

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

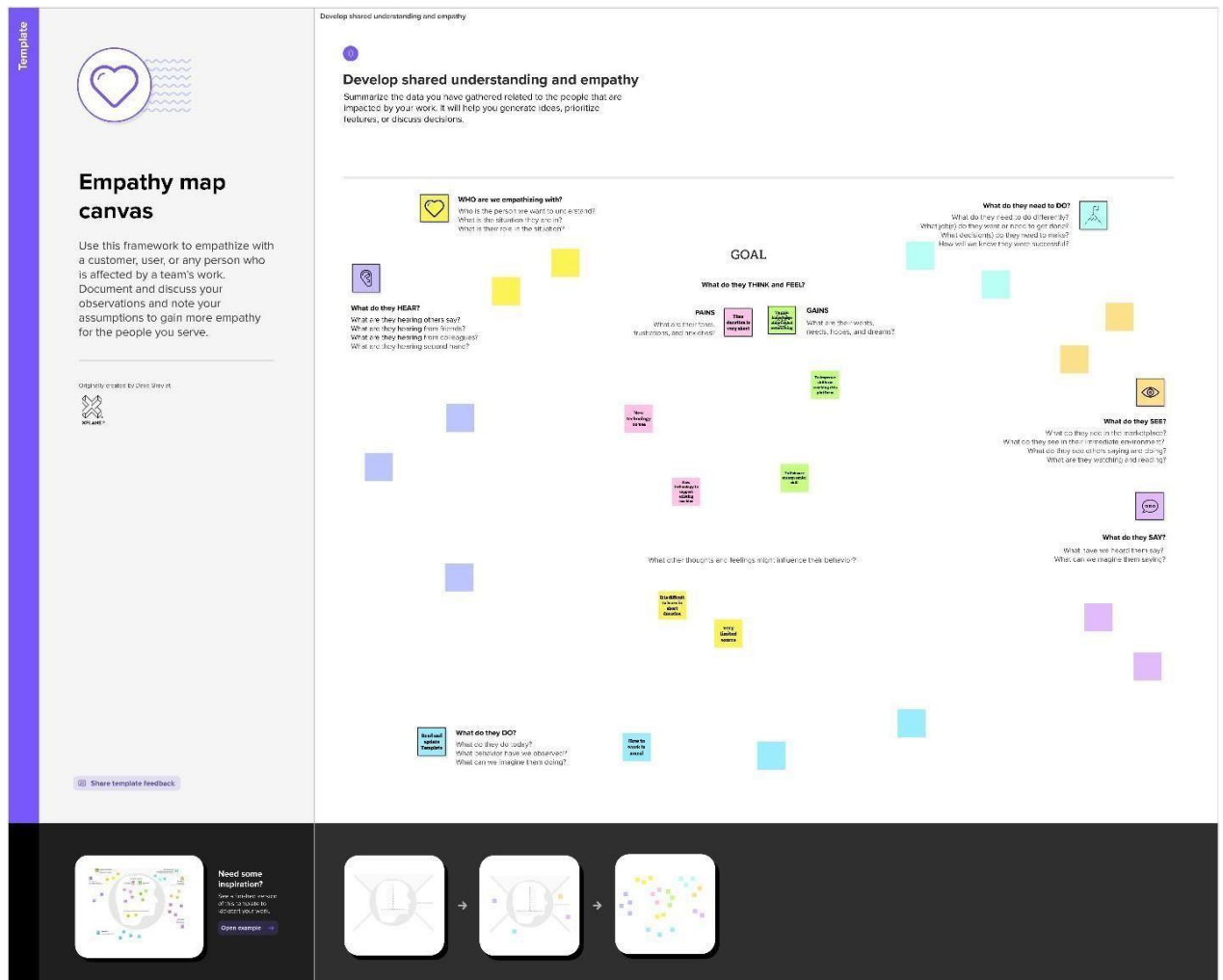
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

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 & Screenshot

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

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List View Button Layout

Details

Description

API Name
Attendee__c

Custom
✓

Singular Label
Attendee

Plural Label
Attendees

Enable Reports
✓

Track Activities

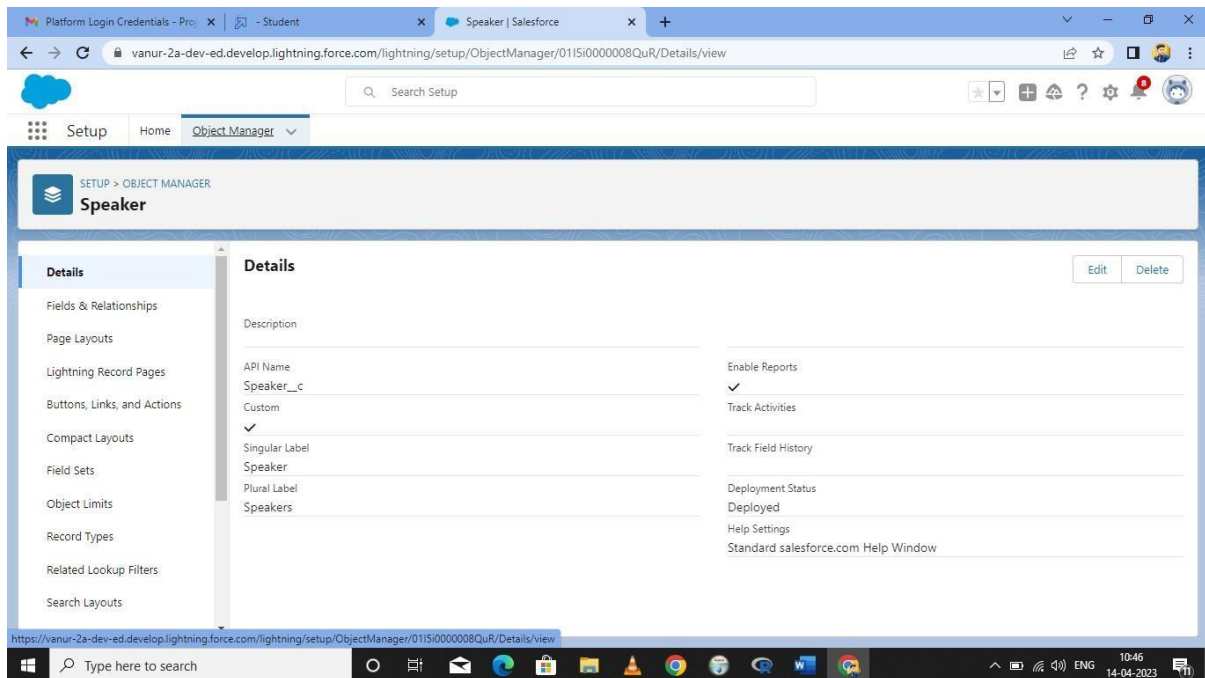
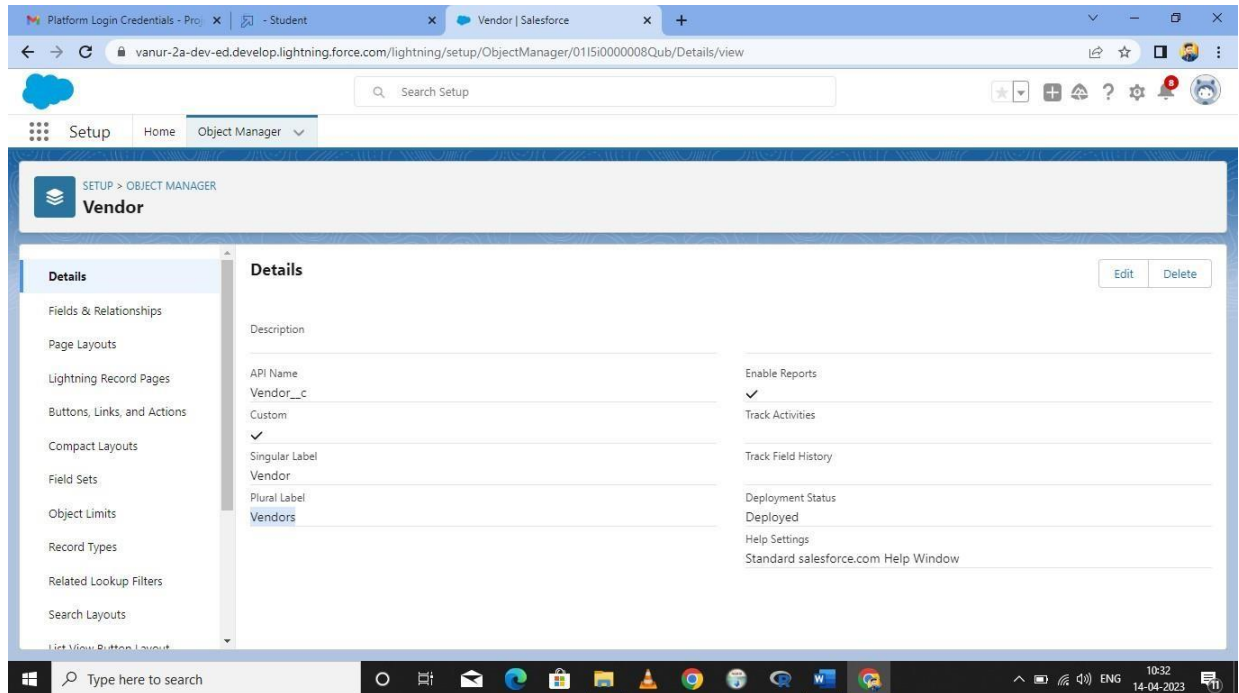
Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

Type here to search

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14-04-2023



2. Create a Attendees:

Activity 1:

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

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

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
event

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)		
event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

10:47
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/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Attendee

Details

Fields & Relationships
8 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

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		

Type here to search

10:48
14-04-2023

Activity 3:

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

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008QuR/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 x Student x Vendor | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008Qub/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

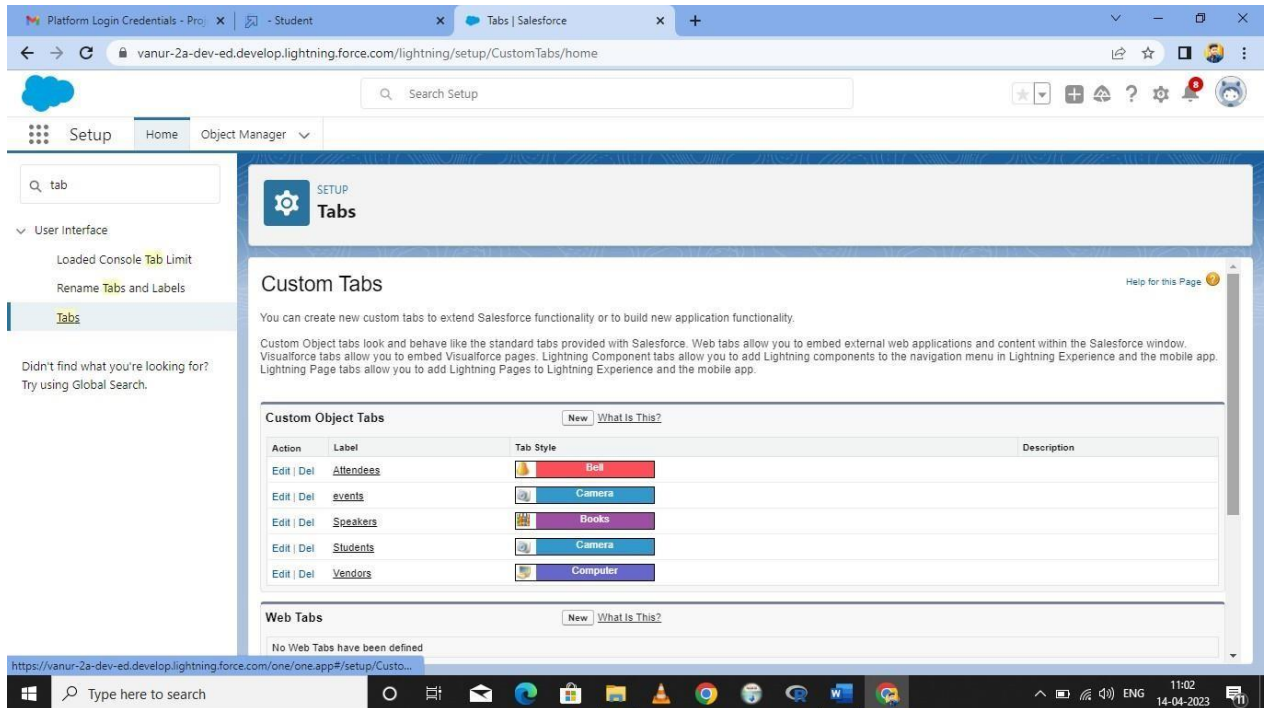
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Event	event__c	Lookup(event)		✓
event Name	event_Name__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Servi__c	Phone		
Service provider	Service_provider__c	Text(80)		

Type here to search

10:51
14-04-2023

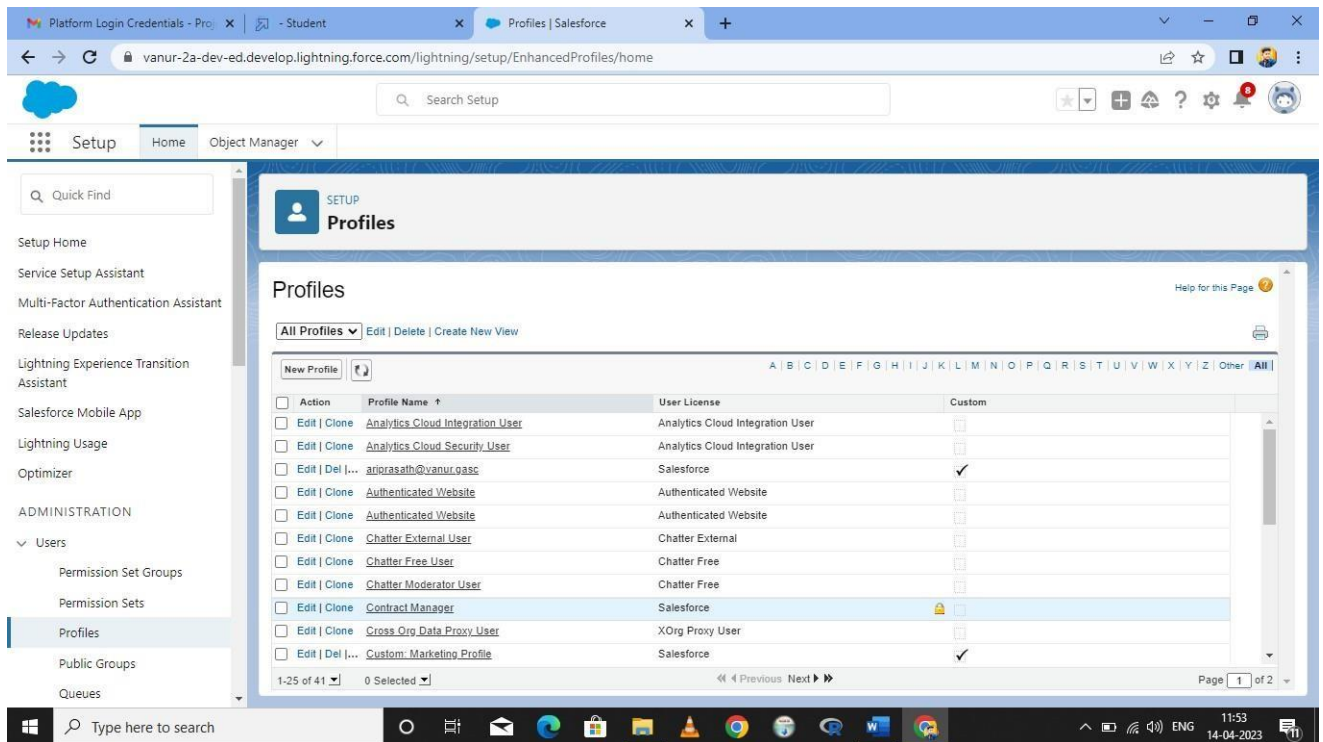
Create a Tab:

Activity 1:

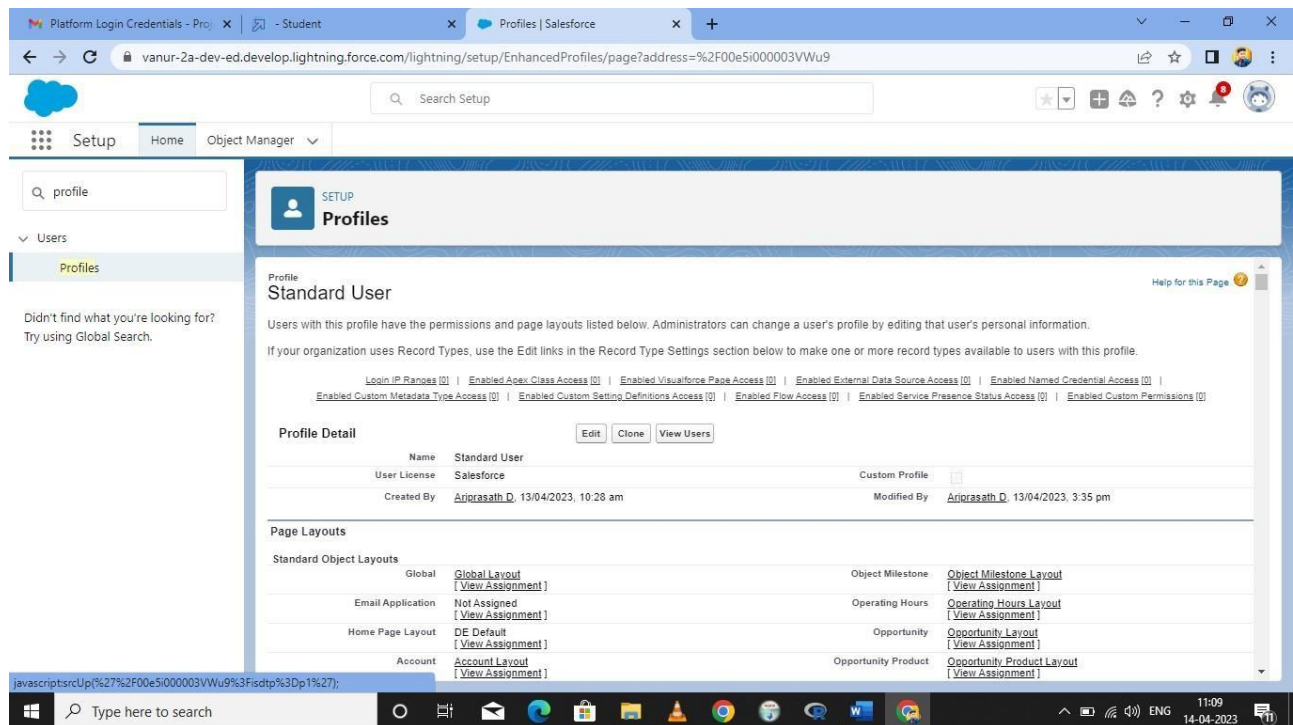


Creation on profile:

Activity 1:



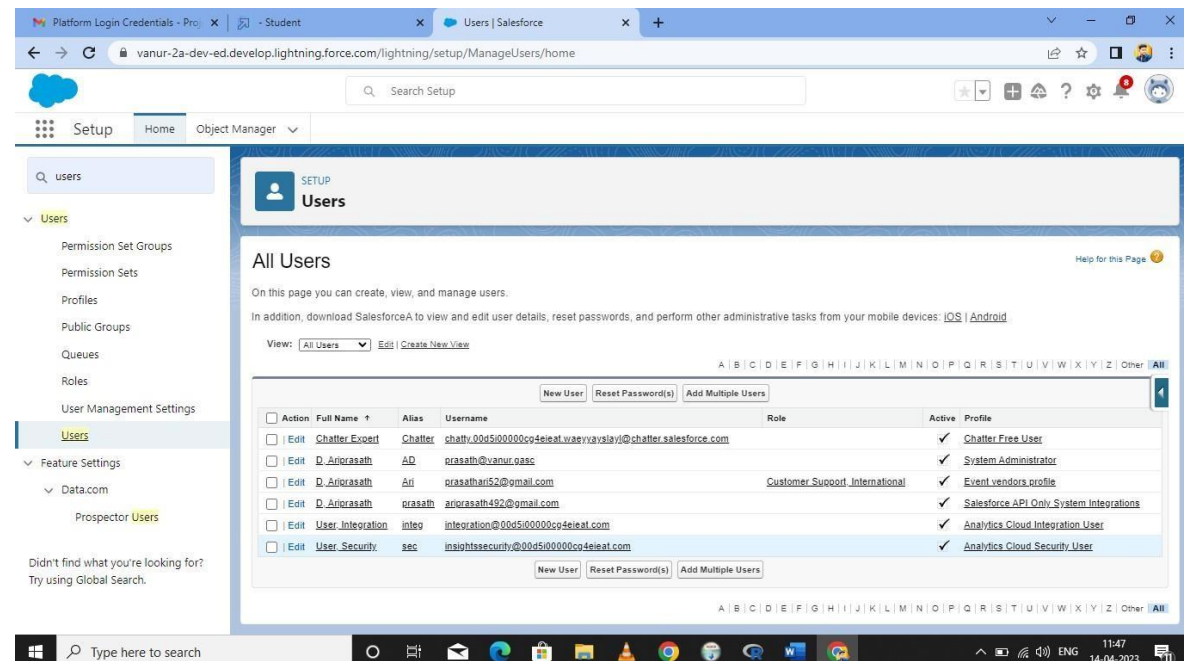
Activity 2:



The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains navigation links for 'Users' and 'Profiles'. The main content area displays the 'Standard User' profile details. At the top, there are links for various access types: Login IP Ranges, Enabled Apex Class Access, Enabled Visualforce Page Access, Enabled External Data Source Access, Enabled Named Credential Access, Enabled Custom Metadata Type Access, Enabled Custom Setting Definitions Access, Enabled Flow Access, Enabled Service Presence Status Access, and Enabled Custom Permissions. Below these links is the 'Profile Detail' section with buttons for 'Edit', 'Clone', and 'View Users'. The details include the profile name 'Standard User', user license 'Salesforce', creation date '13/04/2023, 10:28 am', and modification date '13/04/2023, 3:35 pm'. The 'Page Layouts' section lists various layouts assigned to the profile, including Global, Email Application, Home Page Layout, Account, Object Milestone, Operating Hours, Opportunity, and Opportunity Product.

To Create a User:

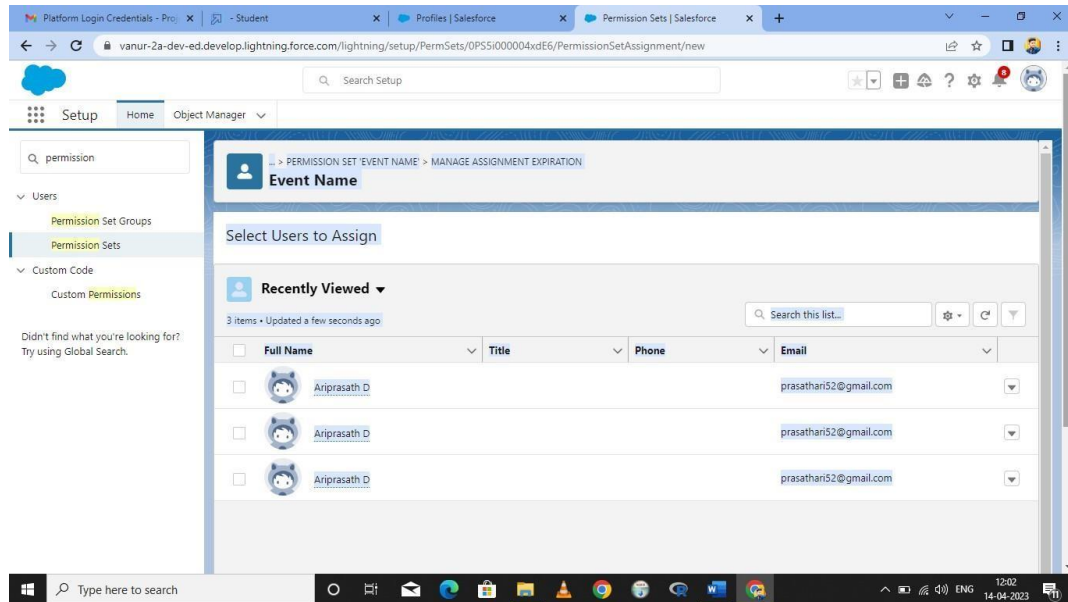
Activity 1:



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains navigation links for 'Users', 'Permission Set Groups', 'Permission Sets', 'Profiles', 'Public Groups', 'Queues', 'Roles', 'User Management Settings', 'Feature Settings', and 'Data.com'. The main content area displays the 'All Users' page. At the top, there is a 'View' dropdown set to 'All Users' and buttons for 'Edit' and 'Create New View'. Below this 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', 'D. Arjorasath', 'Ari', 'D. Arjorasath', 'User Integration', and 'User Security'. Each user has an 'Edit' button and a 'Reset Password(s)' button. The table also includes a 'New User' button and an 'Add Multiple Users' button.

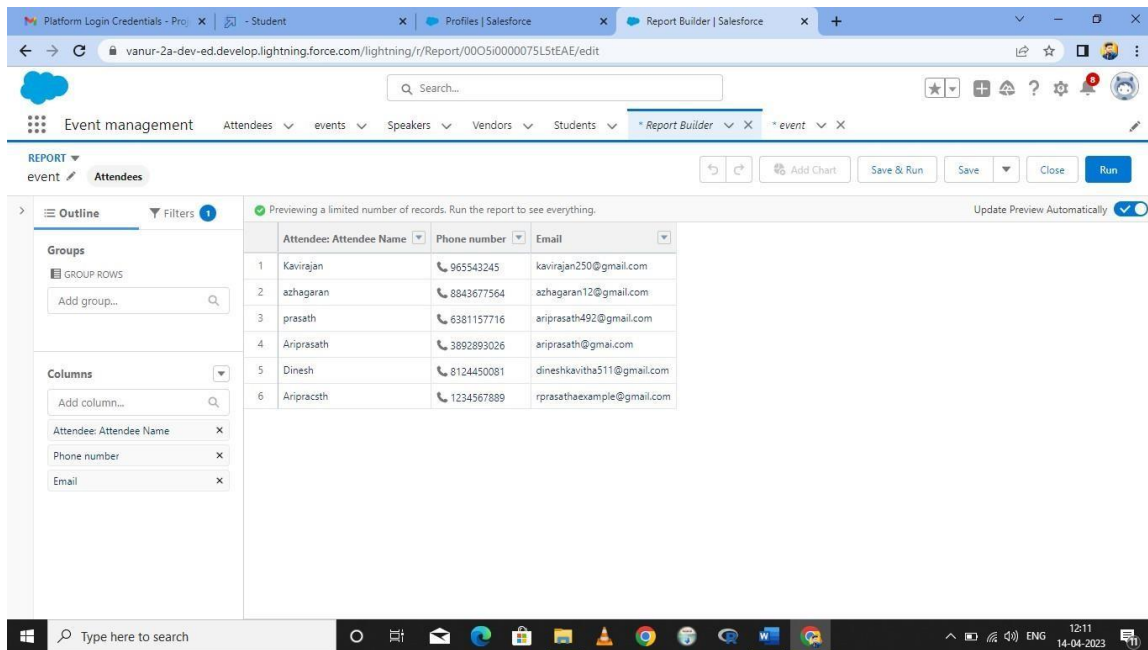
Create a Permission Set:

Activity 1:



Create a reort:

Activity 1:



4. Trailhead profile Public URL:

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

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

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

Team Member(R.Azhagaran)- <https://trailblazer.me/id/azhagaran9>

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.

