

**GOVERNMENT ARTS AND SCIENCE COLLEGE VANUR.**

**BUILD AN EVENT MANAGEMENT SYSTEM USING  
SALESFORCE**

PROJECT BASED EXPERIMENTAL LEARNING PROGRAM

SALESFORCE

2023

**By  
D.Aripasath  
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.

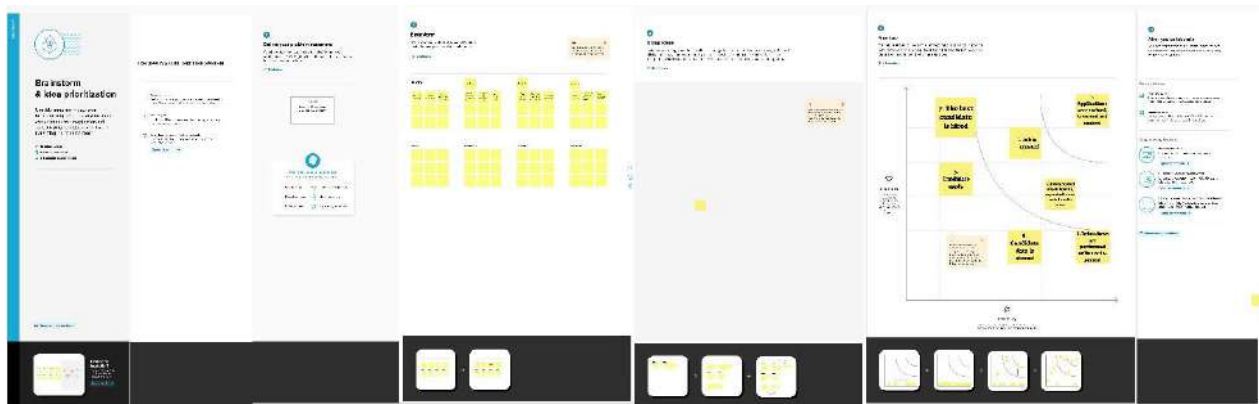
At the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, 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**





### 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 - Proj x Student x event | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/011510000008Q4o/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

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 - Proj x Student x Attendee | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/011510000008QuC/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

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 x Student x Vendor | Salesforce x +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0150000008Qub/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

### Vendor

**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

Link View Button Layout

**Details**

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

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

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0150000008QuR/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

### Speaker

**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

**Details**

Description

API Name  
Speaker\_\_c

Custom  
✓

Singular Label  
Speaker

Plural Label  
Speakers

Enable Reports  
✓

Track Activities

Track Field History

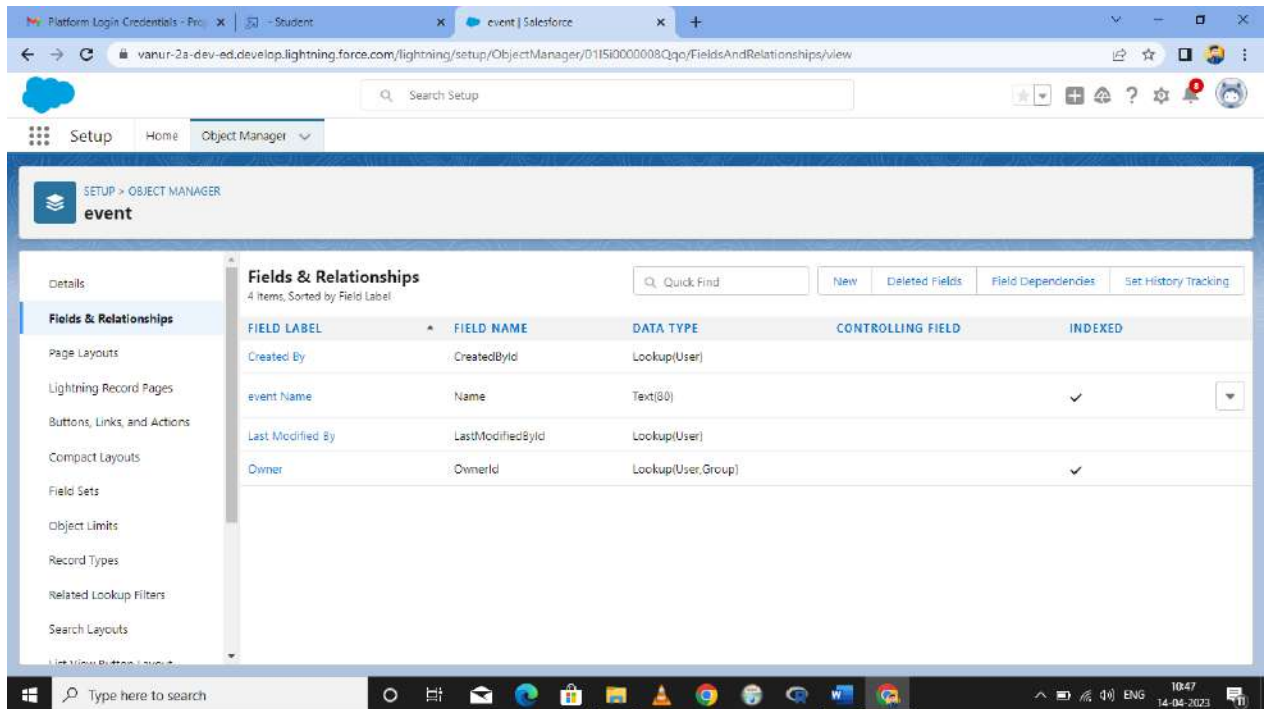
Deployment Status  
Deployed

Help Settings  
Standard salesforce.com Help Window

https://vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0150000008QuR/Details/view

## 2. Create a Attendees:

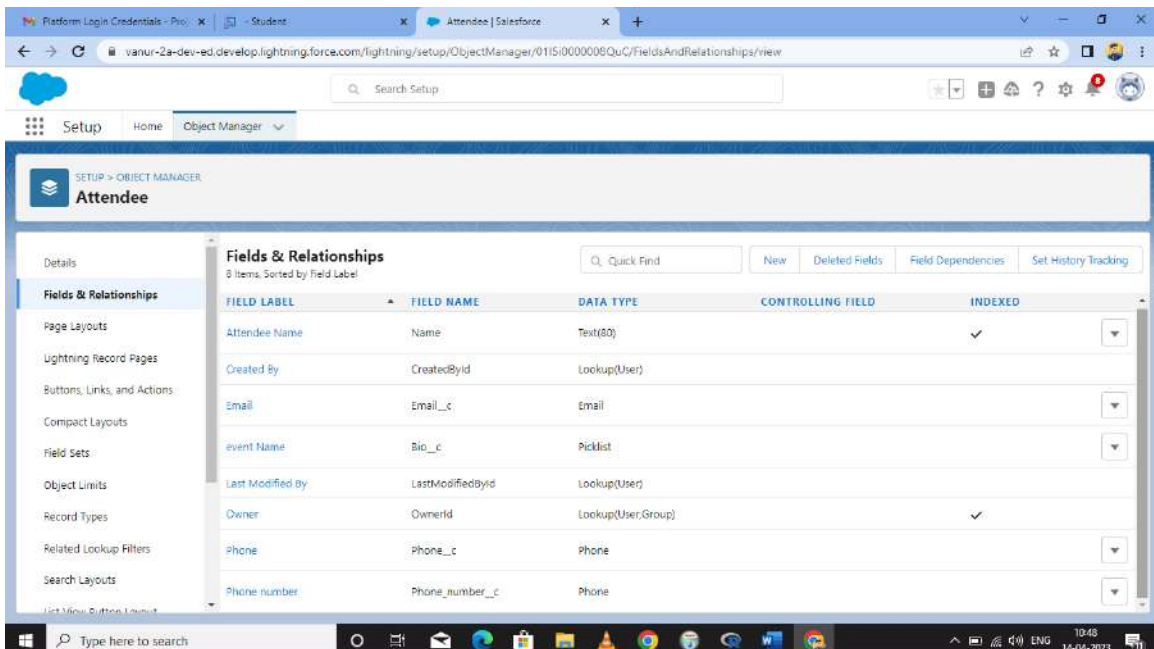
### Activity 1:



The screenshot shows the Salesforce Setup interface for the 'event' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the 'event' object.

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 Setup interface for the 'Attendee' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the 'Attendee' object.

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 - Proj 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 - Proj x Student x Vendor | 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  
**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)		

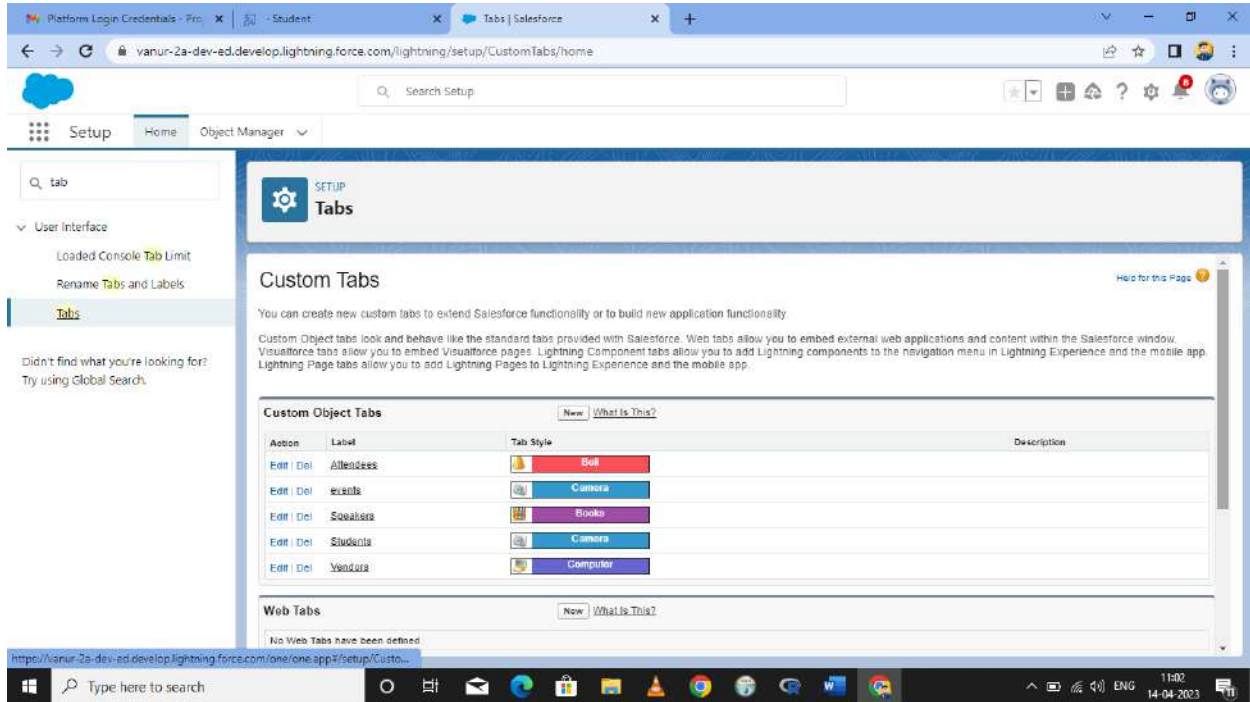
Type here to search

10:51  
14-04-2023

## Create a Tab:

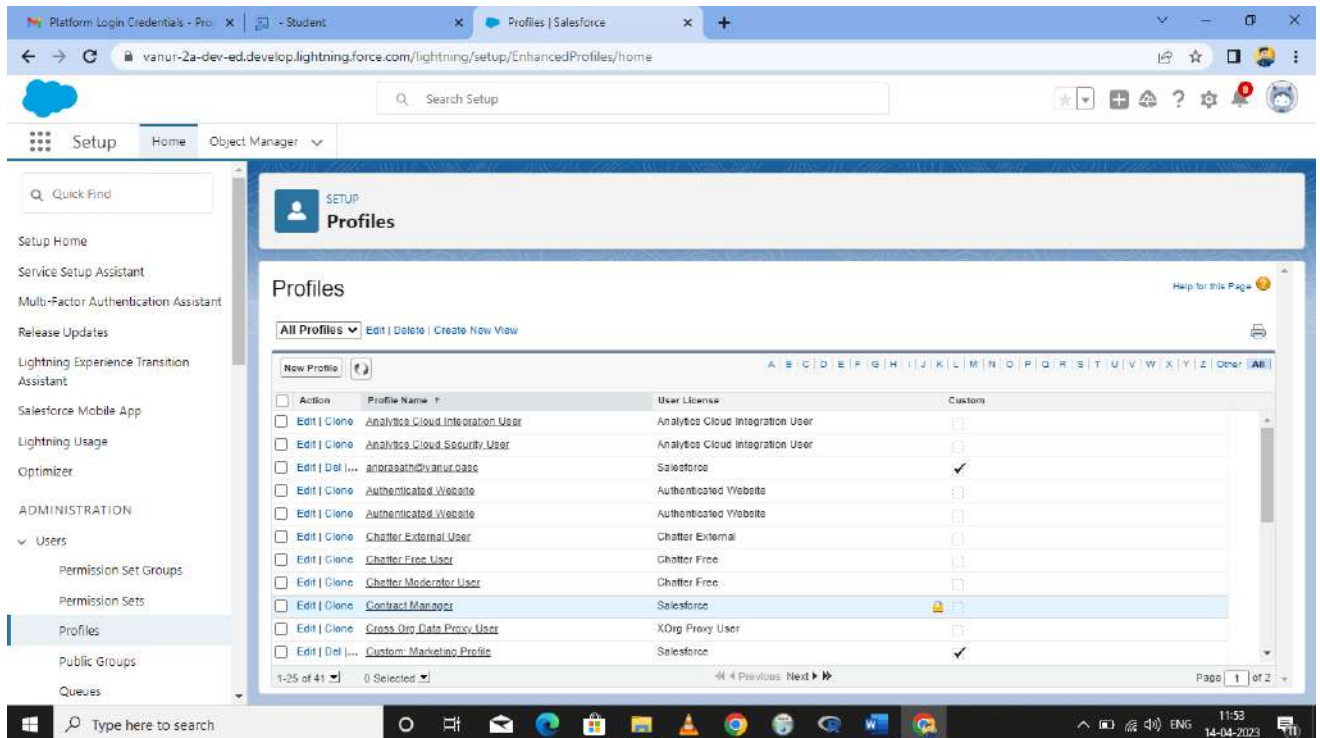
## Activity 1:



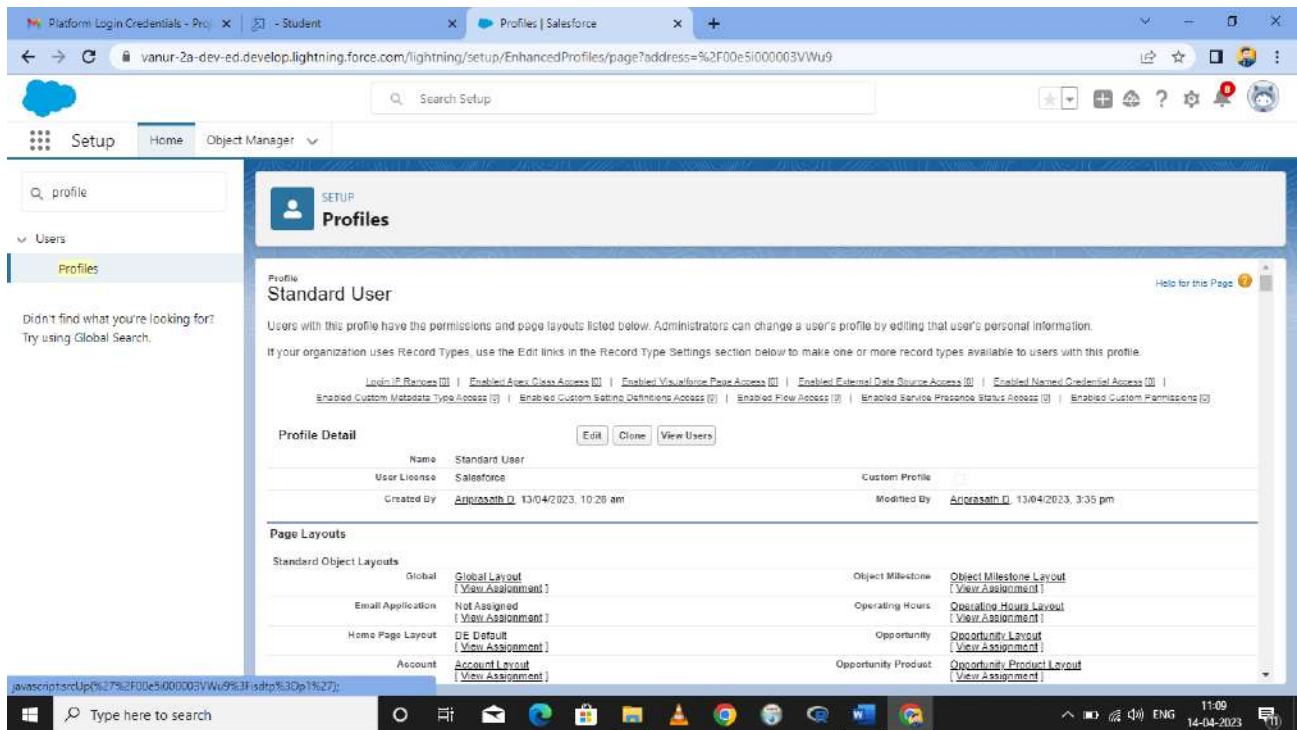


## Creation on profile:

### Activity 1:



### Activity 2:



The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar and a navigation menu with 'Users' and 'Profiles' (selected). The main content area is titled 'Standard User' and includes a description of the profile's permissions and page layouts. Below the description, there are sections for 'Profile Detail' and 'Page Layouts'.

**Profile Detail**

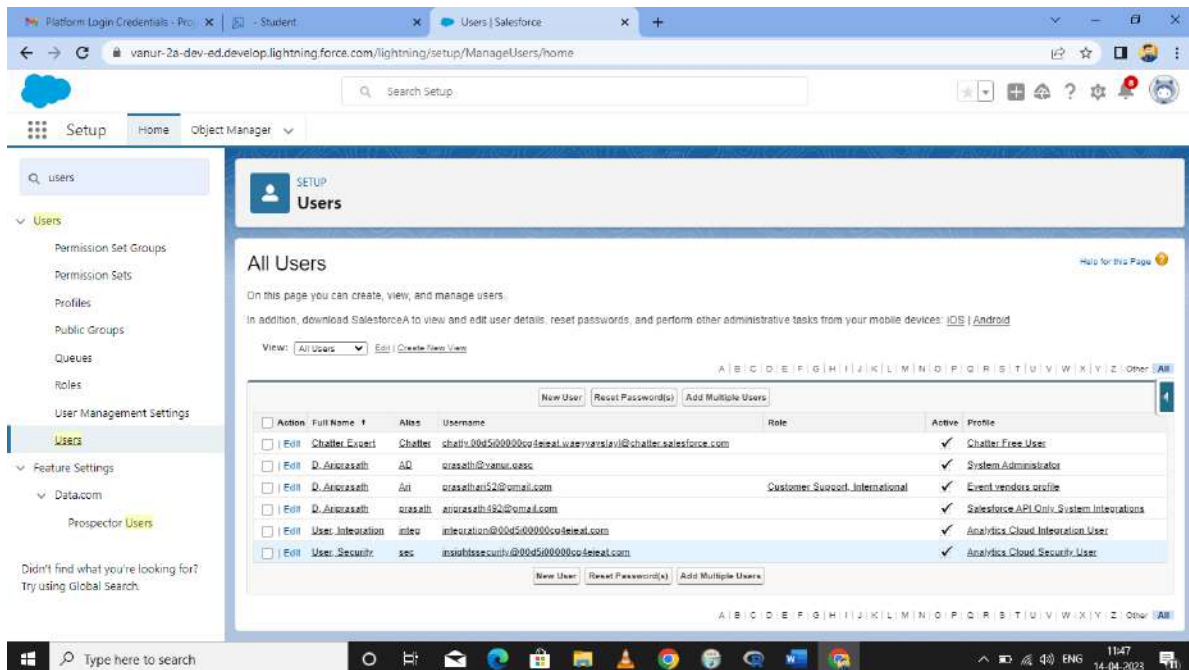
Name	Standard User
User License	Salesforce
Created By	Aravind D. 13/04/2023, 10:26 am
Modified By	Aravind D. 13/04/2023, 3:35 pm

**Page Layouts**

Standard Object Layouts	Global	Global Layout	Object Milestone	Object Milestone Layout
Email Application	Not Assigned	[View Assignment]	Operating Hours	Operating Hours Layout
Home Page Layout	DE Default	[View Assignment]	Opportunity	Opportunity Layout
Account	Account Layout	[View Assignment]	Opportunity Product	Opportunity Product Layout

## To Create a User:

### Activity 1:



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains a search bar and a navigation menu with 'Users' (selected) and 'User Management Settings'. The main content area is titled 'All Users' and includes a description of the page's functionality. Below the description, there is a table listing all users in the system.

**All Users**

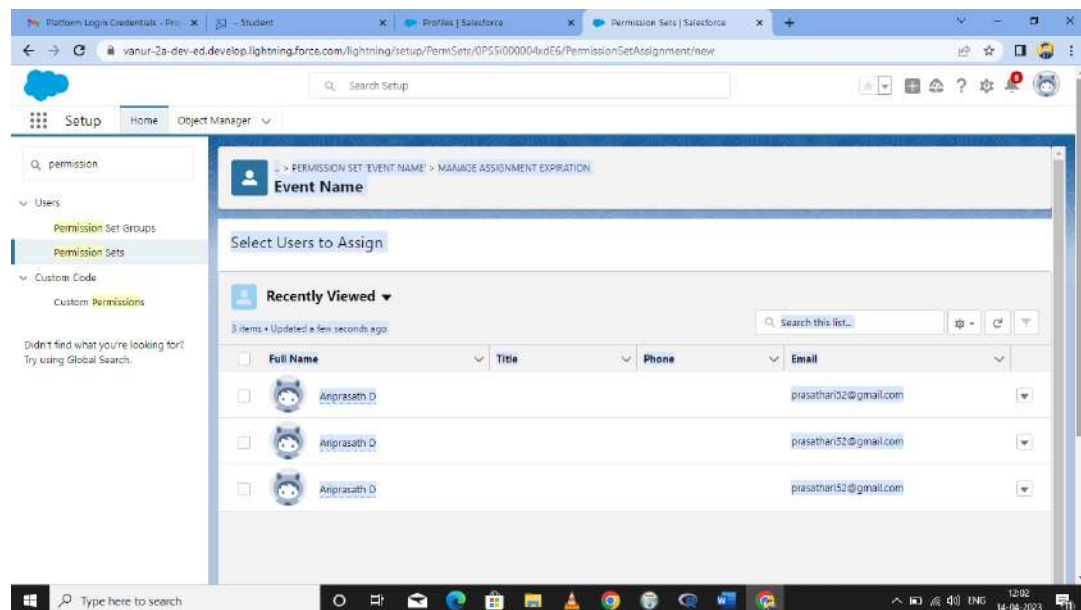
On this page you can create, view, and manage users. In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: [All Users](#) | [Edit](#) | [Create New User](#)

Action	Full Name	Alias	Username	Role	Active	Profile
<a href="#">Edit</a>	Chatter Expert	Chatter	chatter.00050000000000000000000000000000@chatter.salesforce.com		✓	Chatter Free User
<a href="#">Edit</a>	D. Aravind	AD	aravind@vanur.org		✓	System Administrator
<a href="#">Edit</a>	D. Aravind	AD	aravind@vanur.org	Customer Support - International	✓	Event vendors profile
<a href="#">Edit</a>	D. Aravind	aravind	aravind@vanur.org		✓	Salesforce API Only System Integrations
<a href="#">Edit</a>	User: Information	info	information@00050000000000000000000000000000@information.com		✓	Analytics Cloud Information User
<a href="#">Edit</a>	User: Security	sec	security@00050000000000000000000000000000@security.com		✓	Analytics Cloud Security User

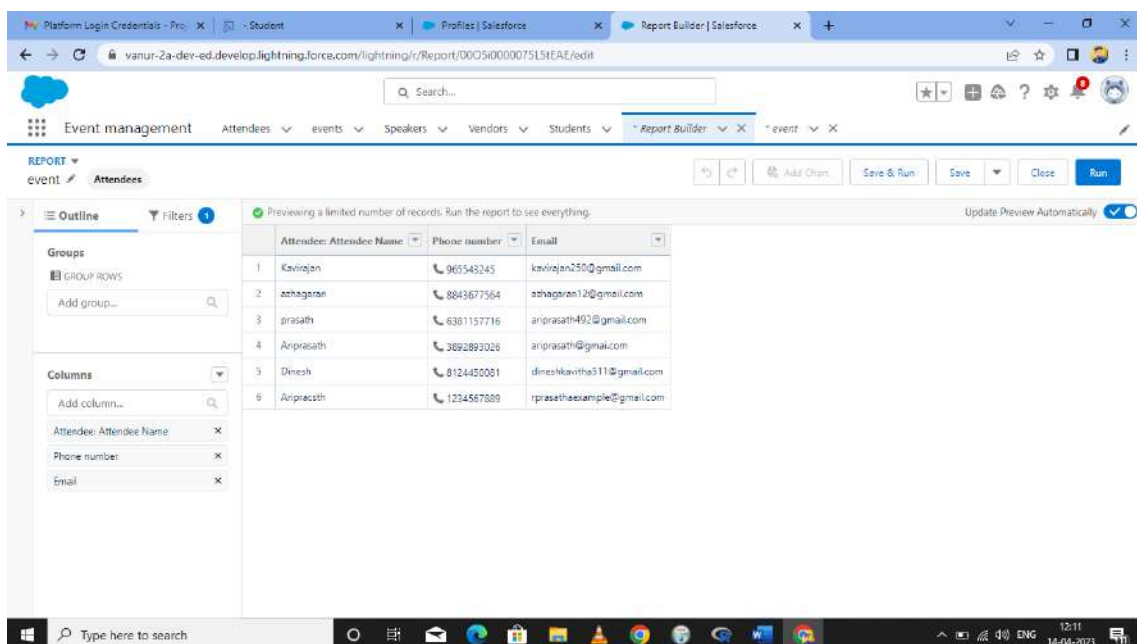
## Create a Permission Set:

### Activity 1:



## Create a report:

### Activity 1:



## 4. Trailhead profile Public URL:

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

Team Member(D.Aripasath)- <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.

