

# Project Report Template

## 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.

### 1.2 Purpose

The MAX FIT project's first objective is to create, identify events, and determine appropriate control measures. Multiple updates or changes may be made to a service or configuration item. In the MAX FIT event, business owners can create events for their clients. Some of these configurations can be critical, while some configurations may be minor without impacting other aspects of the IT service. After creating the events, if the owner of the event wants to cancel the event, then the owner can remove or delete it directly from the event object, and all the corresponding configurations will get deleted automatically. Categorizing these events and defining appropriate control actions for these various events is the goal of the event management process. Attendees that have registered for an event will receive an email alert regarding this event.

## Problem Definition and Design thinking

## 2.1 Empathy Map

Template

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?  
What can we imagine them saying?

#### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

#### Does

What behavior have we observed?  
What can we imagine them doing?

#### Feels

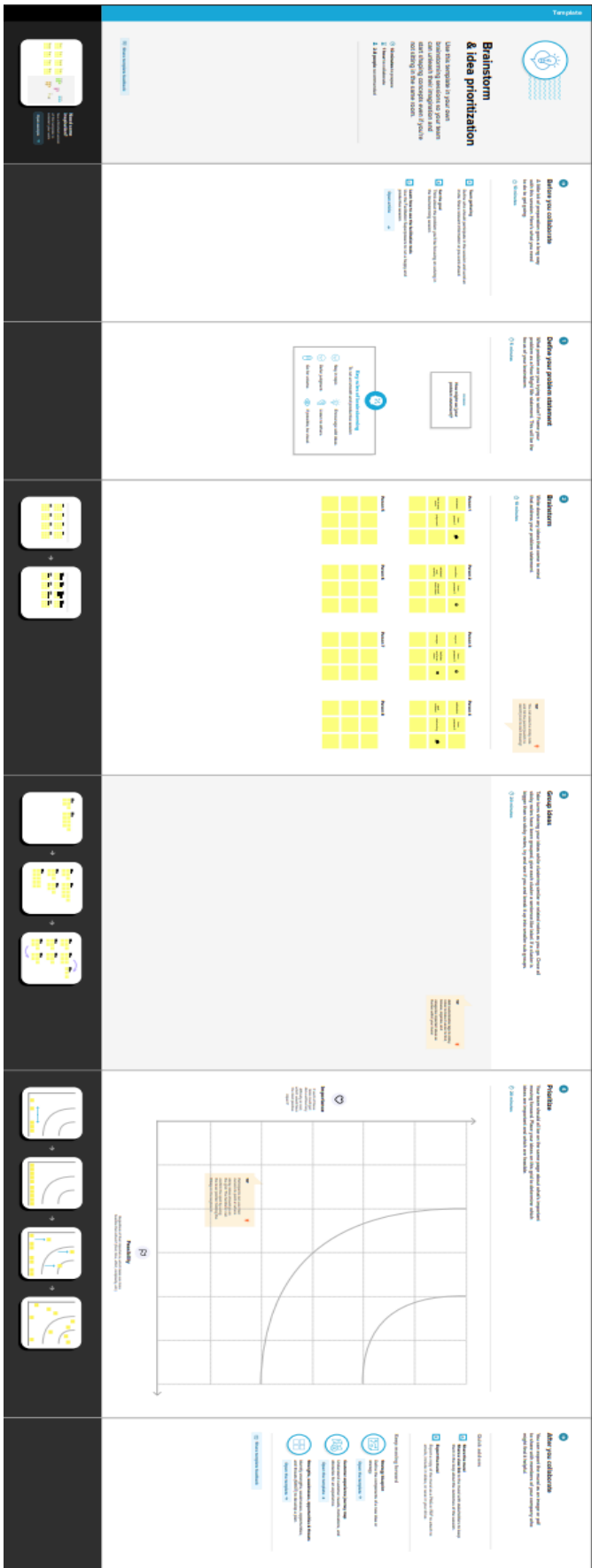
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

## 2.2 Ideation and Brainstorming map



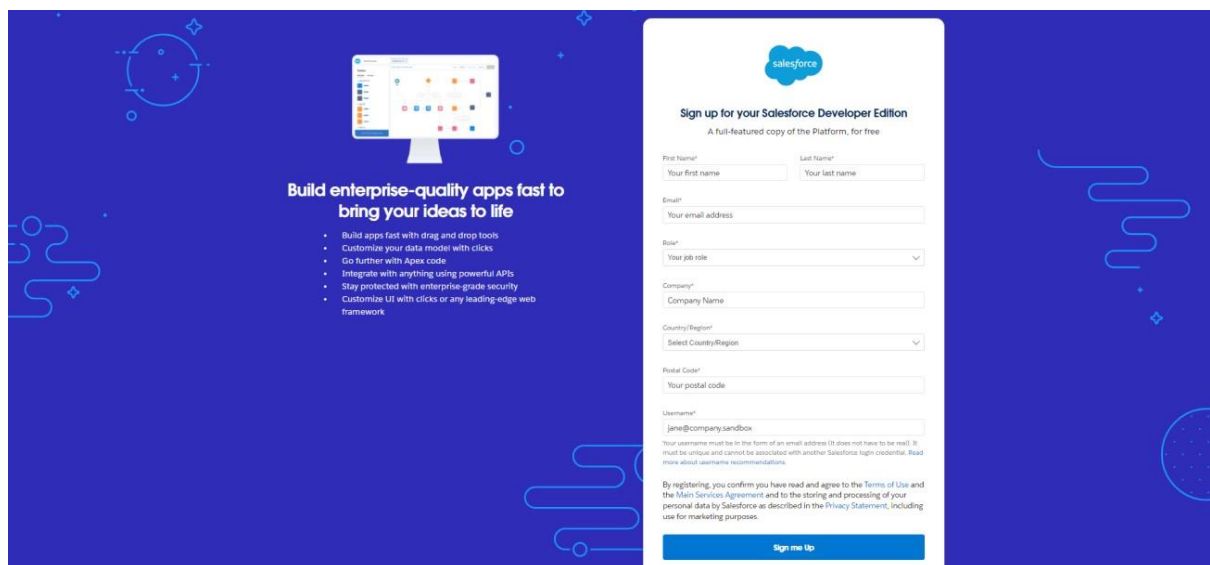
# Result

## 3.1 Data Model

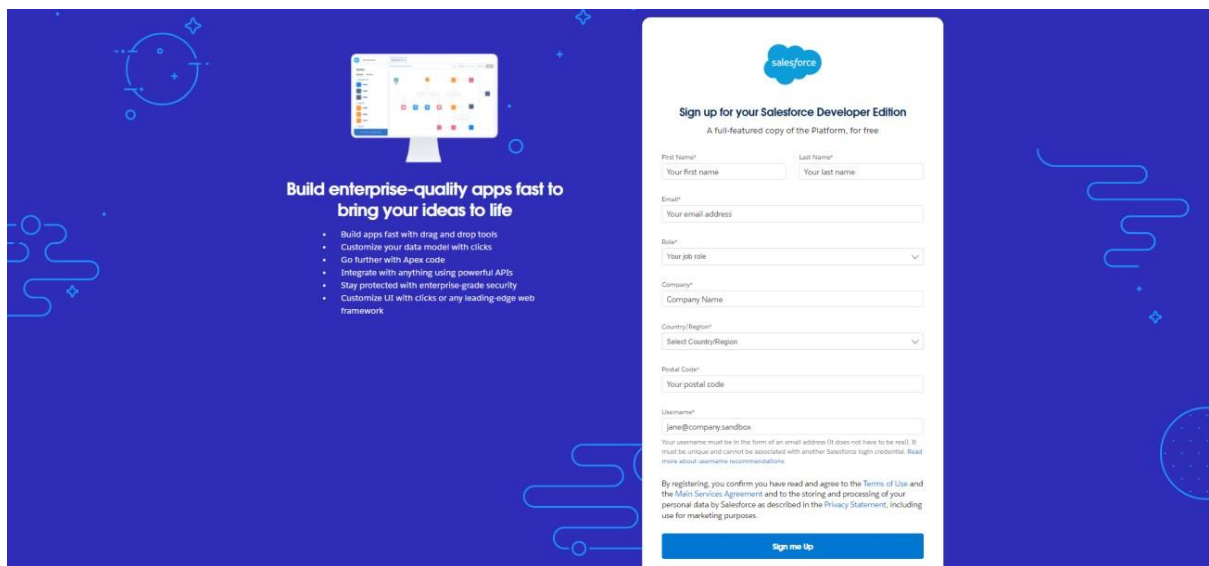
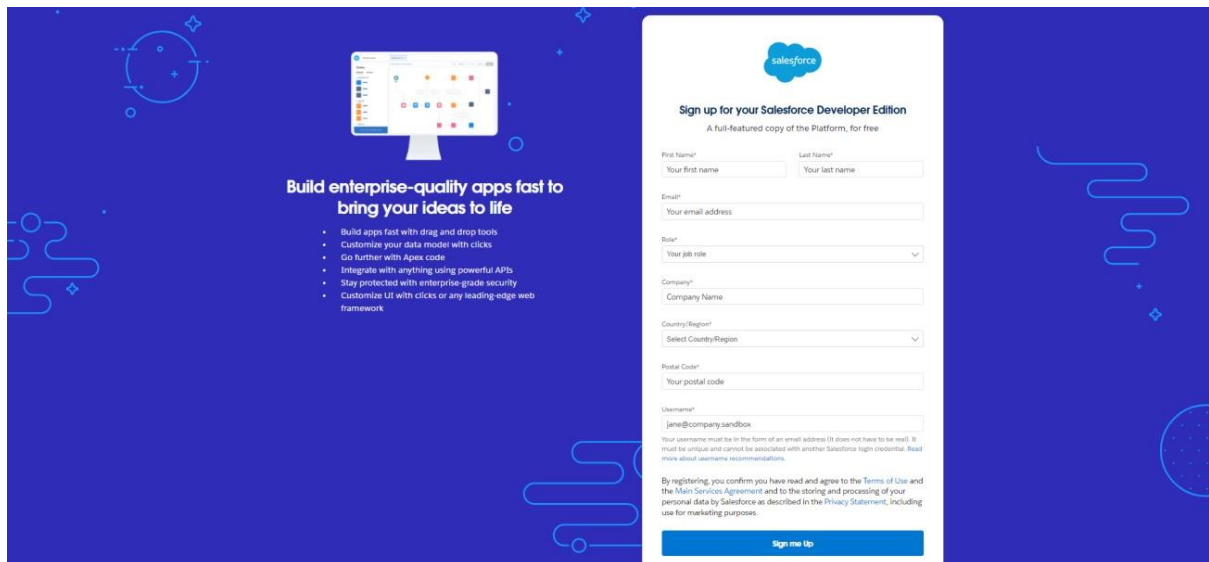
Object name	Fields in the Object	
Object 1 Department	Field label	Data type
	Field & Relationships	Currency
Object 2 Contact	Field label	Data type
	Field & Relationships	Master-Detail Relationship

## 3.2 Activity and Screenshot

### Creating a Salesforce Developer Org:



The image shows the Salesforce Developer Edition sign-up page. On the left, there's a blue background with white text and icons. The text says 'Build enterprise-quality apps fast to bring your ideas to life' and lists five bullet points: 'Build apps fast with drag and drop tools', 'Customize your data model with clicks', 'Go further with Apex code', 'Integrate with anything using powerful APIs', and 'Stay protected with enterprise-grade security'. Below the list is a small icon of a computer monitor. On the right, there's a white sign-up form with the Salesforce logo at the top. The form title is 'Sign up for your Salesforce Developer Edition' and the subtitle is 'A full-featured copy of the Platform, for free'. The form fields are: 'First Name\*' (with a hint 'Your first name'), 'Last Name\*' (with a hint 'Your last name'), 'Email\*' (with a hint 'Your email address'), 'Role\*' (a dropdown menu with 'Your job role' selected), 'Company\*' (with a hint 'Company Name'), 'Country/Region\*' (a dropdown menu with 'Select Country/Region' selected), 'Postal Code\*' (with a hint 'Your postal code'), and 'Username\*' (with a hint 'jane@company.sandbox'). Below the 'Username\*' field is a note: 'Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. Read more about username recommendations.' At the bottom of the form is a blue button labeled 'Sign me Up'. Below the button is a small disclaimer: 'By registering, you confirm you have read and agree to the Terms of Use and the Master Services Agreement and to the storing and processing of your personal data by Salesforce as described in the Privacy Statement, including use for marketing purposes.'



## Object:

Student | Data Modeling | NaanMudh... | Build a Custom Home Page | Home | Salesforce | Contact | Salesforce

creative-wolf-hjgty-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/Contact/Details/view

Gmail | YouTube | Maps | News | Translate | Account | Join India... | YouTube | Student | Dashboard - Student | nm-pbl/SB-PBL-GP... | Home - MURAL | Home | Salesforce

Search Setup

Setup | Home | Object Manager

**SETUP > OBJECT MANAGER**  
**Contact**

**Details**

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

**Details**

Description

API Name  
Contact

Custom

Singular Label  
Contact

Plural Label  
Contacts

Enable Reports

Track Activities

Track Field History

Deployment Status

Help Settings  
Standard salesforce.com Help Window

ENG 02:43 PM  
IN 11-Apr-23

## Tab:

The screenshot shows the Salesforce Setup interface for the 'Tabs' section. The left sidebar contains a search bar with 'tab' entered and a list of navigation items: User Interface, Loaded Console Tab Limit, Rename Tabs and Labels, and Tabs (selected). The main content area is titled 'SETUP Tabs' and contains four sections: Web Tabs, Visualforce Tabs, Lightning Component Tabs, and Lightning Page Tabs. The Lightning Component Tabs section is expanded, showing a table of tabs.

Action	Label	Tab Style	Description
<a href="#">Edit</a>	<a href="#">Get Your Login Credentials</a>	Flag	
<a href="#">Edit</a>	<a href="#">Install a Package</a>	Compass	
<a href="#">Edit</a>	<a href="#">Welcome</a>	Chalkboard	

## Application:

The screenshot shows the Salesforce Setup interface for the 'Applications' section. The left sidebar contains a search bar with 'Quick Find' and a list of navigation items: Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, Salesforce Mobile App, Lightning Usage, Optimizer, ADMINISTRATION (with sub-items Users, Data, and Email), PLATFORM TOOLS, and Apps (selected). The main content area is titled 'Enable App Cloning' and shows a table of applications.

App Name	Developer Name	Description	Last Modified	App Type	Visible
1 All Tabs	AllTabSet		16/03/2023, 2:49 pm	Classic	
2 Analytics Studio	Insights	Build CRM Analytics dashboards and apps	16/03/2023, 2:49 pm	Classic	✓
3 Ant Migration Tool	Forcecom_Migration_Tool	The Force.com Migration Tool is a Java/Ant-based ...	16/03/2023, 2:49 pm	Connected (Managed)	
4 App Launcher	AppLauncher	App Launcher tabs	16/03/2023, 2:49 pm	Classic	✓
5 Bolt Solutions	LightningBolt	Discover and manage business solutions designed ...	16/03/2023, 2:49 pm	Lightning	✓
6 Commerce	Commerce	Manage your store's products, catalogs, and price...	16/03/2023, 2:49 pm	Lightning	✓
7 Community	Community	Salesforce CRM Communities	16/03/2023, 2:49 pm	Classic	✓
8 Content	Content	Salesforce CRM Content	16/03/2023, 2:49 pm	Classic	✓
9 Data Manager	DataManager	Use Data Manager to view limits, monitor usage, a...	16/03/2023, 2:49 pm	Lightning	✓
10 Dataloader Bulk	Dataloader_Bulk	The Data Loader is an easy to use graphical tool th...	16/03/2023, 2:49 pm	Connected (Managed)	

Enable App Cloning ☒ Enabled

28 Items • Sorted by App Name • Filtered by All appmenutems - TabSet Type

App Name ↑	Developer Name	Description	Last Modified ...	App Type	Vi...
11 Dataloader Partner	Dataloader_Partner	The Data Loader is an easy to use graphical tool th...	16/03/2023, 2:49 pm	Connected (Managed)	
12 Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	16/03/2023, 2:49 pm	Lightning	✓
13 Force.com IDE	Forcecom_IDE	The Force.com IDE is a powerful client application f...	16/03/2023, 2:49 pm	Connected (Managed)	
14 Lightning Usage ...	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Ex...	16/03/2023, 2:49 pm	Lightning	✓
15 Marketing	Marketing	Best-in-class on-demand marketing automation	16/03/2023, 2:49 pm	Classic	✓
16 Platform	Platform	The fundamental Lightning Platform	16/03/2023, 2:49 pm	Classic	
17 Playground Starter	Playground_Starter	Get started with your Trailhead Playground.	16/03/2023, 2:49 pm	Lightning (Managed)	✓
18 Sales	Sales	The world's most popular sales force automation (...)	16/03/2023, 2:49 pm	Classic	
19 Sales	LightningSales	Manage your sales process with accounts, leads, o...	16/03/2023, 2:52 pm	Lightning	✓
20 Sales Console	LightningSalesConsole	(Lightning Experience) Lets sales reps work with m...	16/03/2023, 2:49 pm	Lightning	✓
21 Salesforce Chatter	Chatter	The Salesforce Chatter social network, including pr...	16/03/2023, 2:49 pm	Classic	✓

## Fields:

Student

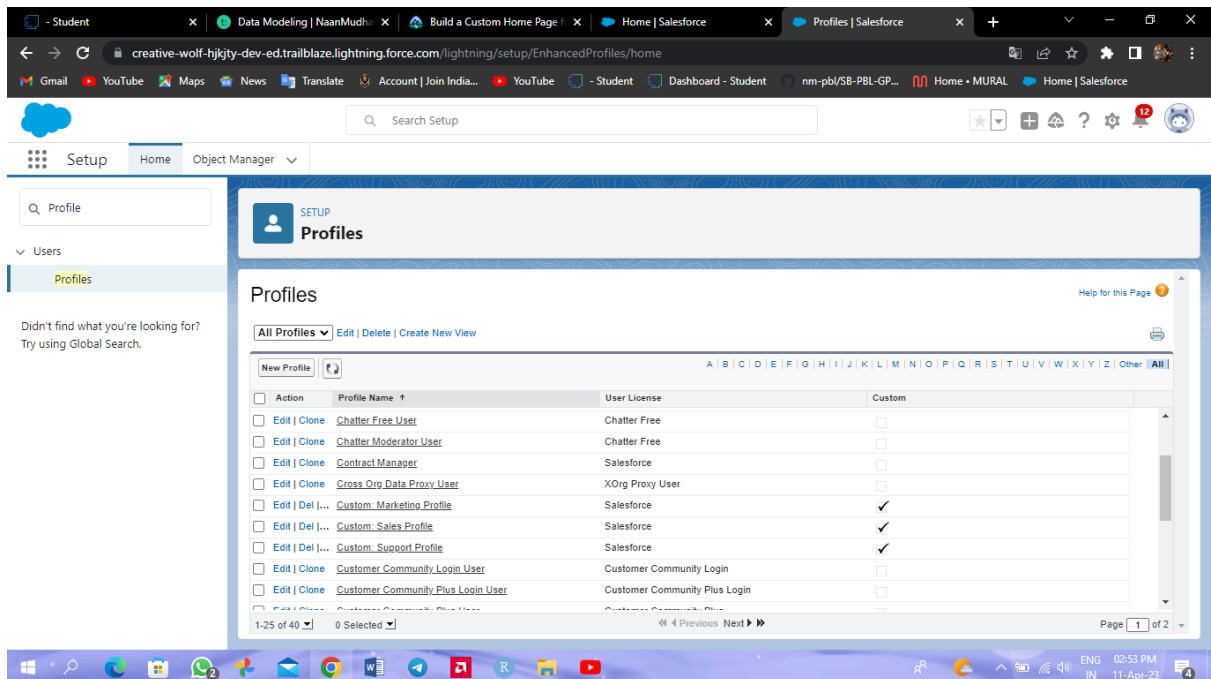
Fields & Relationships

15 Items, Sorted by Field Label

Quick Find → New Deleted Fields Field Dependencies Set History Tracking

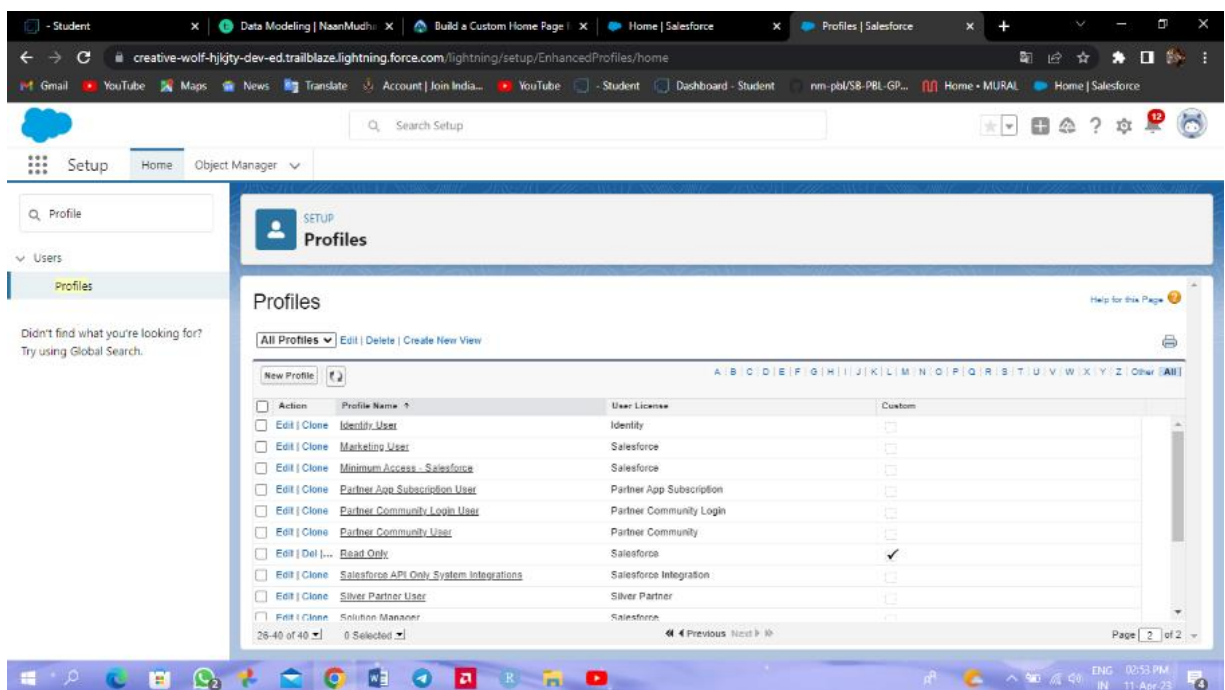
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
ID	Id	Auto Number		✓
Name	Name	Text		
Age	Age	Number(1,0)		
Created By	CreatedBy	Lookup(User)		
Date of Birth	Date_of_Birth	Date		
Date of Joining	Date_of_Joining	Date/Time		
Gender	Gender	Picklist		
Last Modified By	LastModifiedDate	Lookup(User)		
Name	Name	Text(20)		
Owner	OwnerId	Lookup(User Group)		✓
Phone No	PhoneNo	Phone		
Record Type	RecordTypeId	Record Type		✓
Teacher	Teacher	Lookup(Teacher)		

## Profile:



The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar and a navigation menu with 'Users' and 'Profiles' (highlighted). The main content area displays a table of profiles with columns for 'Action', 'Profile Name', 'User License', and 'Custom'. The table lists various profiles, including 'Chatter Free User', 'Chatter Moderator User', 'Contract Manager', 'Cross Org Data Proxy User', 'Custom Marketing Profile', 'Custom Sales Profile', 'Custom Support Profile', 'Customer Community Login User', and 'Customer Community Plus Login User'. The 'Custom' column has checkboxes, with 'Custom Marketing Profile', 'Custom Sales Profile', and 'Custom Support Profile' checked. The bottom of the page shows a taskbar with various application icons and system information.

Action	Profile Name	User License	Custom
<a href="#">Edit   Clone</a>	Chatter Free User	Chatter Free	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Contract Manager	Salesforce	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
<a href="#">Edit   Del   ...</a>	Custom Marketing Profile	Salesforce	<input checked="" type="checkbox"/>
<a href="#">Edit   Del   ...</a>	Custom Sales Profile	Salesforce	<input checked="" type="checkbox"/>
<a href="#">Edit   Del   ...</a>	Custom Support Profile	Salesforce	<input checked="" type="checkbox"/>
<a href="#">Edit   Clone</a>	Customer Community Login User	Customer Community Login	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Customer Community Plus Login User	Customer Community Plus Login	<input type="checkbox"/>

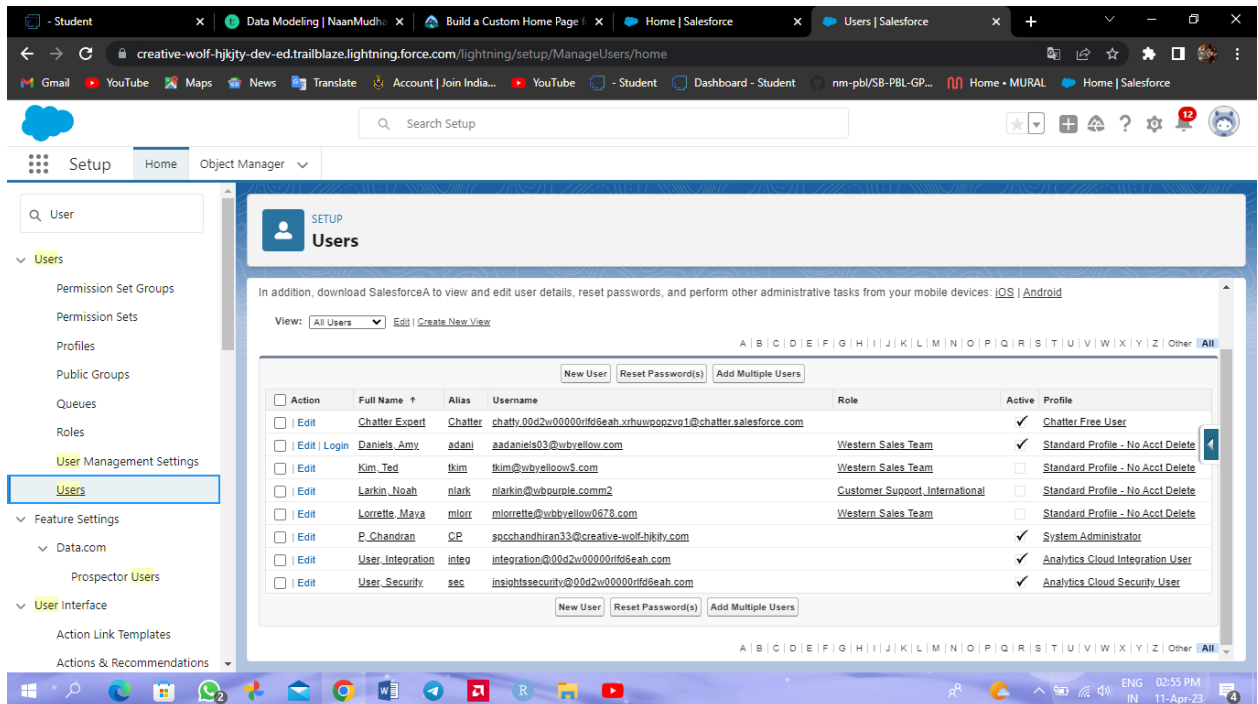


The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar and a navigation menu with 'Users' and 'Profiles' (highlighted). The main content area displays a table of profiles with columns for 'Action', 'Profile Name', 'User License', and 'Custom'. The table lists various profiles, including 'Identity User', 'Marketing User', 'Minimum Access - Salesforce', 'Partner App Subscription User', 'Partner Community Login User', 'Partner Community User', 'Read Only', 'Salesforce API Only System Integrations', 'Silver Partner User', and 'Solution Manager'. The 'Custom' column has checkboxes, with 'Read Only' checked. The bottom of the page shows a taskbar with various application icons and system information.

Action	Profile Name	User License	Custom
<a href="#">Edit   Clone</a>	Identity User	Identity	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Marketing User	Salesforce	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Minimum Access - Salesforce	Salesforce	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Partner App Subscription User	Partner App Subscription	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Partner Community Login User	Partner Community Login	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Partner Community User	Partner Community	<input type="checkbox"/>
<a href="#">Edit   Del   ...</a>	Read Only	Salesforce	<input checked="" type="checkbox"/>
<a href="#">Edit   Clone</a>	Salesforce API Only System Integrations	Salesforce Integration	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Silver Partner User	Silver Partner	<input type="checkbox"/>
<a href="#">Edit   Clone</a>	Solution Manager	Salesforce	<input type="checkbox"/>



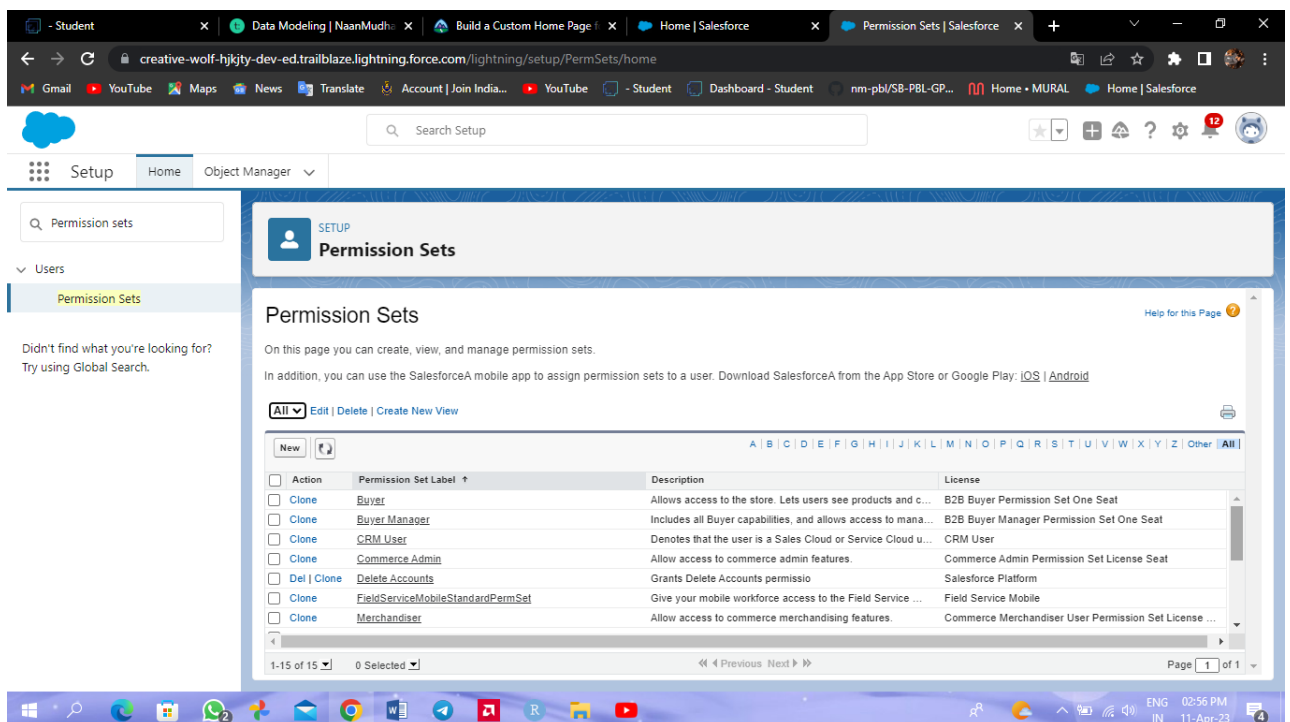
## User:



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains a navigation menu with options like 'User Management Settings', 'Users', 'Feature Settings', 'Data.com', 'Prospector Users', 'User Interface', 'Action Link Templates', and 'Actions & Recommendations'. The main content area is titled 'Users' and includes a search bar, a 'View' dropdown set to 'All Users', and buttons for 'Edit', 'Create New View', 'New User', 'Reset Password(s)', and 'Add Multiple Users'. Below these is a table of users with columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The table lists several users, including 'Chatter Expert', 'Daniels Amy', 'Kim Ted', 'Larkin Noah', 'Lorrette Mava', 'P Chandran', 'User Integration', and 'User Security'. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 02:55 PM on 11-Apr-23.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00d2w00000rfd6eah.xrhuwppozv1@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/> Edit   Login	Daniels Amy	adani	aadaniels93@vubyellow.com	Western Sales Team	<input checked="" type="checkbox"/>	Standard Profile - No Acct Delete
<input type="checkbox"/> Edit	Kim Ted	tkim	tkim@vubyellow5.com	Western Sales Team	<input type="checkbox"/>	Standard Profile - No Acct Delete
<input type="checkbox"/> Edit	Larkin Noah	nlark	nlarkin@vubpurple.comm2	Customer Support International	<input type="checkbox"/>	Standard Profile - No Acct Delete
<input type="checkbox"/> Edit	Lorrette Mava	mlorr	mlorrette@vubyellow0678.com	Western Sales Team	<input type="checkbox"/>	Standard Profile - No Acct Delete
<input type="checkbox"/> Edit	P Chandran	CP	gocchandhiran33@creative-wolf-hikjty.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2w00000rfd6eah.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightsecurity@00d2w00000rfd6eah.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

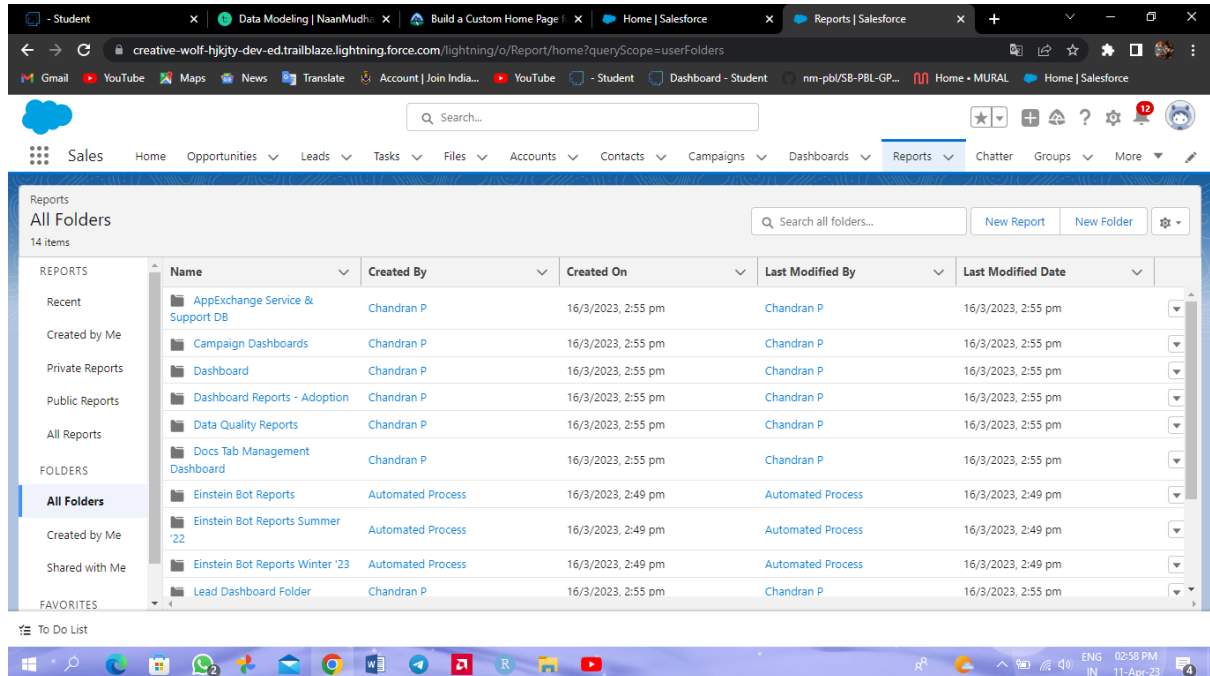
## Permission sets:



The screenshot shows the Salesforce Setup interface for the 'Permission Sets' section. The left sidebar contains a navigation menu with options like 'Users', 'Permission Sets', 'Feature Settings', 'Data.com', 'Prospector Users', 'User Interface', 'Action Link Templates', and 'Actions & Recommendations'. The main content area is titled 'Permission Sets' and includes a search bar, a 'View' dropdown set to 'All', and buttons for 'Edit', 'Delete', 'Create New View', 'New', and 'Add Multiple Users'. Below these is a table of permission sets with columns for Action, Permission Set Label, Description, and License. The table lists several permission sets, including 'Buyer', 'Buyer Manager', 'CRM User', 'Commerce Admin', 'Delete Accounts', 'FieldServiceMobileStandardPermSet', and 'Merchandiser'. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 02:56 PM on 11-Apr-23.

Action	Permission Set Label	Description	License
<input type="checkbox"/> Clone	Buyer	Allows access to the store. Lets users see products and c...	B2B Buyer Permission Set One Seat
<input type="checkbox"/> Clone	Buyer Manager	Includes all Buyer capabilities, and allows access to mana...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Service Cloud u...	CRM User
<input type="checkbox"/> Clone	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/> Del   Clone	Delete Accounts	Grants Delete Accounts permisso	Salesforce Platform
<input type="checkbox"/> Clone	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service ...	Field Service Mobile
<input type="checkbox"/> Clone	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License ...

## Reports:



## Trailhead Profile Public URL

Team Lead- <https://trailblazer.me/id/chanp41>

Team Member 1- <https://trailblazer.me/id/dhank61>

Team Member 2- <https://trailblazer.me/id/dhanb13>

Team Member 3- <https://trailblazer.me/id/dines865>

## Advantages and Disadvantage

### 5.1 Advantages

- Promotion of new products or services

- Achieving the desired exposure and brand awareness
- Attracting more prospects and clients from exhibitions and trade shows
- Improving brand positioning through professional events and conferences
- Creative solutions to drive the highest level of satisfaction from the guests
- Handling all permissions, permits, insurance and security concerns
- Saving valuable time, efforts and money when hiring experience event managers
- Gaining more experience for your business internal public relation and marketing teams when collaborating with professional event planning companies
- Reducing the possibility of any incidents that harm the professional atmosphere
- Reducing the stress of planning and managing your business events internally

## 5.2 Disadvantage

- The first disadvantage and probably the biggest one of energy conservation is nature itself.
- Many organization decide to use alternative energy but then back out right away due to the high cost that they will bear.
- Alternative energy is also hard to setup in structures already and most require brand new setup systems.
- They are expensive in general they are more expensive then fossil fuels. Fossil fuels are readily available and can be used right on site while these alternative energy changes variously and needs a huge investment to produce any type of benefits.

## Applications

- Creative solutions to drive the highest level of satisfaction from the guests
- Handling all permissions, permits, insurance and security concerns
- Saving valuable time, efforts and money when hiring experience event managers
- Gaining more experience for your business internal public relation and marketing teams when collaborating with professional event planning companies
- Adding a social network to the app where people can connect with each other.
- Adding a shipment feature to the application like UPS or FedEx by buying their subscription.

- Providing a platform for the event managers in the city to publish and advertise their events and also sell their products

## **Conclusion**

The role of event and festival management on a large scale is the integration of a series of plans and their management by means of identifying deliverables and their monitoring.

Risk is embedded in each of these plans and their management and provides the agent to control the dynamic, evolving complex system.

Event planning is a rising profession and since Americans are getting more organized in what we do, we need event planners to help us get organized and coordinated in all occasions like weddings, meetings, conferences, spring and winter games, and all other professional and personal events.

## **Future Scope**

1. Using Lightning Web Component, and developers can develop this application in a more efficient way.
2. Incorporating a consumer complaint section where people can get help from the authority quickly.
3. Adding a social network to the app where people can connect with each other.
4. Adding a shipment feature to the application like UPS or FedEx by buying their subscription.
5. Providing a platform for the event managers in the city to publish and advertise their events and also sell their products.