

GOVERNMENT ARTS AND SCIENCE COLLEGE VANUR.

**BUILD AN EVENT MANAGEMENT SYSTEM USING  
SALESFORCE**

PROJECT BASED EXPERIMENTAL LEARNING PROGRAM

SALESFORCE

2023

**By**  
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**III B.Sc.Mathematics**

# **INTRODUCTION**

## **1.1 Overview**

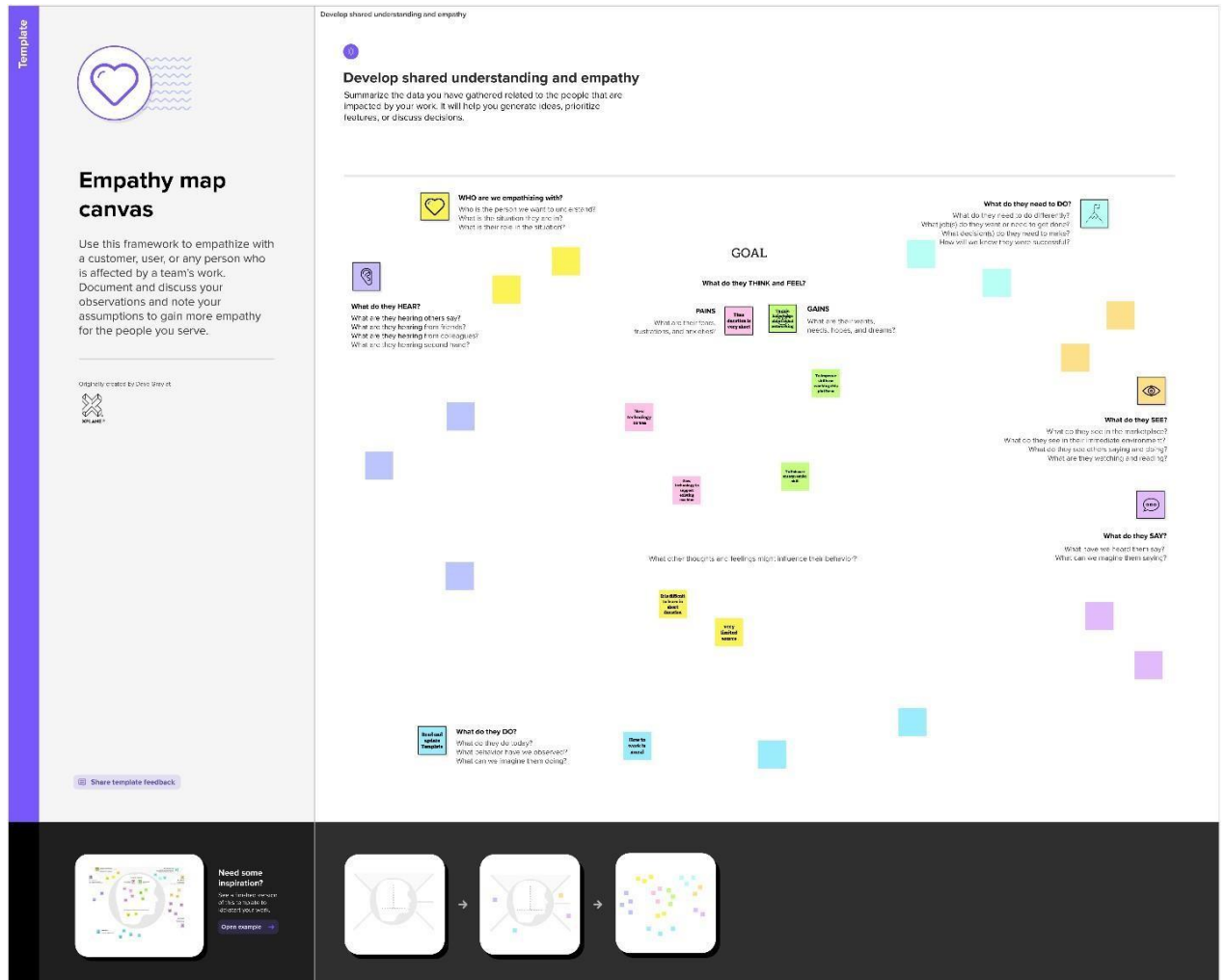
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

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.

## **2. problem Definition & Design Thinking**

### **2.1 Empathy Map**



## 2.2 Ideation & Brainstorming map Screenshot



### 3. RESULT

#### 3.1 Data Model:

Object Name	Fields in the Object	
	Field label	Data type
Object 1	Events	Auto Number
Object 2	Attendees	Auto Number
Object 3	Speakers	Auto Number
Object 4	Vendor	Auto Number

#### 3.2 Activity & Screenshort

##### Create an Event

##### Activity 1

Platform Login Credentials - Pro x - Student x event | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008Qqo/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
event

**Details** Edit Delete

Fields & Relationships  
Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters  
Search Layouts  
List View Button Layout

**Details**

Description

API Name  
event\_\_c

Custom  
✓

Singular Label  
event

Plural Label  
events

Enable Reports  
✓

Track Activities

Track Field History

Deployment Status  
Deployed

Help Settings  
Standard salesforce.com Help Window

Type here to search

10:31  
14-04-2023

## Activity 2:

Platform Login Credentials - Pro x - Student x Attendee | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008QuC/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
Attendee

**Details** Edit Delete

Fields & Relationships  
Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters  
Search Layouts  
List View Button Layout

**Details**

Description

API Name  
Attendee\_\_c

Custom  
✓

Singular Label  
Attendee

Plural Label  
Attendees

Enable Reports  
✓

Track Activities

Track Field History

Deployment Status  
Deployed

Help Settings  
Standard salesforce.com Help Window

Type here to search

10:31  
14-04-2023

Platform Login Credentials - Pro | Student | Vendor | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008Qub/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

### Vendor

**Details** Edit Delete

Description

API Name Vendor\_\_c

Custom ☒

Singular Label Vendor

Plural Label Vendors

Enable Reports ☒

Track Activities ☐

Track Field History ☐

Deployment Status Deployed

Help Settings Standard salesforce.com Help Window

Type here to search

Platform Login Credentials - Pro | Student | Speaker | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuR/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

### Speaker

**Details** Edit Delete

Description

API Name Speaker\_\_c

Custom ☒

Singular Label Speaker

Plural Label Speakers

Enable Reports ☒

Track Activities ☐

Track Field History ☐

Deployment Status Deployed

Help Settings Standard salesforce.com Help Window

https://vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuR/Details/view

Type here to search

## 2. Create a Attendees:

### Activity 1:

The screenshot shows the Salesforce Object Manager 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, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table with 4 items, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The data rows are:

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

### Activity 2

The screenshot shows the Salesforce Object Manager 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, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table with 8 items, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The data rows are:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
event Name	Bio__c	Picklist		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
Phone number	Phone_number__c	Phone		

### Activity 3:

Platform Login Credentials - Pro | Student | Speaker | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuR/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
**Speaker**

Details

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

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
event Name	event_Name__c	Lookup(event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Type here to search

10:50  
14-04-2023

## Activity 4:

Platform Login Credentials - Pro | Student | Vendor | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008Qub/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
**Vendor**

Details

**Fields & Relationships**  
9 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)		
Email	Email__c	Email		
Event	event__c	Lookup(event)		✓
event Name	event_Name__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Servi__c	Phone		
Service provider	Service_provider__c	Text(80)		

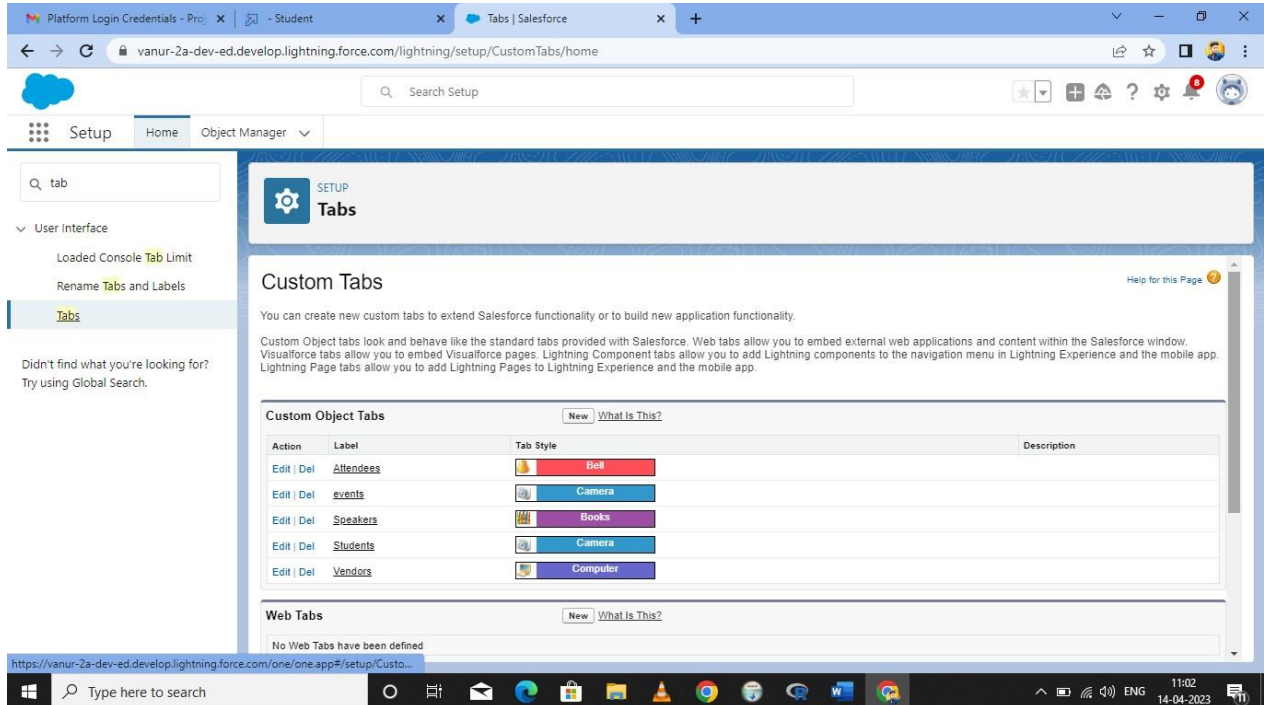
Type here to search

10:51  
14-04-2023

## Create a Tab:

## Activity 1:



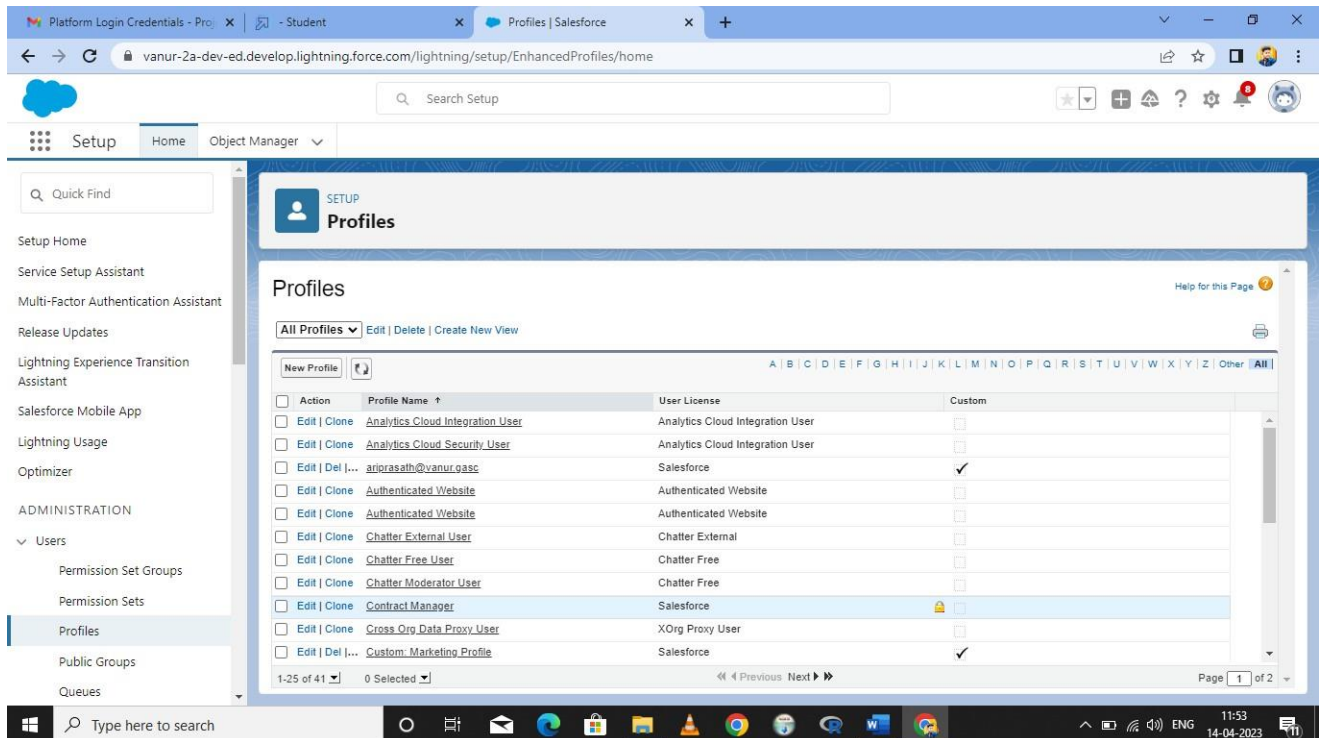


The screenshot shows the Salesforce Setup interface for Custom Tabs. The left sidebar contains a search bar and a list of navigation items: User Interface, Loaded Console Tab Limit, Rename Tabs and Labels, and Tabs (selected). The main content area is titled 'Custom Tabs' and includes a 'Help for this Page' link. Below the title, there is a brief description of custom tabs and their types. The 'Custom Object Tabs' section contains a table with columns for Action, Label, and Tab Style. The 'Web Tabs' section indicates that no web tabs have been defined.

Action	Label	Tab Style	Description
Edit   Del	Attendees	Bell	
Edit   Del	events	Camera	
Edit   Del	Speakers	Books	
Edit   Del	Students	Camera	
Edit   Del	Vendors	Computer	

Creation on profile:

## Activity 1:



The screenshot shows the Salesforce Setup interface for Profiles. The left sidebar contains a search bar 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, Users, Permission Set Groups, Permission Sets, Profiles (selected), Public Groups, and Queues. The main content area is titled 'Profiles' and includes a 'Help for this Page' link. Below the title, there is a 'New Profile' button and a table with columns for Action, Profile Name, User License, and Custom. The table lists various profiles, including 'Analytics Cloud Integration User', 'Authenticated Website', 'Chatter External User', 'Chatter Free User', 'Chatter Moderator User', 'Contract Manager', 'Cross Org Data Proxy User', and 'Custom Marketing Profile'.

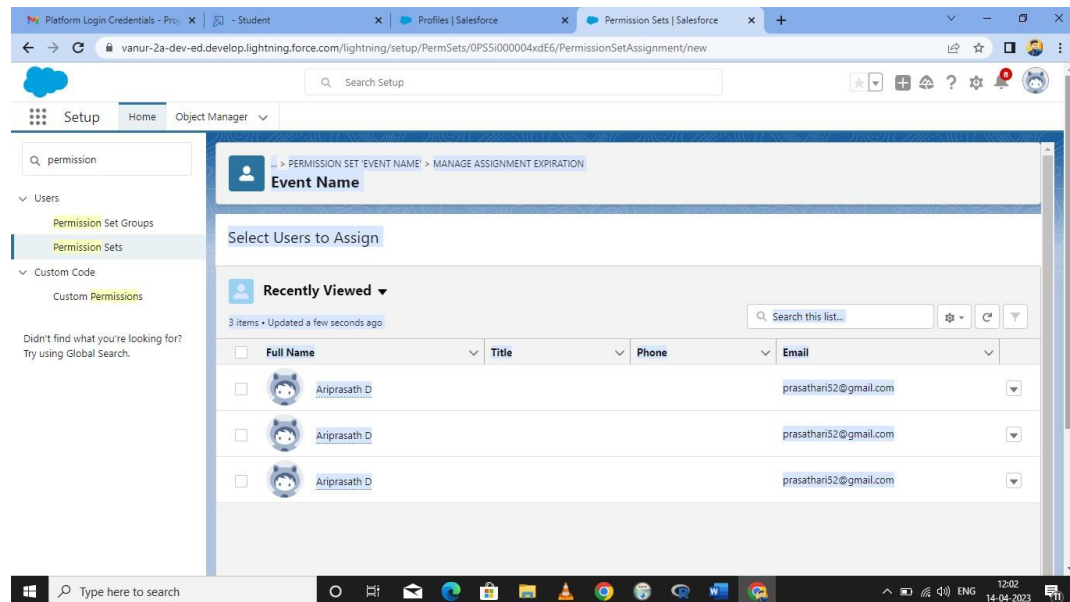
Action	Profile Name	User License	Custom
Edit   Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit   Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit   Del   ...	anirasaath@vanur.gasc	Salesforce	<input checked="" type="checkbox"/>
Edit   Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit   Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit   Clone	Chatter External User	Chatter External	<input type="checkbox"/>
Edit   Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit   Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit   Clone	Contract Manager	Salesforce	<input checked="" type="checkbox"/>
Edit   Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit   Del   ...	Custom Marketing Profile	Salesforce	<input checked="" type="checkbox"/>

## Activity 2:



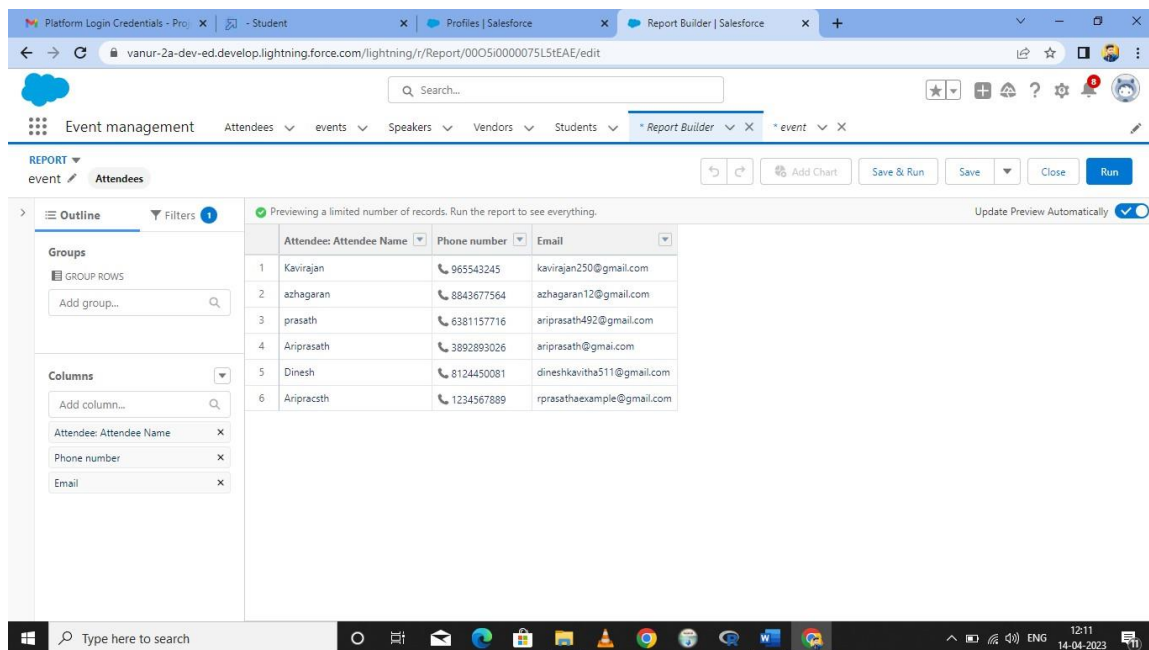
## Create a Permission Set:

### Activity 1:



## Create a report:

### Activity 1:



## 4. Trailhead profile Public URL:

Team Leader(M.Dinesh)- <https://trailblazer.me/id/dmunusamy4>

Team Member(D.Ariprasath)- <https://trailblazer.me/id/aprasath17>

**Team Member(S.Kavirajan)-** <https://trailblazer.me/id/kavi250>

**Advantage:**

- Easier event management. A dedicated event platform makes the entire event easier to manage. ...
- Saves time. ...
- Cut costs. ...
- Increase engagement. ...
- Analyze and improve. ...
- Automate your event. ...
- Display a greater level of professionalism. ...
- Take a holistic approach to event management.

**Disadvantages:**

- Expensive.
- You have to pay for add-ons to get the most out of the software.
- Configuration and setup is complex and time-consuming.
- Cluttered interface makes navigation and simple tasks unnecessarily complex.
- The learning curve never seems to end.
- Customer support has a poor reputation

## **5. Applications**

- Industry insiders believe that a mobile app for an event is a necessity nowadays. 62% of event marketers say that an app can help drive attendee engagement. We think there are two reasons why event businesses create event planning app. Simplify Event Experience – Using a mobile app, the attendee can conveniently register, purchase a ticket using online payment solutions, check-in with the help of a barcode scanner, etc. This way you can simplify the event experience.

Enhances Attendees' Interest – Event apps are a good way to enable interaction. Through the app, attendees can participate in live questionnaires, take part in contests and discussions, and more. With this ability of mobile technology to keep participants engaged is how you gain their interest throughout the event.

## **6. Conclusion:**

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry.

