

## 1 INTRODUCTION

### 1.1 Overview

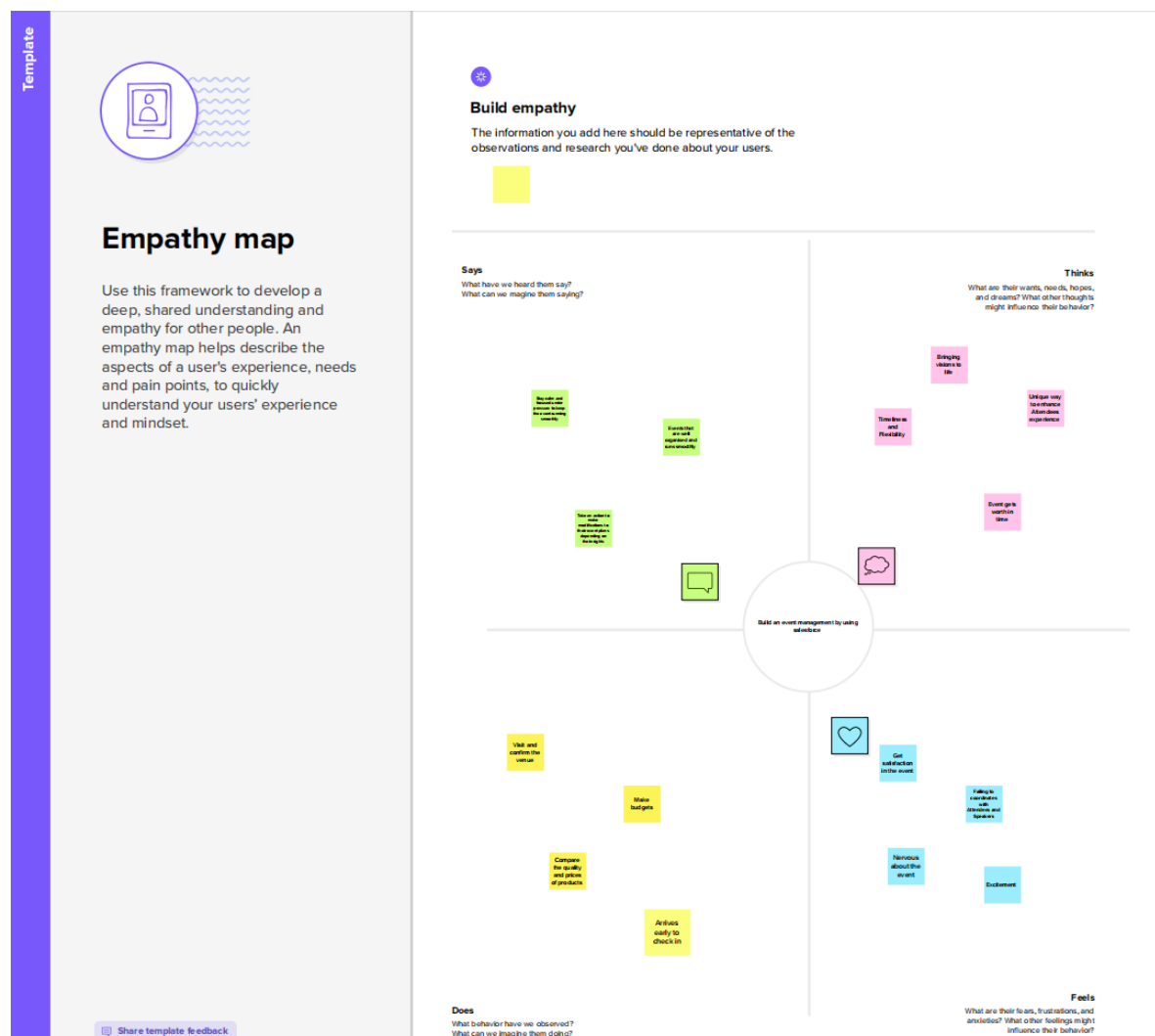
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

### 1.2 Purpose

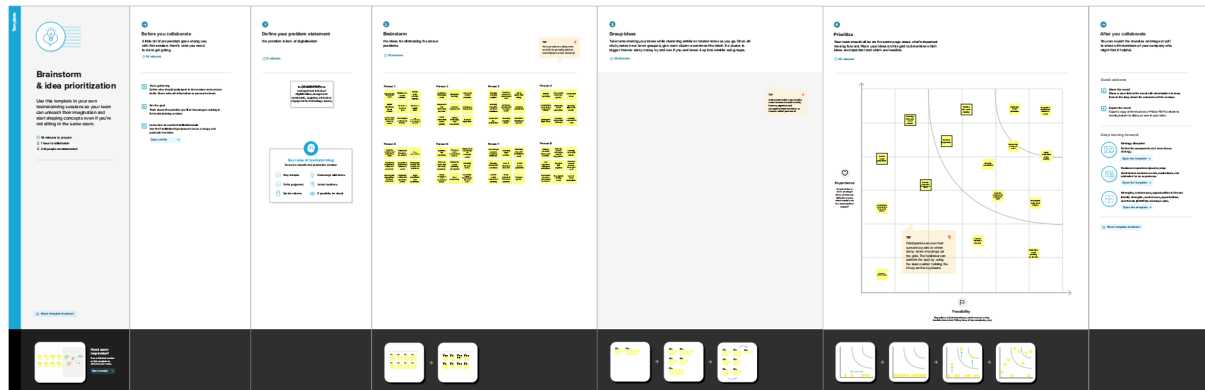
The use of this project. What can be achieved using this.

## 2 Problem Definition & Design Thinking

### 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Map



## 3 RESULT

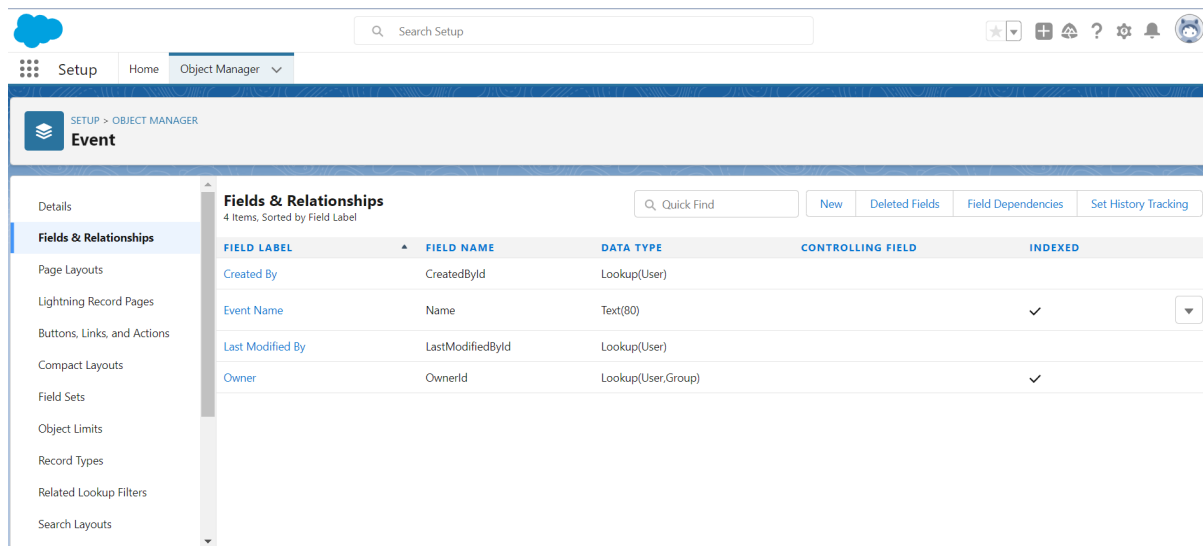
### 3.1 Data Model:

Object name	Fields in the Object	
Obj-1 EVENT	DATA TYPE	FIELD LABEL
	Text	City
	Date/Time	Start Date
	Date/Time	End Date
Obj-2 ATTENDEES	DATA TYPE	FIELD LABEL
	Auto Number	ID
	Phone	Phone
	E-mail	E-mail
	Picklist	Tickets
	Master - detail relationship	Event Name
Obj-3 SPEAKERS	DATA TYPE	FIELD LABEL
	Text Area	Bio
	E-mail	E-mail
	Look-Up relationship	Event Name

Obj-4  VENDORS	DATA TYPE	FIELD LABEL
	E-mail	E-mail
	Phone	Phone
	E-mail	E-mail
	Text	Service Provider
	Look- Up Relationship	Event Name

## 3.2 Activity & Screenshot

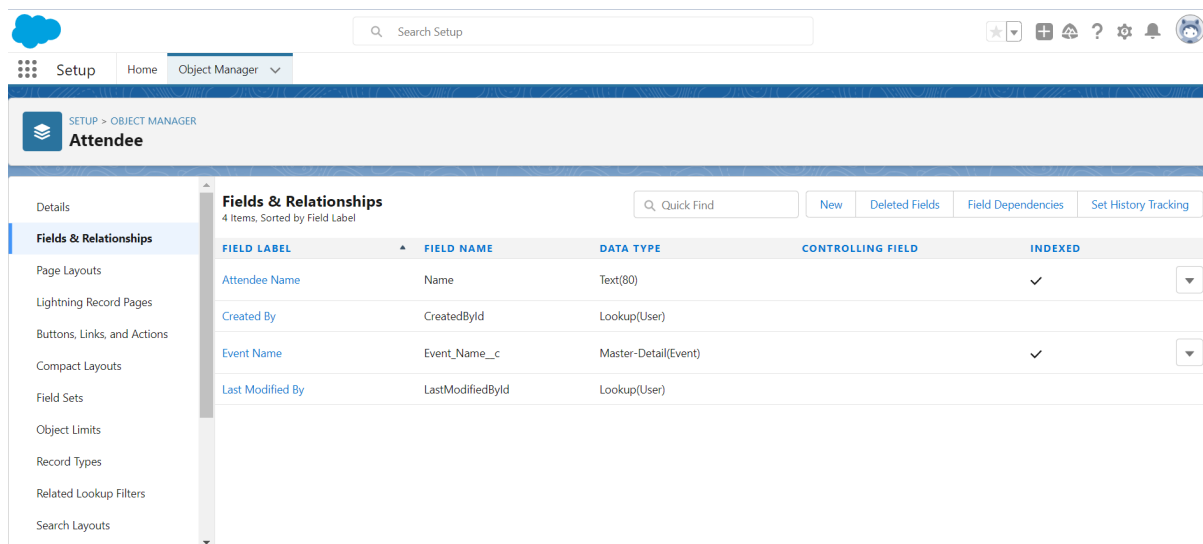
### Event Object



The screenshot shows the Salesforce Setup interface for the 'Event' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and shows a table of fields for the 'Event' object, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (CreatedBy, Lookup(User)), Event Name (Name, Text(80)), Last Modified By (LastModifiedById, Lookup(User)), and Owner (OwnerId, Lookup(User,Group)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

### Attendees Object



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and shows a table of fields for the 'Attendee' object, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Attendee Name (Name, Text(80)), Created By (CreatedBy, Lookup(User)), Event Name (Event\_Name\_\_c, Master-Detail(Event)), and Last Modified By (LastModifiedById, Lookup(User)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedBy	Lookup(User)		
Event Name	Event_Name__c	Master-Detail(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		



## Speakers Object

Smart Internz Setup Home Object Manager

Search Setup

SETUP > OBJECT MANAGER

**Speaker**

Details

**Fields & Relationships**  
4 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters  
Search Layouts

## Vendors Object

Smart Internz Setup Home Object Manager

Search Setup

SETUP > OBJECT MANAGER

**Vendor**

Details

**Fields & Relationships**  
4 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Vendor Name	Name	Text(80)		✓

Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters  
Search Layouts

## 4 Trailhead Profile Public URL

Team Lead – <https://trailblazer.me/id/dhann13>

Team Member 1 – <https://trailblazer.me/id/dhivg3>

Team Member 2 – <https://trailblazer.me/id/dines841>

Team Member 3 – <https://trailblazer.me/id/unithy>

## **Project Report Template**

### **5 ADVANTAGES & DISADVANTAGE**

#### **Advantages**

1. **Efficient planning:** Event management software helps streamline the planning process by providing tools to manage tasks, timelines, budgets, and vendors.
2. **Improved collaboration:** With event management software, team members can work together on tasks and communicate with each other more easily, leading to better teamwork and faster decision-making.
3. **Enhanced attendee experience:** Event management software can improve the attendee experience by providing them with personalized schedules, registration forms, and other tools.

#### **Disadvantages**

1. **Limited customization:** Some event management software may not allow for much customization, making it difficult to create a unique and memorable event.
2. **Technical issues:** Event management software can be prone to technical issues, such as bugs, crashes, or connectivity problems, which can disrupt the planning process or the event itself.
3. **Security risks:** Storing sensitive attendee data in event management software could pose a security risk if the software is not adequately protected from cyber attacks.
4. **Cost:** Some event management software can be expensive, particularly for smaller events or organizations with limited budgets.

### **6 APPLICATIONS**

- **Event registration and ticketing:** Event management software can streamline the registration and ticketing process by allowing attendees to register and purchase tickets online.
- **Venue management:** Event management software can assist with venue management by providing tools to manage event layouts, seating arrangements, and other venue-related tasks.

- Scheduling, vendor management, and event promotion are a few examples of the activities that event management software may help manage.
- Marketing and communication: Event management software can assist with marketing and communication by providing email marketing, social media integration, and other communication tools.
- Data management and analysis: Event management software can help organizers manage and analyze data such as attendee information, feedback, and engagement metrics.

## **7 CONCLUSION**

Event Management is the process of analyzing, planning, marketing, producing and evaluating an event. It is a different way of promoting a product, service or idea. If an event is managed efficiently and effectively, it can be used as a very powerful promotional tool to launch or market a product or service

## **8 FUTURE SCOPE**

The scope of event management as a career in India is vast. It's a thriving industry and is home to a million people. So, if you have a knack for creativity and want to redesign the perceptions of society, the event management industry is all for you.