

Title : Event Registration System

1. Problem:

Organizations and event organizers face challenges in managing event registrations efficiently, ensuring accurate attendee data, timely communication, and capacity planning. Current methods often rely on multiple disconnected tools such as spreadsheets, email threads, or manual processes, leading to registration errors, overbooking, communication delays, and poor attendee experience. This inefficiency not only impacts event success but also affects marketing efforts, lead tracking, and overall organizational reputation.

2. Objectives :

- Build a centralized Salesforce-based Event Registration System to manage event creation, attendee registrations, session scheduling, and capacity tracking.
- Automate registration workflows including confirmations, cancellations, waitlists, and reminders.
- Provide real-time dashboards and reports for event organizers to monitor registrations, attendance, and revenue.
- Ensure data integrity and accuracy using validation rules, duplicate checks, and approval workflows.
- Enable secure role-based access for event organizers, attendees, and marketing teams to interact seamlessly within the system.
- Integrate with external systems such as payment gateways and calendar applications to enhance user experience and operational efficiency.

3. Scope:

The Salesforce Event Registration System will include:

- Custom objects for Event, Registration, Session, Location, and Attendee.
- Automation via validation rules, workflows, process builders, and scheduled flows for registration lifecycle management.
- Lightning Web Components for event browsing, registration forms, and attendee self-service portals.

- Role-based access control with sharing rules for event organizers, attendees, and marketing users.
- Integration with external APIs for payment processing and calendar synchronization.
- Reporting and dash boarding to provide insights on attendee demographics, registration status, event performance, and marketing ROI.

4. Impact:

The Event Registration System will streamline event registration and management processes, reducing manual workload and minimizing errors. It will improve attendee communication and satisfaction through automated notifications, enhance event capacity management, and provide actionable insights through dashboards and reports. This will help organizations increase event attendance, optimize marketing efforts, and deliver successful events with better operational control.