Project Report – Event Registration App in Salesforce

# Phase 1 – Organization Setup and Configuration

## Objective

Establish a Salesforce environment where the Event Registration App can be developed and deployed.

## Tasks Performed

* - Created Salesforce Developer Org and configured company profile.
* - Created user roles: Administrator, Organizer, Attendee.
* - Configured profiles and permissions for each role.

## Outcome

Salesforce environment was set up with role-based access ensuring correct permissions for admins, organizers, and attendees.

# Phase 2 – Data Modeling and Relationship

## Objective

Design a scalable and normalized data structure to support event registration, attendee management, and feedback collection.

## Tasks Performed

* - Created custom objects: Event\_\_c, Attendee\_\_c, Registration\_\_c, Feedback\_\_c.
* - Added key fields such as Event Name, Event Date, Event Capacity, Attendee Email, Registration Status, Feedback Rating.
* - Defined relationships: Event ↔ Registration, Attendee ↔ Registration, Event ↔ Feedback, Attendee ↔ Feedback.

## Outcome

A well-structured relational model was implemented in Salesforce ensuring data integrity.

# Phase 3 – Process Automation (Admin)

## Objective

Automate repetitive processes such as confirmations, reminders, and validations.

## Tasks Performed

* - Built Record-Triggered Flow to send confirmation email when a registration is created.
* - Built Scheduled Flow to send reminder emails 1 day before Event Date.
* - Created Validation Rule to prevent overbooking.
* - Created Flow to auto-update Registration status when cancelled.

## Outcome

Automation ensured timely communication, reduced manual work, and maintained data accuracy.

# Phase 5 – Apex Programming (Developer)

## Objective

Implement advanced business logic beyond declarative tools.

## Tasks Performed

* - Created RegistrationTrigger to auto-waitlist attendees if Event capacity is reached.
* - Created RegistrationAfterInsert trigger to call Apex class for confirmation emails.
* - Developed RegistrationHandler class to send programmatic emails.
* - Created EventAfterUpdate trigger to auto-create Feedback records once Event is marked completed.

## Outcome

Apex logic ensured robust, scalable automation and advanced event handling.

# Phase 6 – User Interface Development

## Objective

Provide a user-friendly interface for managing Events, Attendees, Registrations, and Feedback.

## Tasks Performed

* - Built Lightning App 'Event Registration App' with tabs for all objects.
* - Customized Page Layouts with relevant fields and related lists.
* - Configured Lightning Record Pages with dynamic components.

## Outcome

Delivered an intuitive UI for admins and organizers to manage the event lifecycle.

# Phase 7 – Integration and External Access

## Objective

Allow external participants to interact with the system and provide communication tools.

## Tasks Performed

* - Configured Salesforce Experience Cloud site for external attendees.
* - Enabled Salesforce Email integration for organizer communication.

## Outcome

External users could self-register and organizers could communicate seamlessly.

# Phase 8 – Data Management and Deployment

## Objective

Ensure clean data handling and successful deployment.

## Tasks Performed

* - Imported sample Events and Attendees via Data Import Wizard.
* - Validated mandatory fields and consistent relationships.
* - Deployed app configurations using Change Sets.
* - Created data backup and cleanup strategy.

## Outcome

Successful deployment with clean data and reliable processes.

# Phase 9 – Reporting, Dashboards, and Security Review

## Objective

Provide insights to organizers and ensure secure, role-based access.

## Tasks Performed

* - Created reports for Registrations by Event, Attendee Status, and Feedback Ratings.
* - Built dashboards with Pie, Bar, and Line charts for event insights.
* - Set OWD, role hierarchy, and sharing rules for secure access.
* - Applied field-level security to hide sensitive data.

## Outcome

Organizers gain real-time insights while security ensures data protection.