

GOVERNMENT ARTS AND SCIENCE COLLEGE VANUR.

**BUILD AN EVENT MANAGEMENT SYSTEM USING
SALESFORCE**

PROJECT BASED EXPERIMENTAL LEARNING PROGRAM

SALESFORCE

2023

By
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III B.Sc.Mathematics

INTRODUCTION

1.1 Overview

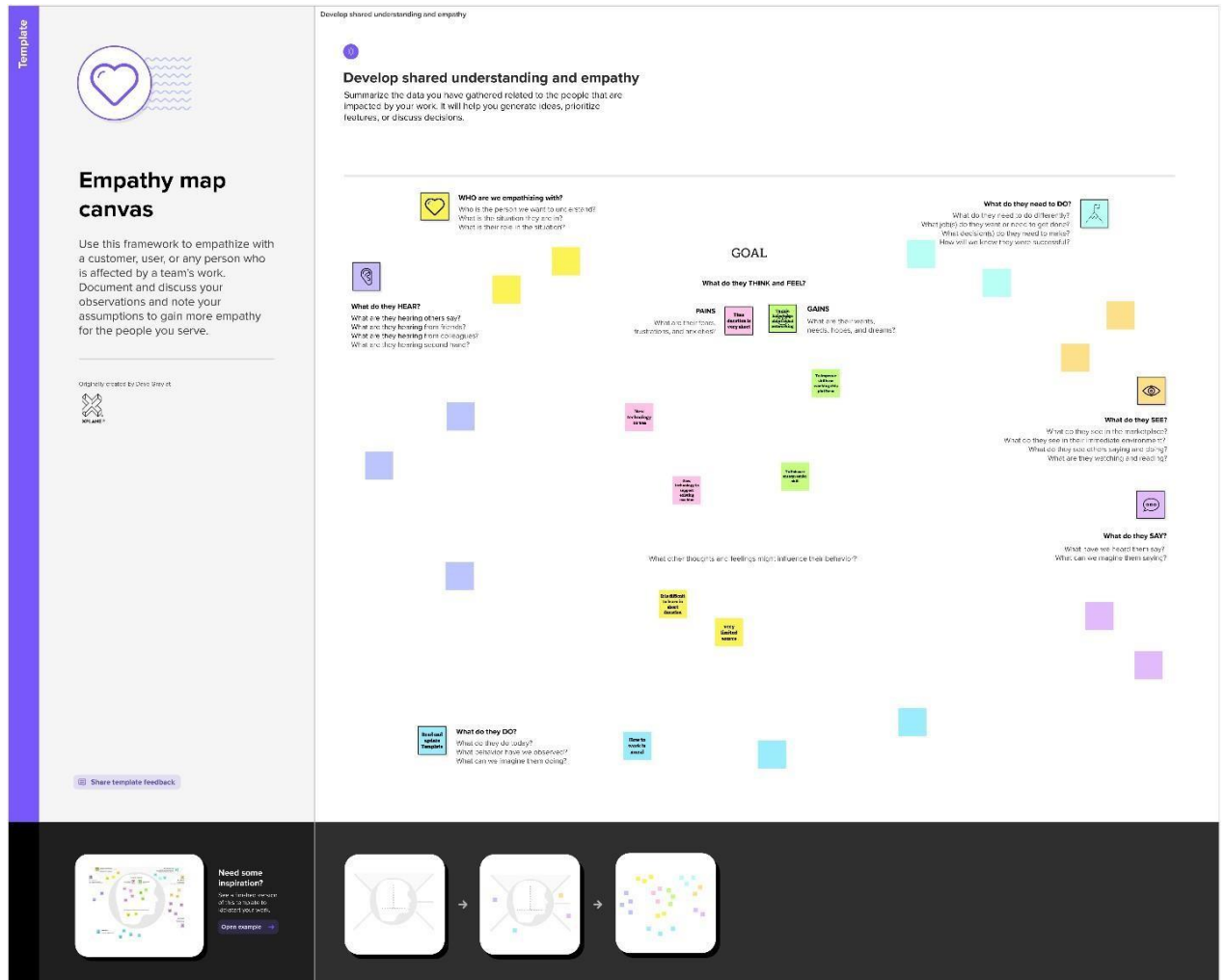
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

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

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you could be in the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and execution is event management.

2. problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming map Screenshot



3. RESULT

3.1 Data Model:

Object Name	Fields in the Object	
	Field label	Data type
Object 1	Events	Auto Number
Object 2	Attendees	Auto Number
Object 3	Speakers	Auto Number
Object 4	Vendor	Auto Number

3.2 Activity & Screenshot

Create an Event

Activity 1

Platform Login Credentials - Pro x - Student x event | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008Qqo/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
event

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
List View Button Layout

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

Type here to search

10:31
14-04-2023

Activity 2:

Platform Login Credentials - Pro x - Student x Attendee | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008QuC/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Attendee

Details Edit Delete

Fields & Relationships
Page Layouts
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Search Layouts
List View Button Layout

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

Type here to search

10:31
14-04-2023

Platform Login Credentials - Pro x Student x Vendor | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008Qub/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Vendor

Details Edit Delete

Description

API Name: Vendor__c

Custom: ☒

Singular Label: Vendor

Plural Label: Vendors

Enable Reports: ☒

Track Activities: ☐

Track Field History: ☐

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Type here to search

10:32 14-04-2023

Platform Login Credentials - Pro x Student x Speaker | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuR/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Speaker

Details Edit Delete

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

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

https://vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuR/Details/view

Type here to search

10:46 14-04-2023

2. Create a Attendees:

Activity 1:

The screenshot shows the Salesforce Setup interface for the 'event' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the 'event' object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. There are 4 items listed.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Activity 2

The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the 'Attendee' object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. There are 8 items listed.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
event Name	Bio__c	Picklist		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
Phone number	Phone_number__c	Phone		

Activity 3:

Platform Login Credentials - Pro | Student | Speaker | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuR/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Speaker

Details

Fields & Relationships
7 Items, Sorted by Field Label

Quick Find

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)		
Email	Email__c	Email		
event Name	event_Name__c	Lookup(event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Type here to search

10:50
14-04-2023

Activity 4:

Platform Login Credentials - Pro | Student | Vendor | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008Qub/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Vendor

Details

Fields & Relationships
9 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Event	event__c	Lookup(event)		✓
event Name	event_Name__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Servi__c	Phone		
Service provider	Service_provider__c	Text(80)		

Type here to search

10:51
14-04-2023

Create a Tab:

Activity 1:

Custom Tabs

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs

Action	Label	Tab Style	Description
Edit Del	Attendees	Bell	
Edit Del	events	Camera	
Edit Del	Speakers	Books	
Edit Del	Students	Camera	
Edit Del	Vendors	Computer	

Web Tabs

No Web Tabs have been defined

Creation on profile:

Activity 1:

Profiles

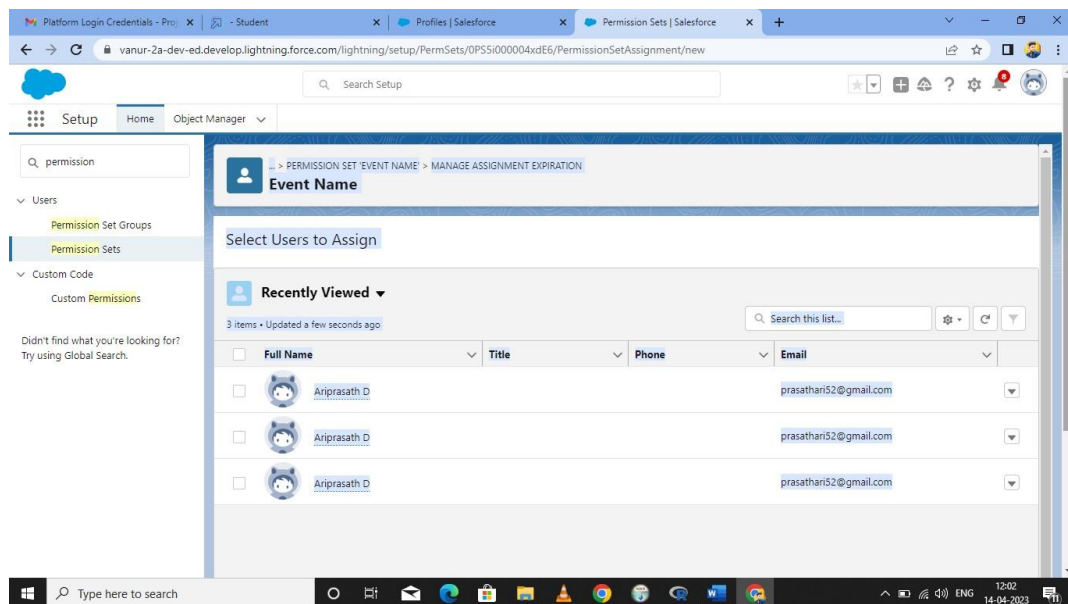
All Profiles | Edit | Delete | Create New View

Action	Profile Name	User License	Custom
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Del ...	anirasaath@vanur.gasc	Salesforce	<input checked="" type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Chatter External User	Chatter External	<input type="checkbox"/>
Edit Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit Clone	Contract Manager	Salesforce	<input checked="" type="checkbox"/>
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit Del ...	Custom Marketing Profile	Salesforce	<input checked="" type="checkbox"/>

Activity 2:

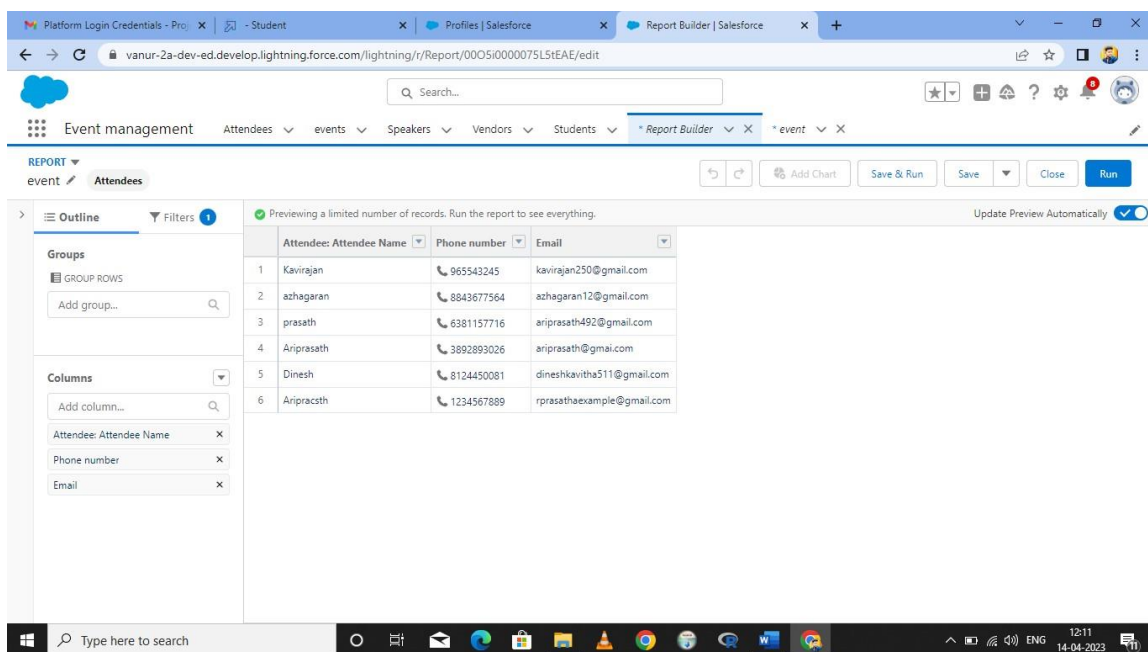
Create a Permission Set:

Activity 1:



Create a report:

Activity 1:



4. Trailhead profile Public URL:

Team Leader(M.Dinesh)- <https://trailblazer.me/id/dmunusamy4>

Team Member(D.Ariprasath)- <https://trailblazer.me/id/aprasath17>

Team Member(S.Kavirajan)- <https://trailblazer.me/id/kavi250>

Team Member(R.Azhagaran)- <https://trailblazer.me/id/azhagaran9>

Advantage:

- Easier event management. A dedicated event platform makes the entire event easier to manage. ...
- Saves time. ...
- Cut costs. ...
- Increase engagement. ...
- Analyze and improve. ...
- Automate your event. ...
- Display a greater level of professionalism. ...
- Take a holistic approach to event management.

Disadvantages:

- Expensive.
- You have to pay for add-ons to get the most out of the software.
- Configuration and setup is complex and time-consuming.
- Cluttered interface makes navigation and simple tasks unnecessarily complex.
- The learning curve never seems to end.
- Customer support has a poor reputation

5. Applications

- Industry insiders believe that a mobile app for an event is a necessity nowadays. 62% of event marketers say that an app can help drive attendee engagement. We think there are two reasons why event businesses create event planning app. Simplify Event Experience – Using a mobile app, the attendee can conveniently register, purchase a ticket using online payment solutions, check-in with the help of a barcode scanner, etc. This way you can simplify the event experience.

Enhances Attendees' Interest – Event apps are a good way to enable interaction. Through the app, attendees can participate in live questionnaires, take part in contests and discussions, and more. With this ability of mobile technology to keep participants engaged is how you gain their interest throughout the event.

6. Conclusion:

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry.

