

Phase 3: Data Modeling & Relationships – Event Management System

Goal


Design and implement the Salesforce data model for Event Management to support events, participants, sponsors, and resources.

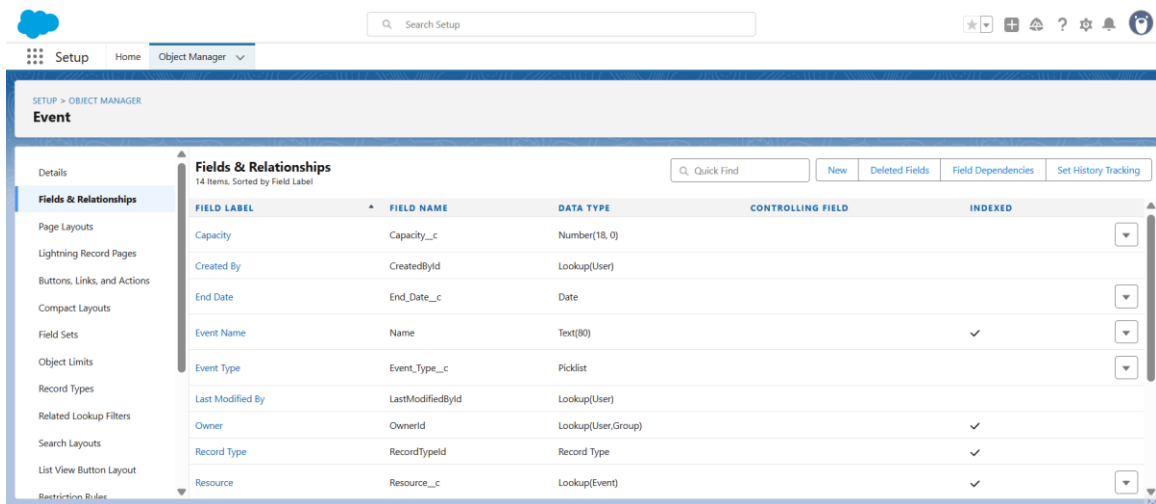
1. Objects and Fields

The following custom objects were created with essential fields:

- **Event__c**
 - Event Name (Text)
 - Type (Picklist: Conference, Workshop, Competition.)
 - Venue (Text)
 - Capacity (Number)
 - Start Date (Date/Time)
 - End Date (Date/Time)
 - Status (Upcoming, Ongoing, Completed)
- **Event_Registration__c**
 - Participant (Lookup → Lead)
 - Event (Lookup → Event__c)
 - Status (Picklist: Registered, Confirmed, Attended)
 - Registration Date (Date/Time)
- **Sponsor__c**
 - Sponsor Name (Text)
 - Event (Lookup → Event__c)
 - Contribution Amount (Currency)

- Type (Picklist: Gold, Silver, Bronze)
- **Resource__c**
 - Resource Name (Text)
 - Event (Lookup → Event__c)
 - Resource Type (Picklist: Venue, Catering, Logistics, Decoration)
 - Assigned To (Text/User Lookup)

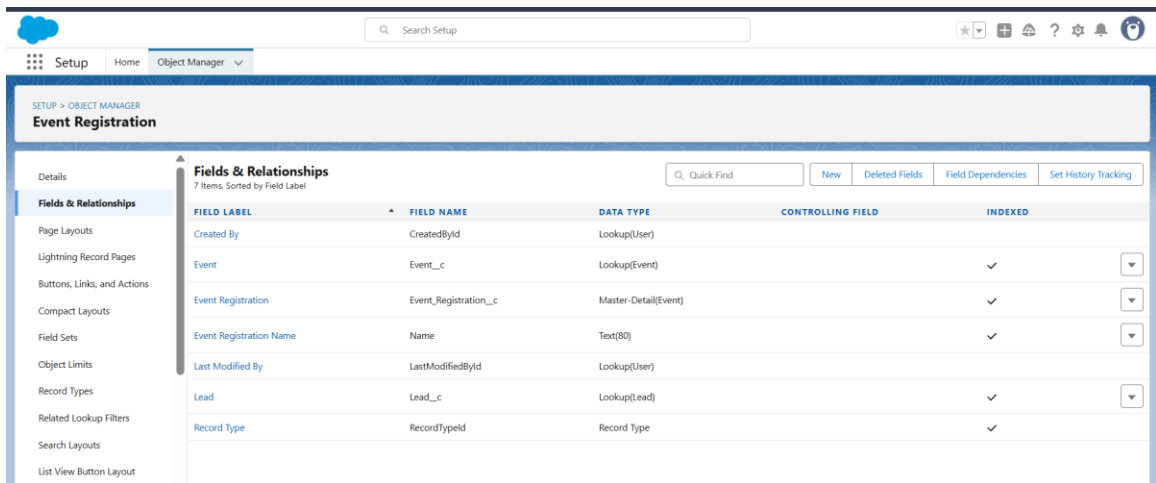
 Below screenshot shows the fields created for Event__c



Below is a screenshot of the Salesforce Setup interface showing the 'Fields & Relationships' section for the 'Event' object. The table lists 14 fields, sorted by Field Label. The fields are: Capacity, Created By, End Date, Event Name, Event Type, Last Modified By, Owner, Record Type, and Resource. Each field has a corresponding field name, data type, and a checkbox for indexing. The 'Event Type' field is a picklist, and the 'Resource' field is a lookup field to the 'Event' object.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Capacity	Capacity__c	Number(18, 0)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date		
Event Name	Name	Text(80)		✓
Event Type	Event_Type__c	Picklist		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User, Group)		✓
Record Type	RecordTypeId	Record Type		✓
Resource	Resource__c	Lookup(Event)		✓

 Below screenshot shows the fields created for Event Registration__c



Below is a screenshot of the Salesforce Setup interface showing the 'Fields & Relationships' section for the 'Event Registration' object. The table lists 7 fields, sorted by Field Label. The fields are: Created By, Event, Event Registration, Event Registration Name, Last Modified By, Lead, and Record Type. Each field has a corresponding field name, data type, and a checkbox for indexing. The 'Event' field is a lookup field to the 'Event' object, and the 'Event Registration' field is a master-detail relationship to the 'Event Registration' object.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Event	Event__c	Lookup(Event)		✓
Event Registration	Event_Registration__c	Master-Detail(Event)		✓
Event Registration Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Lead	Lead__c	Lookup(Lead)		✓
Record Type	RecordTypeId	Record Type		✓

📌 Below screenshot shows the fields created for Resource__c

The screenshot shows the Salesforce Setup interface for the 'Resource__c' object. The 'Fields & Relationships' section is active, displaying a table of fields. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (CreatedBy, Lookup(User)), Event (Event__c, Lookup(Event)), Last Modified By (LastModifiedBy, Lookup(User)), Owner (OwnerId, Lookup(User, Group)), and Resource Name (Name, Text(80)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Event	Event__c	Lookup(Event)		✓
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User, Group)		✓
Resource Name	Name	Text(80)		✓

📌 Below screenshot shows the fields created for Sponser__c

The screenshot shows the Salesforce Setup interface for the 'Sponser__c' object. The 'Fields & Relationships' section is active, displaying a table of fields. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (CreatedBy, Lookup(User)), Event (Event__c, Lookup(Event)), Last Modified By (LastModifiedBy, Lookup(User)), Owner (OwnerId, Lookup(User, Group)), and Sponser Name (Name, Text(80)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Event	Event__c	Lookup(Event)		✓
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User, Group)		✓
Sponser Name	Name	Text(80)		✓

📌 Relationships – Event Management System

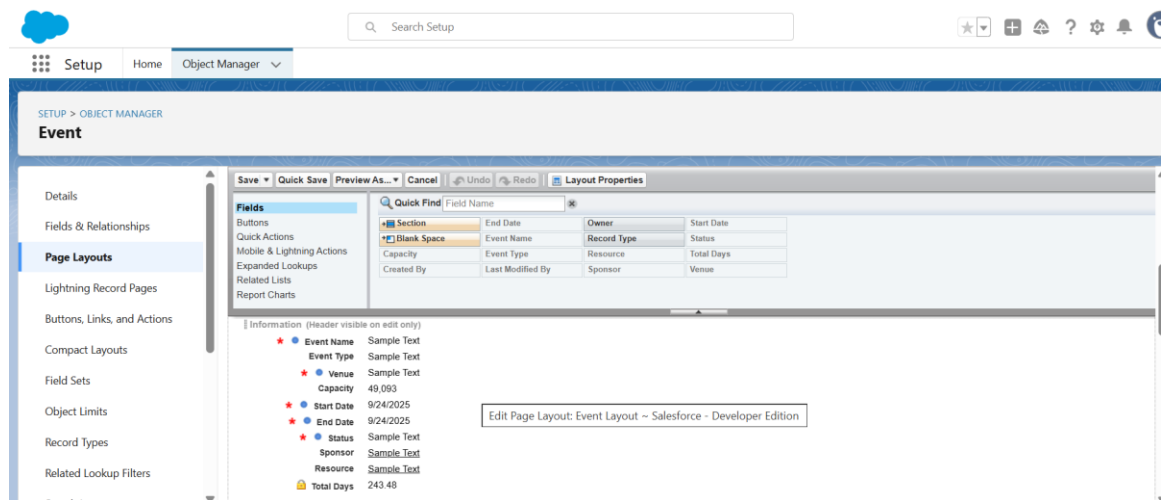
The following relationships were implemented:

- Event_Registration__c → Event__c (Lookup)
Each registration record is linked to a specific event.
- Event_Registration__c → Lead (Lookup)
Each registration is tied to a participant (Lead).

- Sponsor__c → Event__c (Lookup)
Sponsors are associated with events.
- Resource__c → Event__c (Lookup)
Resources such as venue, catering, or logistics are allocated to events.

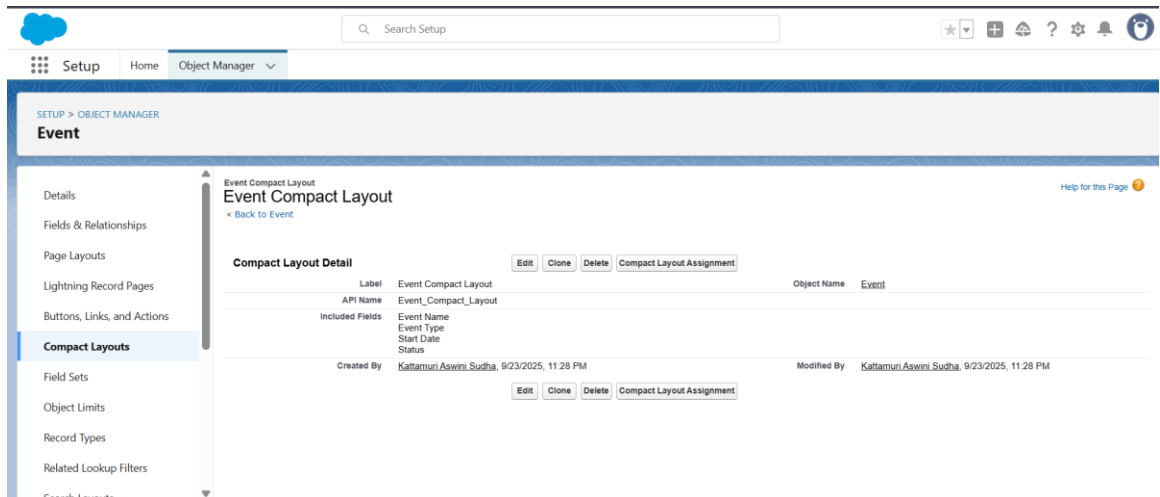
3. Page Layouts

- Event Page → Shows related lists of Registrations, Sponsors, and Resources.
- Registration Page → Shows related Event and Participant (Lead).
- Lead Page → Shows related Event Registrations.



4. Compact Layouts

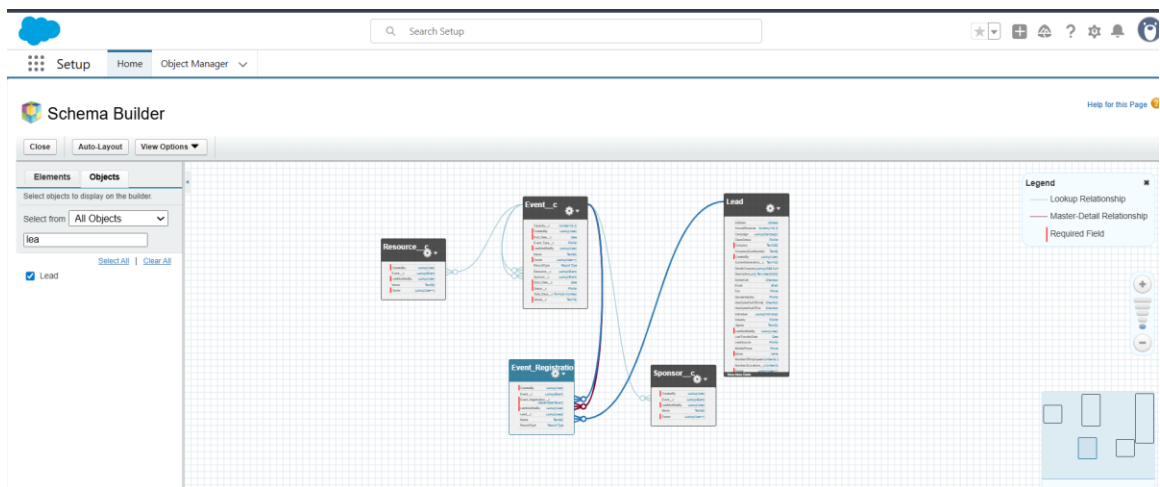
- Event Compact Layout → Displays Event Name, Venue, Dates, Capacity.
- Registration Compact Layout → Displays Participant, Event, Status.



5. Schema Builder

The schema visually represents objects and their relationships:

- Event → Event Registration (with Lead)
- Event → Sponsor
- Event → Resource



6. Lookup vs Master-Detail

- Event ↔ Event Registration → Lookup (Registrations don't own Events).

- Event Registration ↔ Lead → Lookup (Participants exist independently as Leads).
 - Event ↔ Resource → Lookup (Resources may exist independently).
 - Event ↔ Sponsor → Lookup (Sponsors may exist independently).
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7. Junction Objects (Optional)

If a Registration could belong to multiple Events, a junction object would be required. In this case, not needed.

8. External Objects (Optional)

External objects could be used if sponsor invoices or third-party booking systems are stored outside Salesforce.