BUILDING AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

CHIKKANNA GOVERNMENT ARTS COLLEGE

TIRUPUR-641602

(AFFILIATED TO BHARATHIAR UNIVERSITY)

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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

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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:

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 an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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
- Inactive announcement

Arun Kumar
- Customer Online approachable
- Development of Mobile App for customer
- Increasing payment modes

Dhatchinamoorthy
- Flowing scheme announcements
- Offer announcements
- Display of variety of event combinations

Dinesh
- Less time of arrangements
- Increasing coordinator teams
- Deploying more service personnels

Person 5

Person 6

Person 7

Person 8

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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.
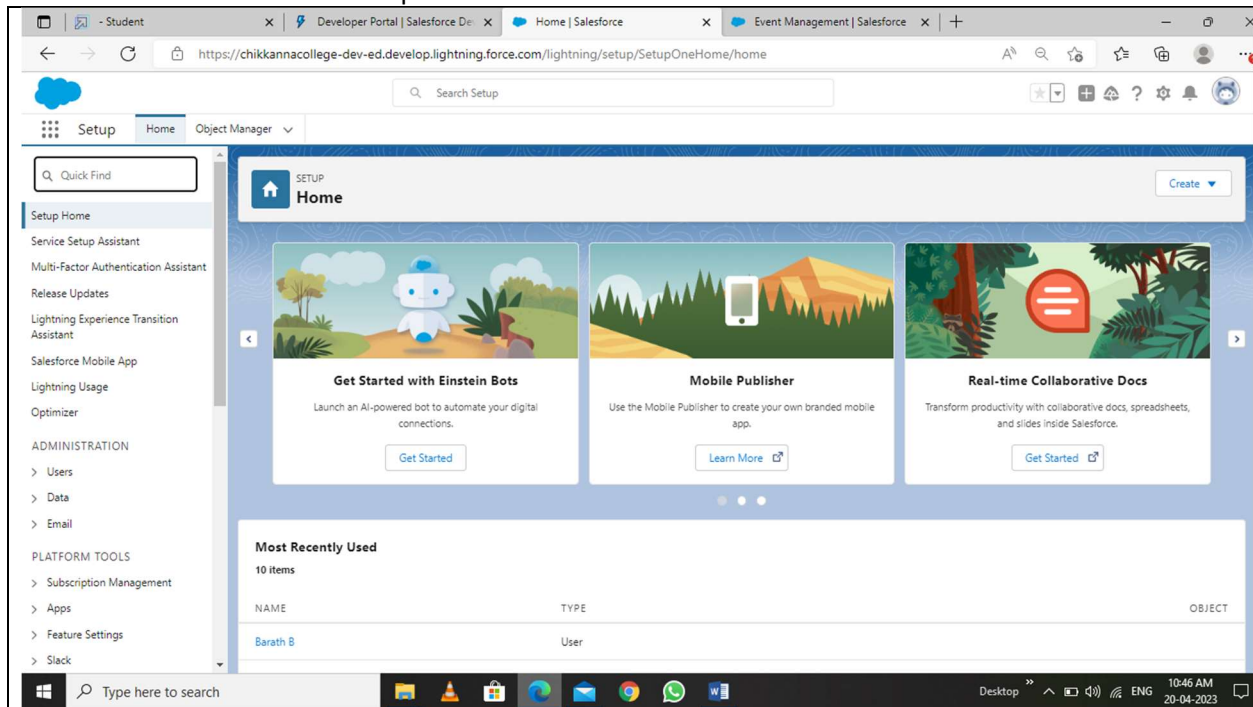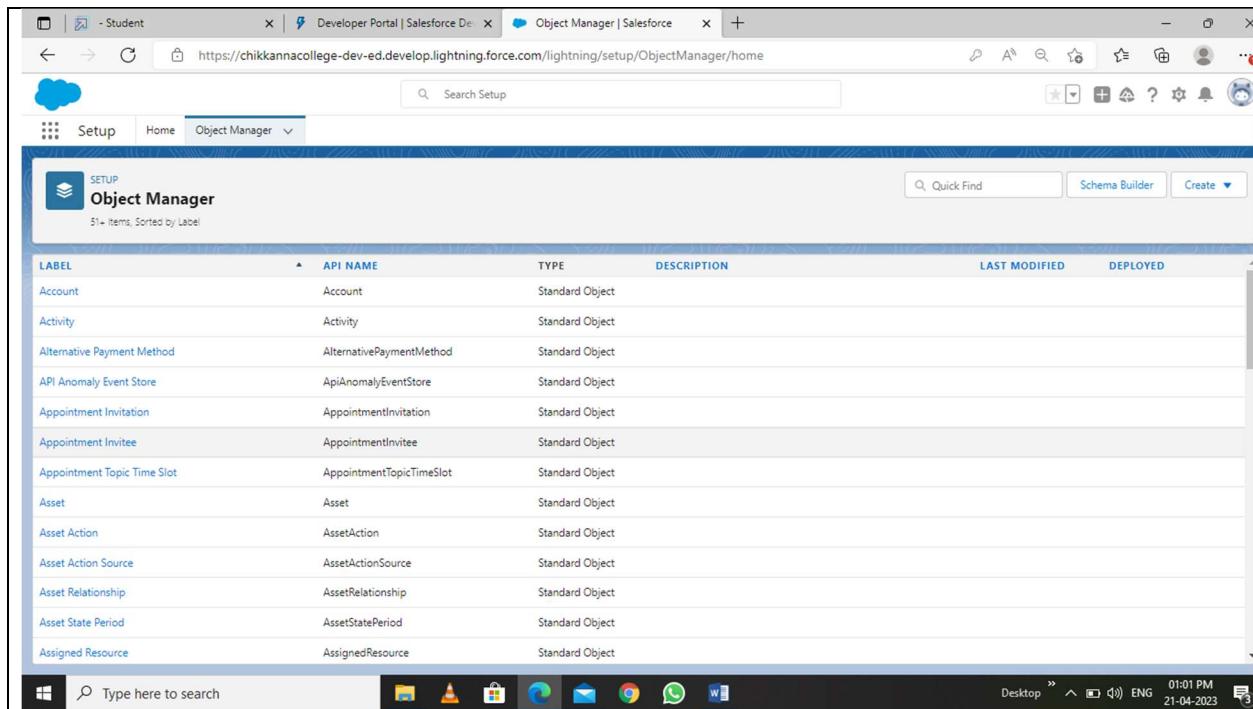
Milestone 2:

1.Create objects.
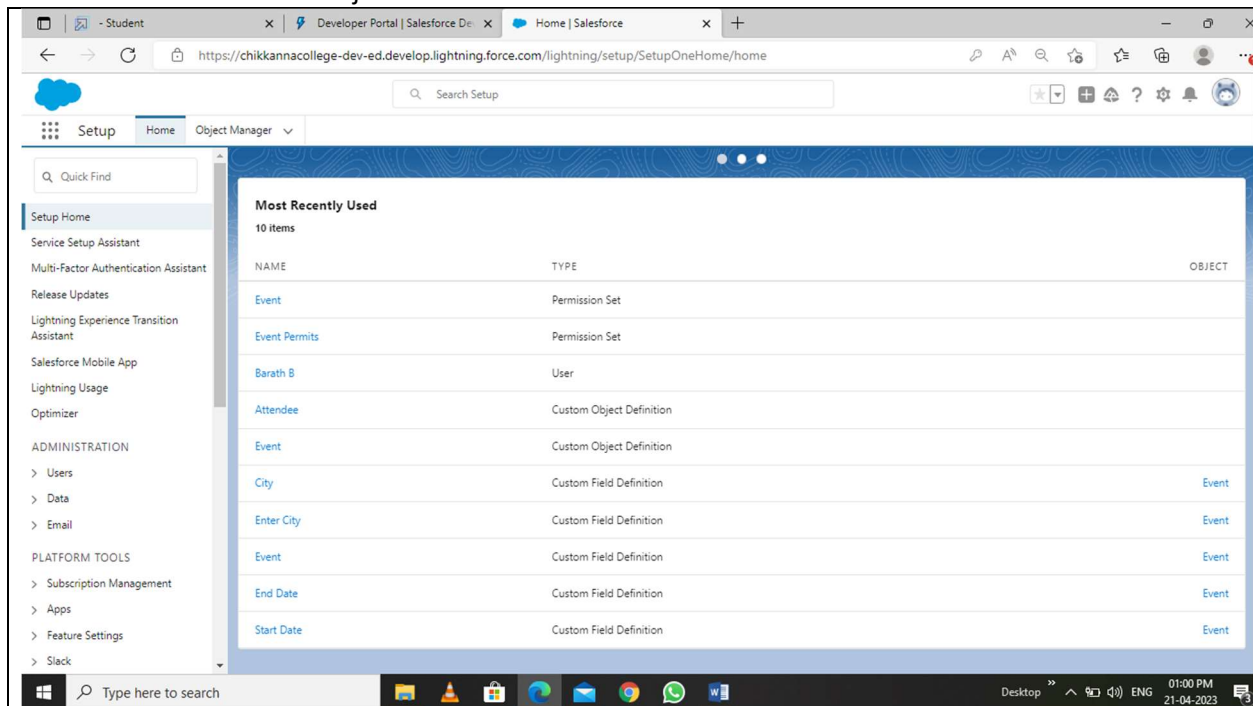
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2.Fields available on object (contact).

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Milestone 3:

Relation between objects.

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Milestones 5:

1. Creation of Application.
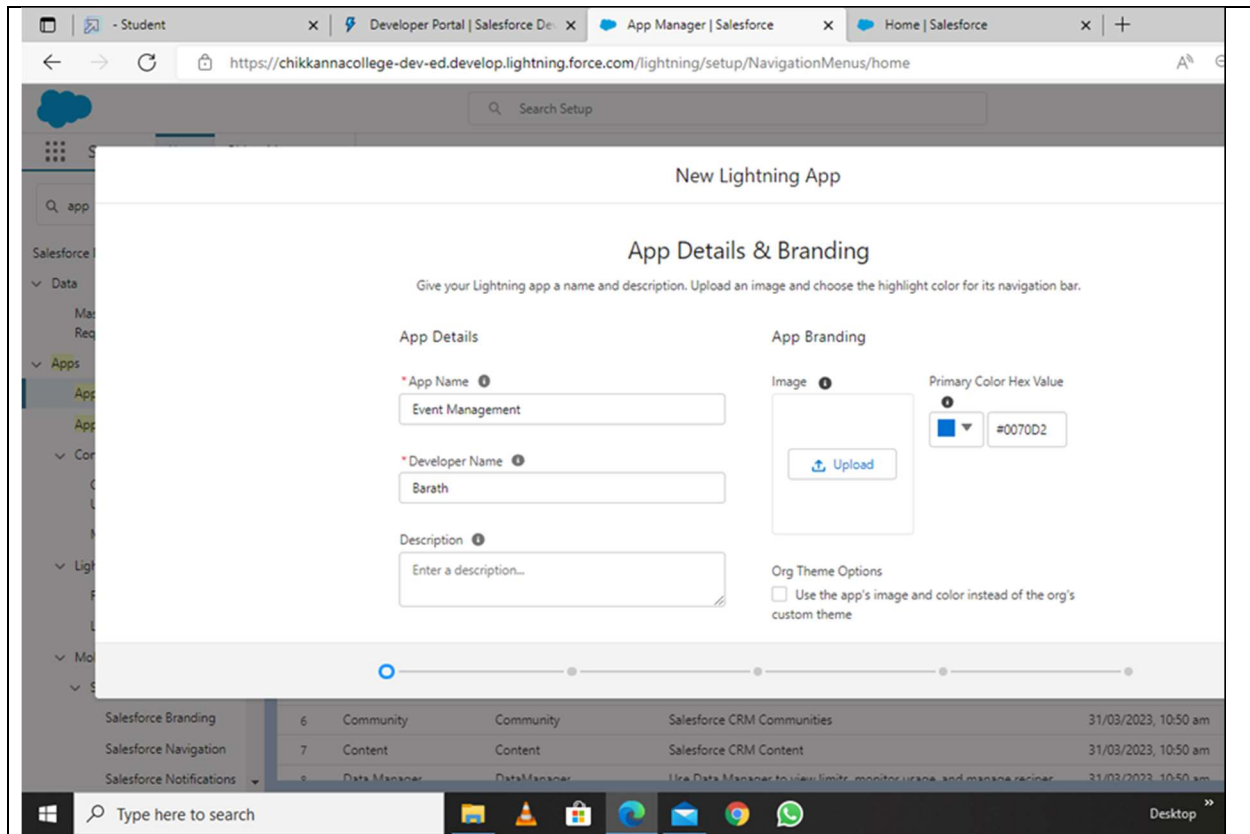
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Milestone 5: Layouts

1.Creation of custom tabs
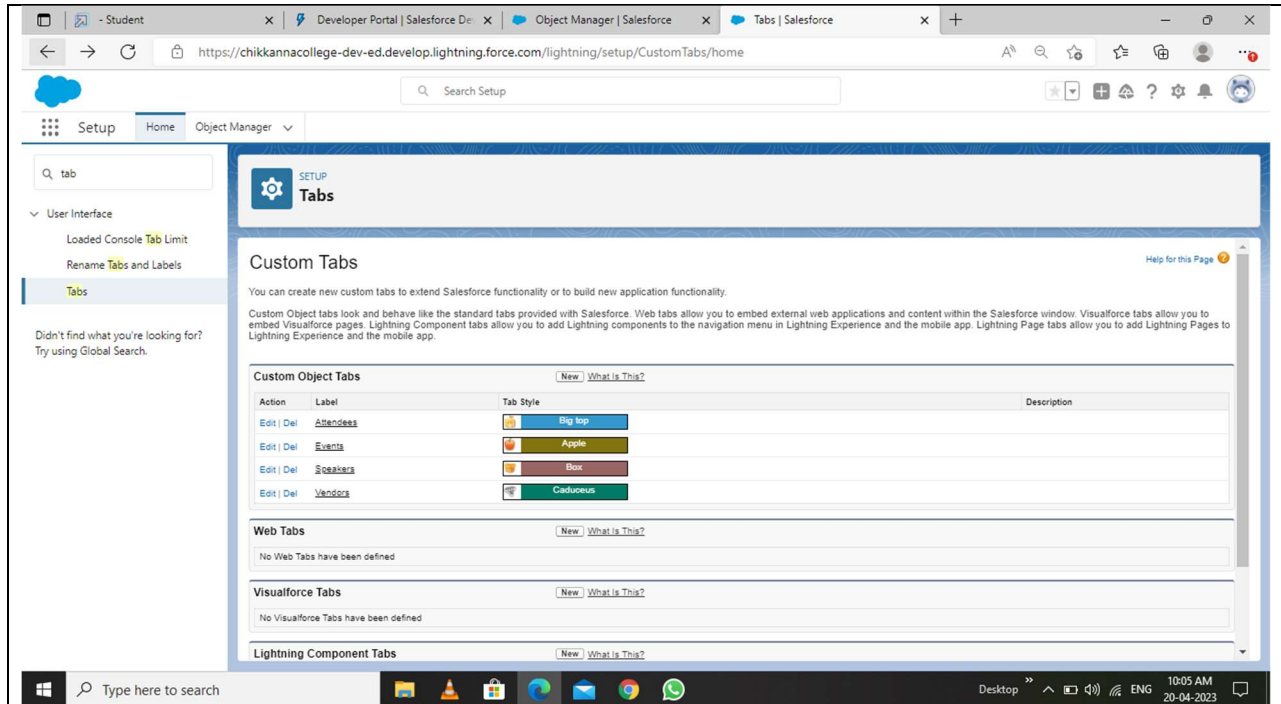
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Milestone 6: user

1. Creation of user

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2. **Creation of cross object**

Milestone 7:

Creation of report.

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Milestone 8: Dashboard

Creation of dashboards

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 Member3https://trailblazer.me/id/dhatchinamoorthy08

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.

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.