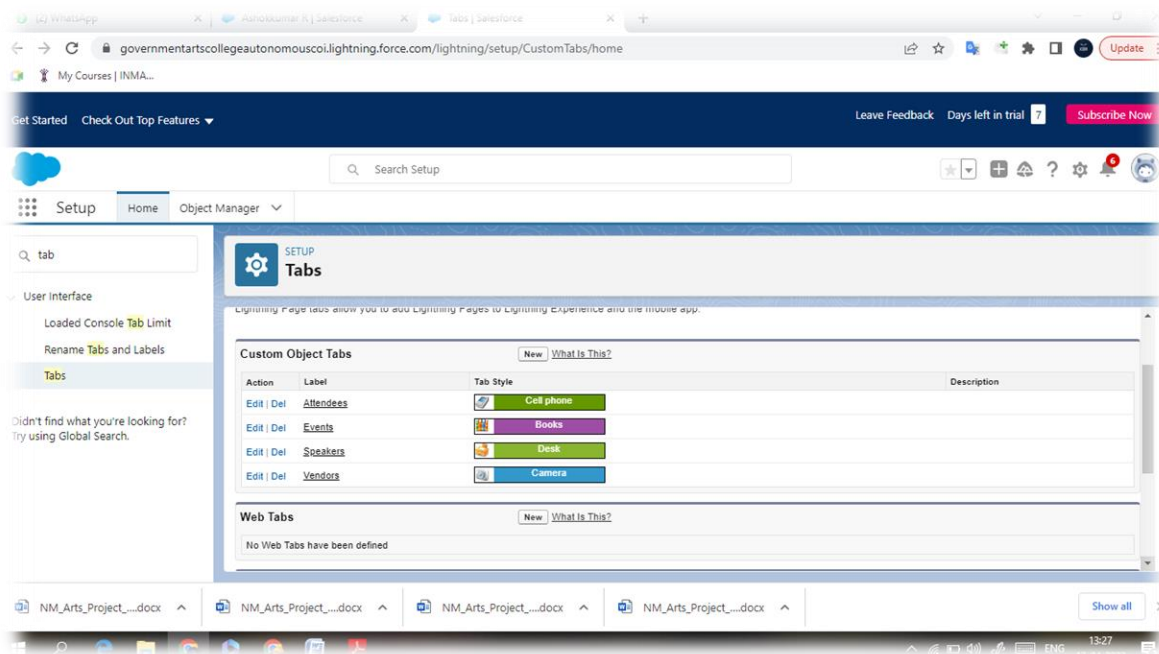
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email (Unique)		✓
Event	Event__c	Lookup(Event)		✓
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		

## VENDOR



The screenshot shows the Salesforce Setup interface for the 'Vendor' object. The left sidebar contains a navigation menu with options like 'Details', 'Fields & Relationships', '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 'Details' and includes fields for 'Description', 'API Name' (Vendor\_\_c), 'Singular Label' (Vendor), and 'Plural Label' (Vendors). It also features checkboxes for 'Enable Reports' and 'Track Activities', and a 'Track Field History' section. The bottom of the page shows the URL: <https://governmentartscollegeautonomouscoi.lightning.force.com/one/app#/setup/ObjectManager/012w000003oA1a/FieldsAndRelationships/view>.

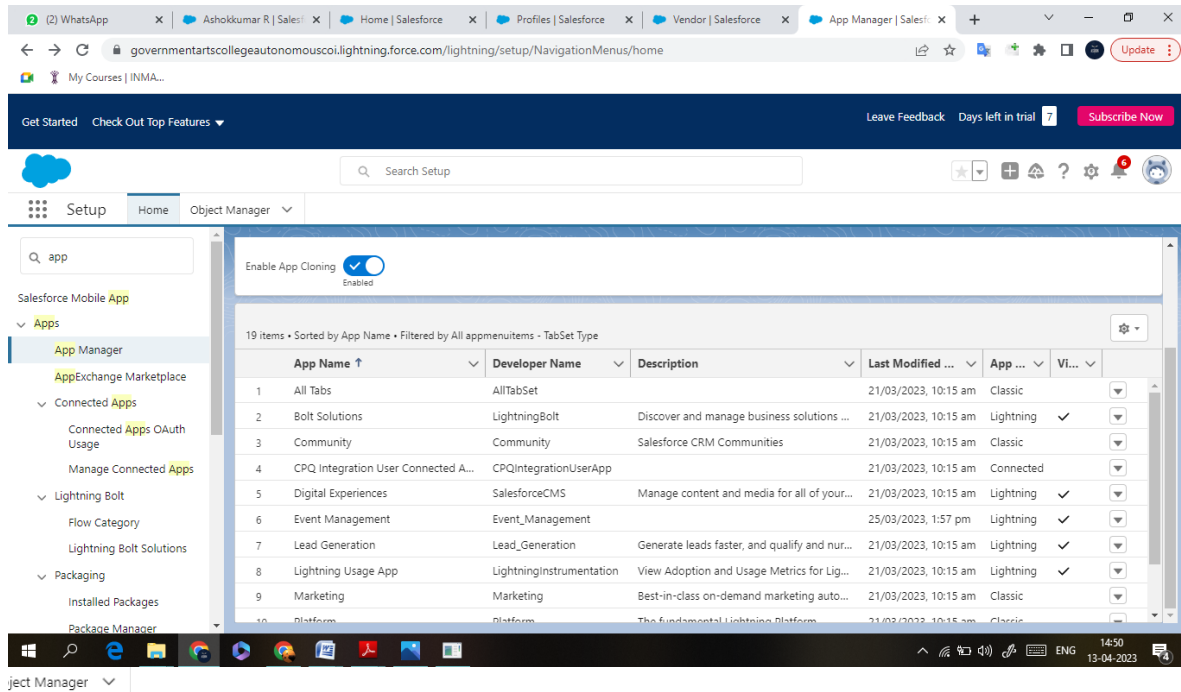
## ACTIVITY 2 : CREATION OF TABS



The screenshot shows the Salesforce Setup interface for the 'Tabs' page. The left sidebar contains a navigation menu with options like 'User Interface', 'Loaded Console Tab Limit', 'Rename Tabs and Labels', and 'Tabs'. The main content area is titled 'Custom Object Tabs' and displays a table of tabs. The table has columns for 'Action', 'Label', 'Tab Style', and 'Description'. The tabs listed are 'Attendees', 'Events', 'Speakers', and 'Vendors'. Below the table, there is a section for 'Web Tabs' which currently shows 'No Web Tabs have been defined'.

Action	Label	Tab Style	Description
Edit   Del	Attendees	Cell phone	
Edit   Del	Events	Books	
Edit   Del	Speakers	Desk	
Edit   Del	Vendors	Camera	

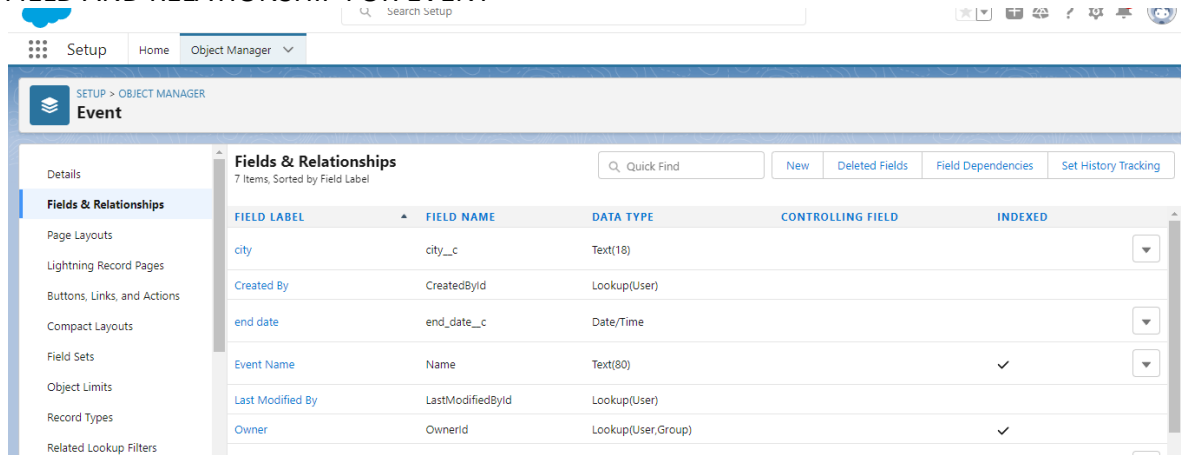
## ACTIVITY 3: CREATION OF APP



The screenshot shows the Salesforce App Manager interface. The left sidebar contains a navigation menu with options like 'Setup', 'Home', and 'Object Manager'. The main content area displays a list of 19 items, sorted by App Name. The table below represents the data shown in the screenshot.

App Name	Developer Name	Description	Last Modified	App Type	Visible
1	All Tabs	AllTabSet	21/03/2023, 10:15 am	Classic	
2	Bolt Solutions	LightningBolt	21/03/2023, 10:15 am	Lightning	✓
3	Community	Community	21/03/2023, 10:15 am	Classic	
4	CPQ Integration User Connected A...	CPQIntegrationUserApp	21/03/2023, 10:15 am	Connected	
5	Digital Experiences	SalesforceCMS	21/03/2023, 10:15 am	Lightning	✓
6	Event Management	Event_Management	25/03/2023, 1:57 pm	Lightning	✓
7	Lead Generation	Lead_Generation	21/03/2023, 10:15 am	Lightning	✓
8	Lightning Usage App	LightningInstrumentation	21/03/2023, 10:15 am	Lightning	✓
9	Marketing	Marketing	21/03/2023, 10:15 am	Classic	
10	Platform	Platform	21/03/2023, 10:15 am	Classic	

## ACTIVITY 4: CREATION OF FIELDS AND RELATIONSHIP FIELD AND RELATIONSHIP FOR EVENT



The screenshot shows the Salesforce Object Manager interface for the 'Event' object. The left sidebar contains a navigation menu with options like 'Setup', 'Home', and 'Object Manager'. The main content area displays the 'Fields & Relationships' section, showing 7 items sorted by Field Label. The table below represents the data shown in the screenshot.

Field Label	Field Name	Data Type	Controlling Field	Indexed
city	city__c	Text(18)		
Created By	CreatedById	Lookup(User)		
end date	end_date__c	Date/Time		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

SETUP > OBJECT MANAGER

**Event**

Details

**Fields & Relationships**

7 Items, Sorted by Field Label

Q, Quick Find

New Deleted Fields Field Dependencies Set History Tracking

city	city__c	Text(18)		
Created By	CreatedById	Lookup(User)		
end date	end_date__c	Date/Time		
Event Name	Name	Text(80)	✓	
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)	✓	
start date	start_date__c	Date/Time		

## FIELD AND RELATIONSHIP FOR ATTENDEE

Setup Home Object Manager

SETUP > OBJECT MANAGER

**Attendee**

Details

**Fields & Relationships**

8 Items, Sorted by Field Label

Q, Quick Find

New Deleted Fields Field Dependencies Set History Tracking

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)		✓

SETUP > OBJECT MANAGER

**Attendee**

Details

**Fields & Relationships**

8 Items, Sorted by Field Label

Q, Quick Find

New Deleted Fields Field Dependencies Set History Tracking

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		
Tickets	Tickets__c	Picklist		

## FIELD AND RELATIONSHIP FOR SPEAKER

SETUP > OBJECT MANAGER

**Speaker**

Details

**Fields & Relationships**


8 Items, Sorted by Field Label

Q, Quick Find

New Deleted Fields Field Dependencies Set History Tracking

Bio	Bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email (Unique)		✓
Event	Event__c	Lookup(Event)		✓
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		

# EVENT MANAGEMENT



SETUP > OBJECT MANAGER

Speaker

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Fields & Relationships

8 Items, Sorted by Field Label

Q Quick Find

New


Deleted Fields

Field Dependencies

Set History Tracking

Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email (Unique)	✓	
Event	Event__c	Lookup(Event)	✓	
Event Name	Event_Name__c	Lookup(Event)	✓	
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)	✓	
Speaker Name	Name	Text(80)	✓	

## FIELD AND RELATIONSHIP FOR VENDOR



SETUP > OBJECT MANAGER

Vendor

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Fields & Relationships

9 Items, Sorted by Field Label

Q Quick Find


New

Deleted Fields

Field Dependencies

Set History Tracking

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



SETUP > OBJECT MANAGER

Vendor

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Fields & Relationships

9 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

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(18) (Unique Case Insensitive)		✓
Vendor	Vendor__c	Lookup(Vendor)		✓
Vendor Name	Name	Text(80)		✓

## ACTIVITY 5: CREATION OF PROFILE

SETUP Profiles		
<a href="#">Edit</a>	<a href="#">Chatter External User</a>	Chatter External
<a href="#">Edit</a>	<a href="#">Chatter Free User</a>	Chatter Free
<a href="#">Edit</a>	<a href="#">Chatter Moderator User</a>	Chatter Free
<a href="#">Edit</a>	<a href="#">Contract Manager</a>	Salesforce
<a href="#">Edit</a>	<a href="#">CPQ Integration User</a>	CPQ Integration User
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">End User</a>	Salesforce
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Event user profile</a>	Salesforce
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Event vendors profile</a>	Salesforce
<a href="#">Edit</a>	<a href="#">Identity User</a>	Identity
<a href="#">Edit</a>	<a href="#">Marketing User</a>	Salesforce
<a href="#">Edit</a>	<a href="#">Minimum Access - Salesforce</a>	Salesforce
<a href="#">Edit</a>	<a href="#">Solution Manager</a>	Salesforce
<a href="#">Edit</a>	<a href="#">Standard User</a>	Salesforce
<a href="#">Edit</a>	<a href="#">System Administrator</a>	Salesforce

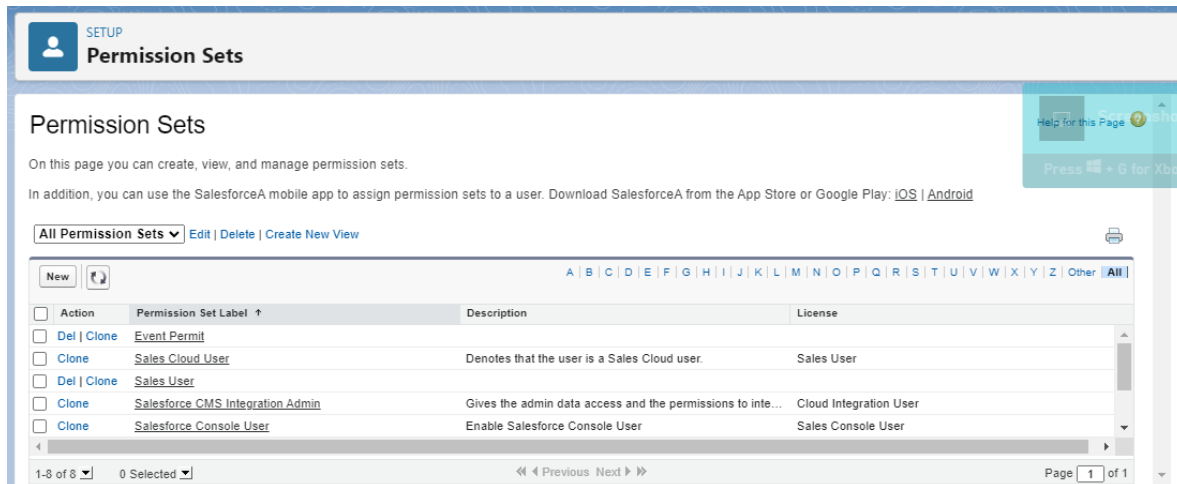
## ACTIVITY 6: CREATION OF USER

SETUP Users		
In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: <a href="#">iOS</a>   <a href="#">Android</a>		
View: <a href="#">All Users</a>   <a href="#">Edit</a>   <a href="#">Create New View</a>		
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O   P   Q   R   S   T   U   V   W   X   Y   Z   Other   <a href="#">All</a>		
<a href="#">New User</a>   <a href="#">Reset Password(s)</a>   <a href="#">Add Multiple Users</a>		
<input type="checkbox"/> Action	Full Name ↑	Alias
<input type="checkbox"/> <a href="#">Edit</a>	<a href="#">Chatter Expert</a>	<a href="#">Chatter</a>
<input type="checkbox"/> <a href="#">Edit</a>	<a href="#">Gupta_Sanjay</a>	<a href="#">Sanj</a>
<input type="checkbox"/> <a href="#">Edit</a>	<a href="#">Gupta_Sanjay</a>	<a href="#">Sanj</a>
<input type="checkbox"/> <a href="#">Edit</a>	<a href="#">R_Ashokkumar</a>	<a href="#">AR</a>
<input type="checkbox"/> <a href="#">Edit</a>	<a href="#">Sharma_Rahul</a>	<a href="#">Rahus</a>
<input type="checkbox"/> <a href="#">Edit</a>	<a href="#">Sponsor_Exec</a>	<a href="#">esoon</a>
<a href="#">New User</a>   <a href="#">Reset Password(s)</a>   <a href="#">Add Multiple Users</a>		
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O   P   Q   R   S   T   U   V   W   X   Y   Z   Other   <a href="#">All</a>		

## ACTIVITY 7: CREATION OF PERMISSION SETS

SETUP Permission Sets		
Permission Sets		
On this page you can create, view, and manage permission sets.		
In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: <a href="#">iOS</a>   <a href="#">Android</a>		
<a href="#">All Permission Sets</a>   <a href="#">Delete</a>   <a href="#">Create New View</a>		
<a href="#">New</a>   <a href="#">Help for this Page</a>		
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O   P   Q   R   S   T   U   V   W   X   Y   Z   Other   <a href="#">All</a>		
<input type="checkbox"/> Action	Permission Set Label ↑	Description
<input type="checkbox"/> <a href="#">Del</a>   <a href="#">Clone</a>	<a href="#">Event Permit</a>	
<input type="checkbox"/> <a href="#">Clone</a>	<a href="#">Sales Cloud User</a>	Denotes that the user is a Sales Cloud user.
<input type="checkbox"/> <a href="#">Del</a>   <a href="#">Clone</a>	<a href="#">Sales User</a>	
<input type="checkbox"/> <a href="#">Clone</a>	<a href="#">Salesforce CMS Integration Admin</a>	Gives the admin data access and the permissions to inte...
<input type="checkbox"/> <a href="#">Clone</a>	<a href="#">Salesforce Console User</a>	Enable Salesforce Console User
1-8 of 8   0 Selected   <a href="#">Previous</a>   <a href="#">Next</a>   Page 1 of 1		





## Trail head Profile Public URL

**ASHOKKUMAR R (Team Lead)** - <https://trailblazer.me/id/ashok64>

**ARJUN M** - <https://trailblazer.me/id/marjun25>

**NITHISH P** - <https://trailblazer.me/id/nithp15>

**PAVITHRAN M** - <https://trailblazer.me/id/pavim46>

## ADVANTAGES

- Easier event management .A dedicated event platform makes the entire event easier to manage.
- saves time
- cut costs
- increase engagement

## DISADVANTAGES

- Unconventional work hours
- Job instability
- High level of responsibility

## APPLICATIONS

- Minimize Administration efforts
- Maximize your campus flexibility
- Eliminate missed communications

# EVENT MANAGEMENT

## **CONCLUSION**

Event management is a glamorous and exciting profession which demands a lot of hard work and dynamism. As the name suggests, it means conceptualizing, planning, organizing and finally executing an event. The event could be of any type musical show, concert, exhibition, product launching etc.

## **FUTURE SCOPE**

It involves management, creation and development of events such as corporate conferences, wedding, festivals, formal parties etc. It involves a lot of research about brand , target audience and the concept of the event before planning the actual event.

