

BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

CHIKKANNA GOVERNMENT ARTS COLLEGE

TIRUPUR-641602

(AFFILIATED TO BHARATHIAR UNIVERSITY)



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CLASS : III B.SC., PHYSICS

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BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

CHIKKANNA GOVERNMENT ARTS COLLEGE

DEPARTMENT OF PHYSICS

NAAN MUDHALVAN PROJECT WORK

(AFFILIATED TO BHARATHIAR UNIVERSITY)

TIRUPUR-641602

**TITLE : BUILD AN EVENT MANAGEMENT SYSTEM
USING SALESFORCE**

/This is to certify that this is a bonafide record of work done by the above students of III B.Sc
(PHYSICS) Degree **NAAN MUDHALVAN PROJECT** during the year

BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

INDEX

S.NO.	CONTENTS	
1	SALESFORCE	
2	OBJECT	
3	TAB	
4	APPLICATION	
5	FIELDS	
6	PROFILE	
7	USERS	
8	PERMISSION SETS	
9	DASHBOARD	
10	REPORTS	

BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

PROJECT REPORT TEMPLATE

1.INTRODUCTION:

1.1 OVERVIEW:

Event management encompasses the business activities involved in promoting the services to specified customer for their personal, family, or household important occasions. A CRM product proposed to develop enhancing the management of events of every occasions. An user has requested to create applications, to conduct and manage the events as a service with reasonable cost by getting the customers data, this application is a service app for service with oriented support of event management agency with customer and their family.

1.2 PURPOSE:

To manage orders from the individual to conduct and celebrate their personal, family and official occasions in a specified location with the help of team of personnel belongs to the servicing agency. An utility software tool is proposed to facilitate the processes involved in the event management.

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2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 EMPATHY MAP:



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2.2 IDEATION & BRAINSTORMING MAP:


Define your problem statement


What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.


🕒 5 minutes


PROBLEM


How might we [your problem statement]?


**Key rules of brainstorming**
To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

Barath

Include more events.	Reducing Cost of events.	Attractive presentation.

Arun Kumar

Customer desire app available.	Development of Mobile App for customers.	Increasing payment modes.

Dhatchinamoorthy

Minimizing online registration.	Offer incentives.	Display of variety of food.

Dinesh

Less time of arrangements.	Increasing coordinator teams.	Deploying more service personnels.

Person 5

Person 6

Person 7

Person 8

6

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3. RESULT:

3.1 DATA MODEL:

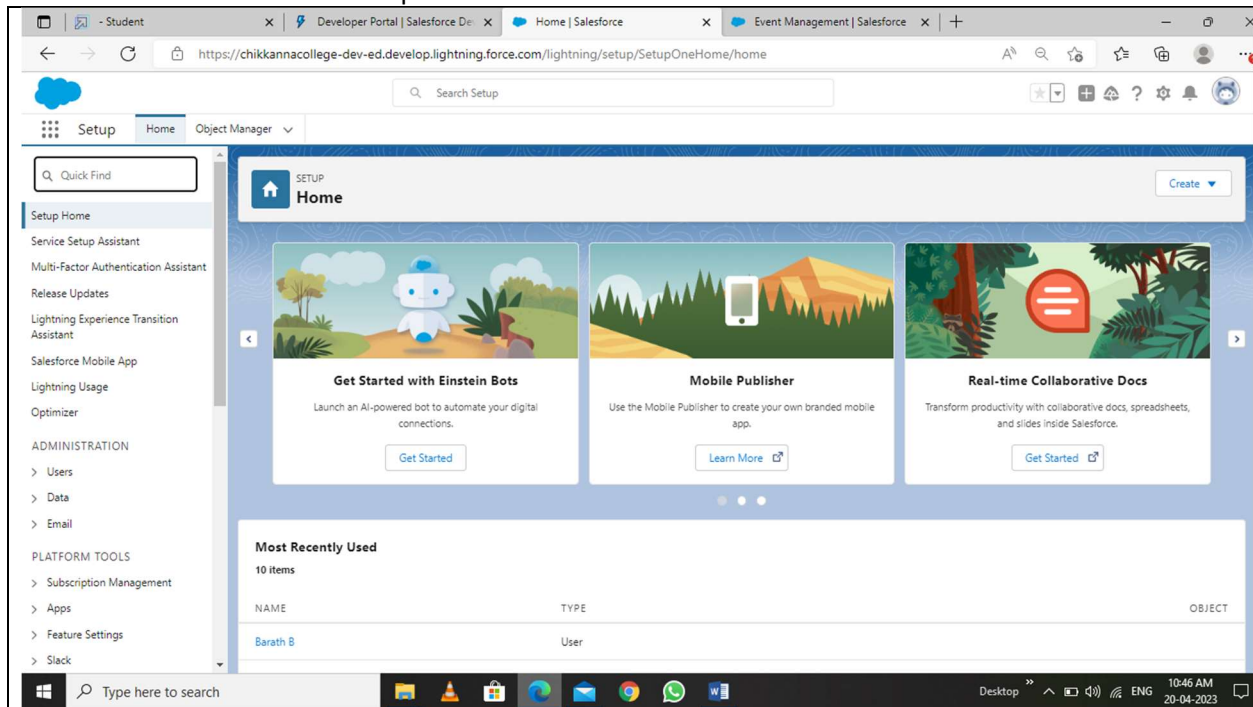
OBJECT NAME	FIELDS IN THE OBJECT	
EVENT	LABEL	Event
	Plural Label	Events
	Record Name	Event Name
ATTENDEE	LABEL	Attendee
	Plural Label	Attendees
	Record Name	Attendees Name
SPEAKER	LABEL	Speaker
	Plural Label	Speakers
	Record Name	Speaker Name
VENDOR	LABEL	Vendor
	Plural Label	Vendors
	Record Name	Vendors name

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3.2 ACTIVITY & SCREENSHOT

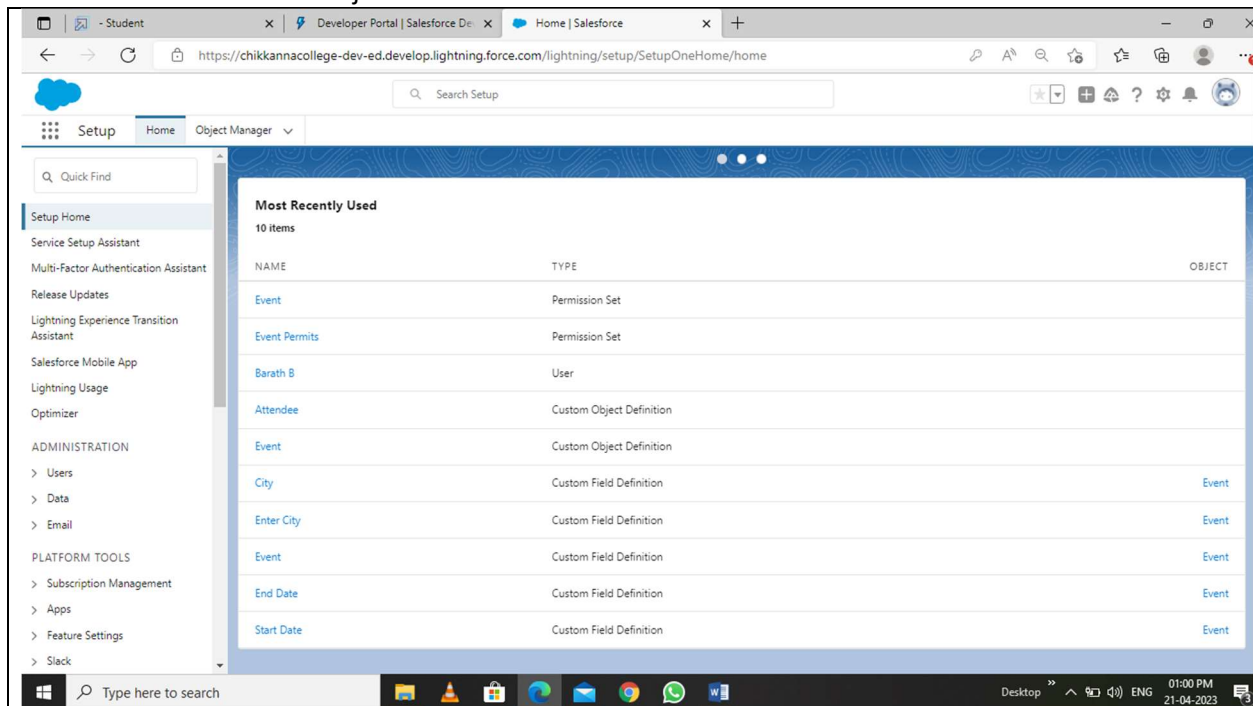
Milestone 1:

Create a developer account.



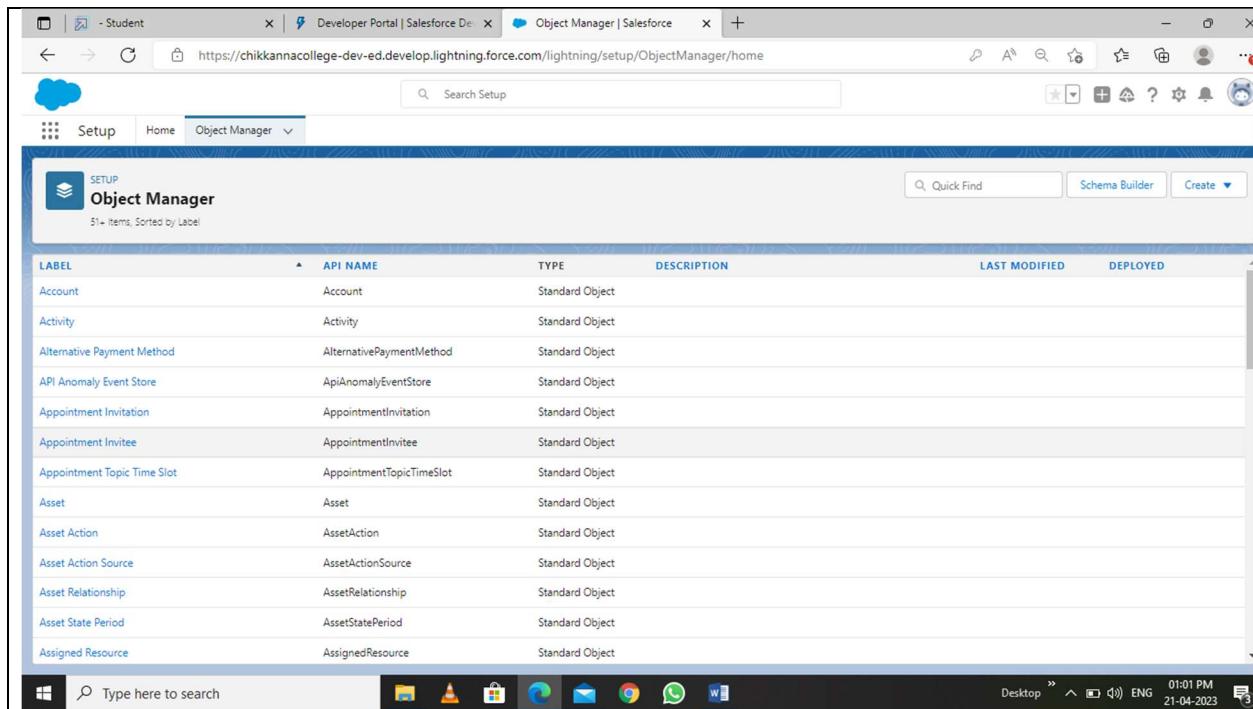
Milestone 2:

1. Create objects.



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2.Fields available on object (contact).



The screenshot displays the Salesforce Object Manager interface. The browser address bar shows the URL: `https://chikkannacollege-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home`. The page header includes the Salesforce logo, a search bar, and navigation tabs for Setup, Home, and Object Manager. The main content area is titled "Object Manager" and shows a list of 51 items, sorted by Label. The table below lists the first 15 items, all of which are Standard Objects.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object			
Asset	Asset	Standard Object			
Asset Action	AssetAction	Standard Object			
Asset Action Source	AssetActionSource	Standard Object			
Asset Relationship	AssetRelationship	Standard Object			
Asset State Period	AssetStatePeriod	Standard Object			
Assigned Resource	AssignedResource	Standard Object			

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Milestone 3:

Relation between objects.

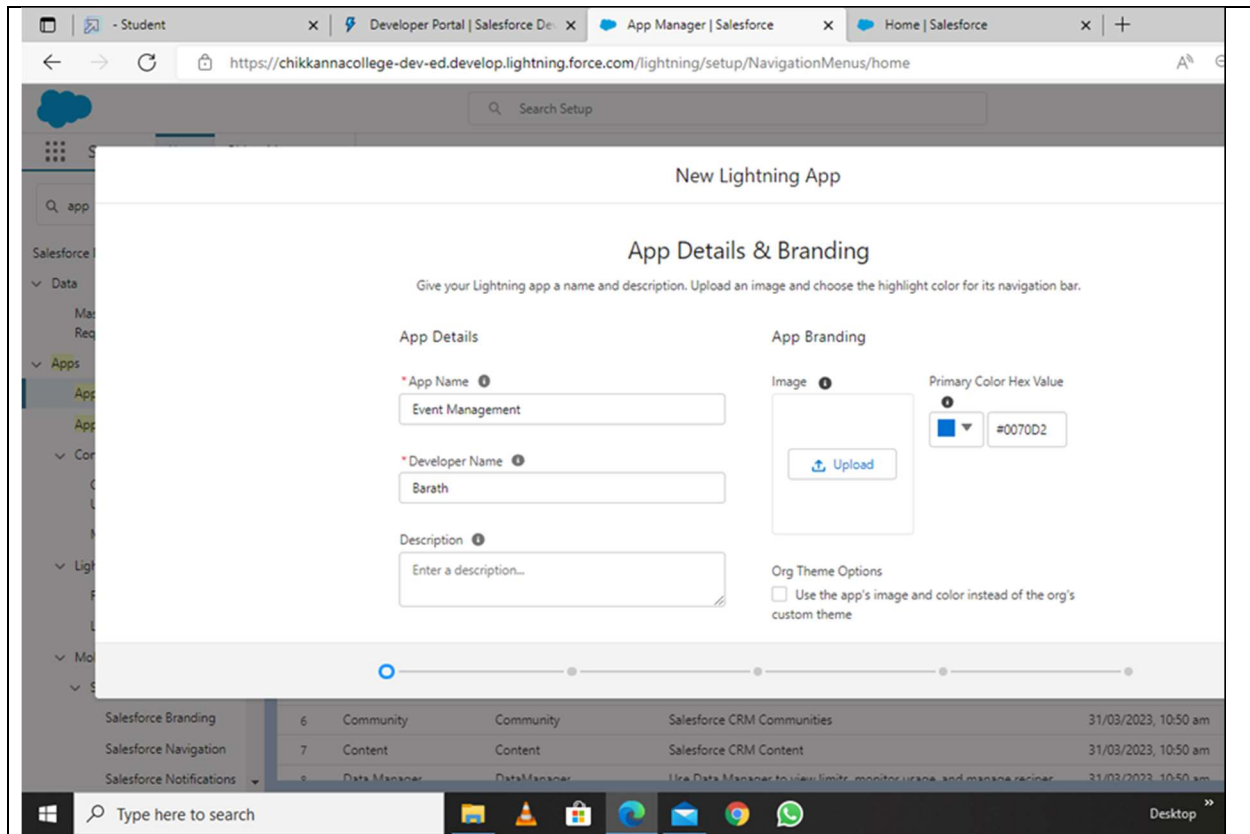
The screenshot displays the Salesforce Object Manager interface for the 'Event' object. The left sidebar shows the navigation menu with 'Fields & Relationships' selected. The main content area shows a table of fields for the 'Event' object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are: City, Created By, End Date, Enter City, Event, Event Name, Last Modified By, Owner, and Start Date.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		
Enter City	Enter_City__c	Text(4)		
Event	Event__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		

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Milestones 5:

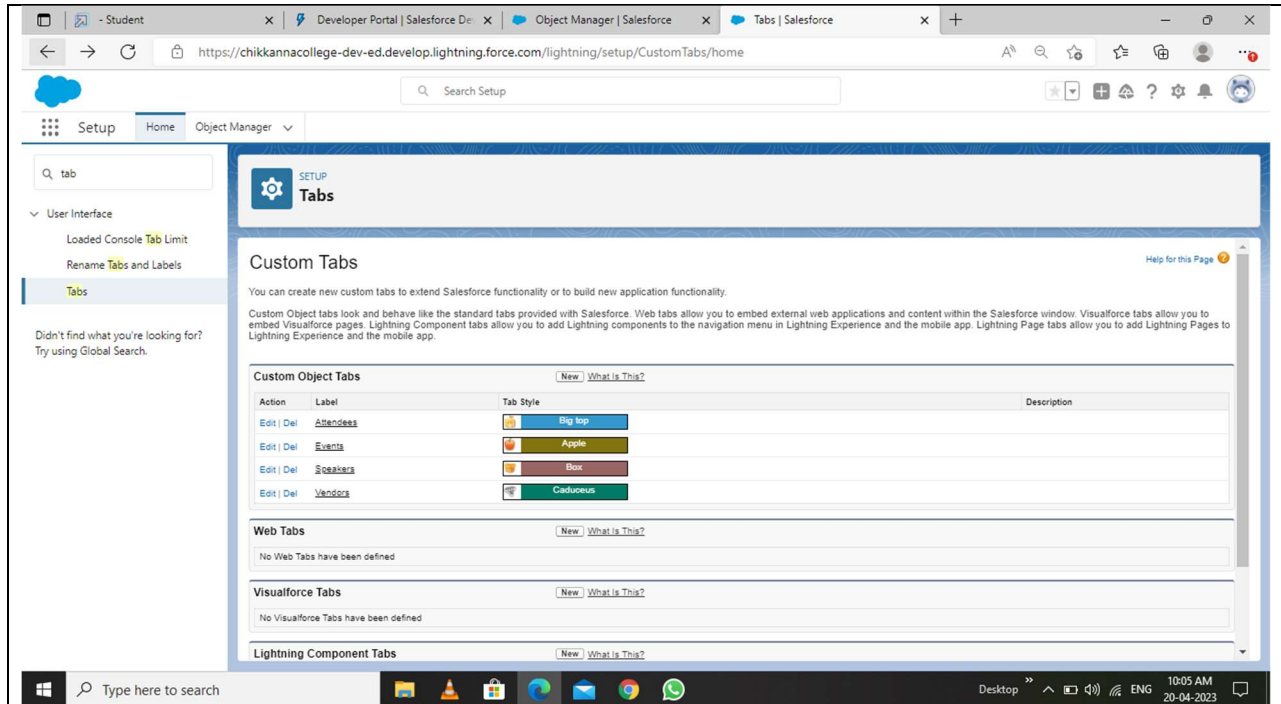
1. Creation of Application.



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Milestone 5: Layouts

1. Creation of custom tabs



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Milestone 6: user

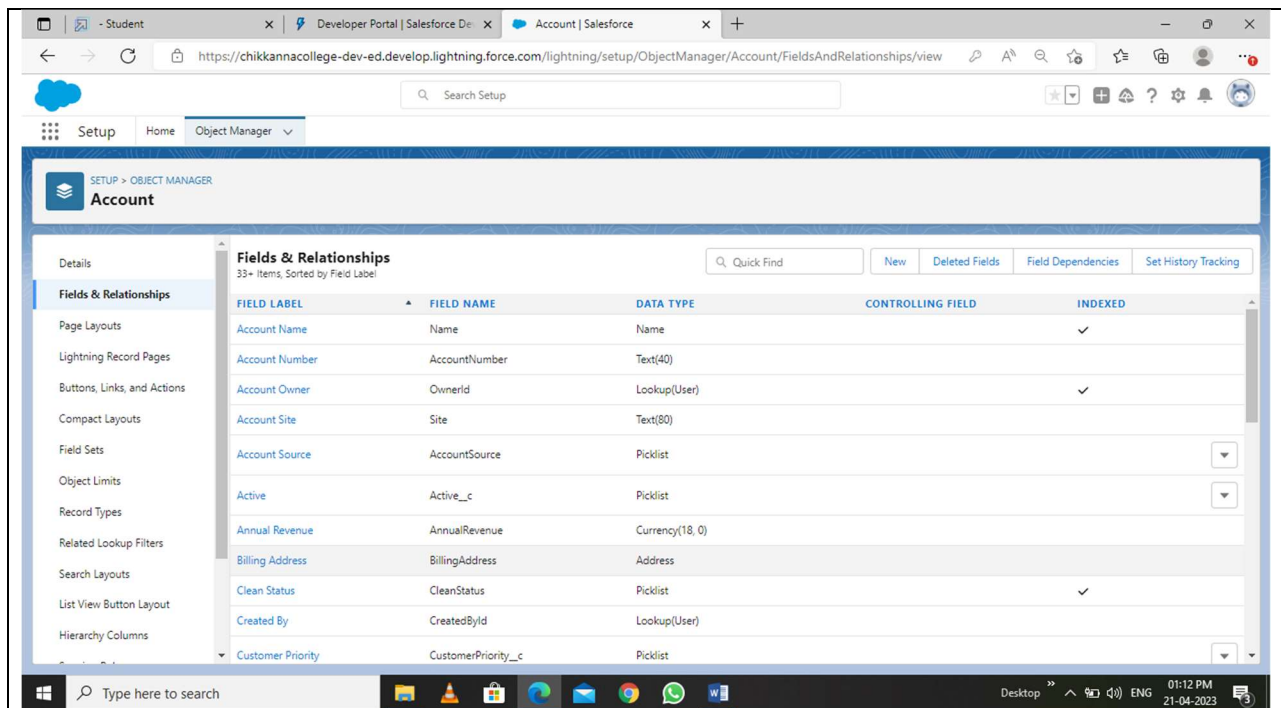
1. Creation of user

The screenshot displays the Salesforce 'Users' management interface. The left sidebar contains the navigation menu with 'Users' selected under 'User Management Settings'. The main content area shows the 'All Users' page, which includes a table of users and a search bar. The table lists the following users:

Action	Full Name	Alias	Username	Role	Active	Profile
Edit	B. Barath	BB	barath@ccas.com		✓	System Administrator
Edit	Balraj Barath	Bobby	balraj555@gmail.com		✓	Vendors profile
Edit	Chatter	Chatter	chatter0002w00000meiegar-mofo7azru@chatter.salesforce.com		✓	Chatter Free User
Edit	User Integration	integ	integration@00s2w00000meiegar.com		✓	Analytics Cloud Integration User
Edit	User Security	sec	in@htssecurity@00s2w00000meiegar.com		✓	Analytics Cloud Security User

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2. Creation of cross object



The screenshot displays the Salesforce Object Manager interface for the 'Account' object. The 'Fields & Relationships' section is active, showing a list of 33 items sorted by Field Label. The table below summarizes the visible fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Account Name	Name	Name		✓
Account Number	AccountNumber	Text(40)		
Account Owner	OwnerId	Lookup(User)		✓
Account Site	Site	Text(80)		
Account Source	AccountSource	Picklist		
Active	Active_c	Picklist		
Annual Revenue	AnnualRevenue	Currency(18, 0)		
Billing Address	BillingAddress	Address		
Clean Status	CleanStatus	Picklist		✓
Created By	CreatedById	Lookup(User)		
Customer Priority	CustomerPriority_c	Picklist		

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Milestone 7:

Creation of report.

The screenshot displays the Salesforce Object Manager interface for the 'Account' object. The left sidebar shows the navigation menu with 'Fields & Relationships' selected. The main content area shows a table of fields for the Account object, sorted by Field Label. The table includes columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are: Account Name (Name, Text(40), Indexed), Account Number (AccountNumber, Text(40)), Account Owner (Ownerid, Lookup(User), Indexed), Account Site (Site, Text(80)), Account Source (AccountSource, Picklist), Active (Active__c, Picklist), Annual Revenue (AnnualRevenue, Currency(18, 0)), Billing Address (BillingAddress, Address), Clean Status (CleanStatus, Picklist, Indexed), Created By (CreatedById, Lookup(User)), and Customer Priority (CustomerPriority__c, Picklist).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Account Name	Name	Name		✓
Account Number	AccountNumber	Text(40)		
Account Owner	Ownerid	Lookup(User)		✓
Account Site	Site	Text(80)		
Account Source	AccountSource	Picklist		
Active	Active__c	Picklist		
Annual Revenue	AnnualRevenue	Currency(18, 0)		
Billing Address	BillingAddress	Address		
Clean Status	CleanStatus	Picklist		✓
Created By	CreatedById	Lookup(User)		
Customer Priority	CustomerPriority__c	Picklist		

BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

Milestone 8: Dashboard

Creation of dashboards

The screenshot shows a Salesforce dashboard titled "Event Management". The dashboard contains a table with the following columns: Last Activity, Account Owner, Account Name, Billing State/Province, and Type. The table lists 12 accounts, all owned by "Barath B". The accounts include "Sample Account for Entitlements", "GenePoint", "United Oil & Gas, UK", "United Oil & Gas, Singapore", "Edge Communications", "Burlington Textiles Corp of America", "Pyramid Construction Inc.", "Dickenson plc", "Grand Hotels & Resorts Ltd", "Express Logistics and Transport", "University of Arizona", and "United Oil & Gas Corp.". The types are either "Customer - Channel" or "Customer - Direct". A "View Report (Event Management)" link is visible at the bottom of the table.

Last Activity	Account Owner	Account Name	Billing State/Province	Type
- Automated Process	-	Sample Account for Entitlements	-	-
- Barath B	-	GenePoint	CA	Customer - Channel
- Barath B	-	United Oil & Gas, UK	UK	Customer - Direct
- Barath B	-	United Oil & Gas, Singapore	Singapore	Customer - Direct
- Barath B	-	Edge Communications	TX	Customer - Direct
- Barath B	-	Burlington Textiles Corp of America	NC	Customer - Direct
- Barath B	-	Pyramid Construction Inc.	-	Customer - Channel
- Barath B	-	Dickenson plc	KS	Customer - Channel
- Barath B	-	Grand Hotels & Resorts Ltd	IL	Customer - Direct
- Barath B	-	Express Logistics and Transport	OR	Customer - Channel
- Barath B	-	University of Arizona	AZ	Customer - Direct
- Barath B	-	United Oil & Gas Corp.	NY	Customer - Direct
- Barath B	-	sForce	CA	-

4. TRAILHEAD PROFILE PUBLIC URL:

Team leader – <https://trailblazer.me/id/barath07>

Team Member1- <https://traiblazer.me/id/arun06>

Team Member2- <https://trailblazer.me/id/dinesh2019>

Team Member3<https://trailblazer.me/id/dhatchinamoorthy08>

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5. ADVNTANGES & DISADVANTAGES:

Advantages of the project:

- Trustworthy reporting.
- Dashboards that visually showcase data.
- Improved messaging with automation.
- Proactive service.
- Efficiency enhanced by automation.
- Simplified collaboration.
- Better customer retention.

Disadvantages of the project:

- Lack of leadership.
- Changing Preference.
- Time consuming.
- False rumors.
- High Cost.
- Require culture change.

6.APPLICATIONS:

- ❖ This utility software tool is mainly meant for conducting and celebrate occasions of individual, family and official in a specified jubilant way using the effective utility tool of CRM software.
- ❖ This CRM software is used to gather customer data to make event become in grand manner of celebration with customer experience and satisfaction.
- ❖ The benefits of CRM include better customer retention, increased event promotion and detailed analytics for future activities.

7.CONCLUSION:

In order to facilitate the user to celebrate the events of individual, family and official by the systematic management procedures by the particular agency. This utility tool development work involves with the empathy mapping work for analyzing the need, expectation and feel of the user. Following this process, a brainstorming map is designed with the help of team members to develop the utility software in a effective way. As per the instructions from the Salesforce tool management service, the following development processes has been carried out. All the steps involved in the software utility tool development is documented. The event management tool is developed successfully for managing the events of customer.

BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

8.FUTURE SCOPE:

- ❖ This event management software has specific scope belongs to Salesforce, it needs to manipulate the data belongs to large number of personnel who are all involved in event management.
- ❖ The data management system to be updated in support with the novel data base software tool which ever are developed.