

**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**

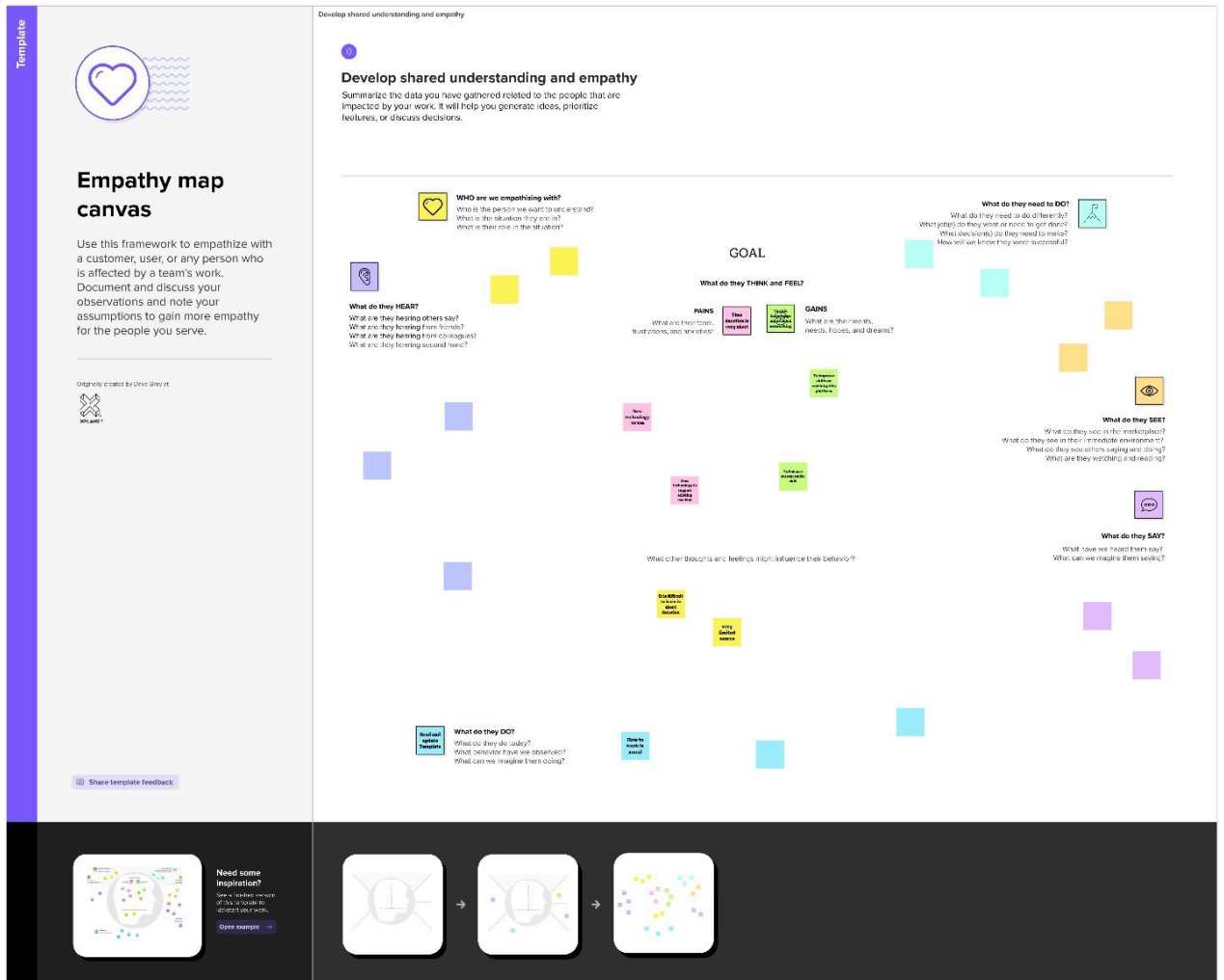
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

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 | Student | event | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008Qqo/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
event

**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  
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

Edit Delete

Type here to search

10:31  
14-04-2023

## Activity 2:

Platform Login Credentials - Pro | Student | Attendee | Salesforce

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/015i0000008QuC/Details/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
Attendee

**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  
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

Edit Delete

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/0115i0000008Qub/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

List 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

Type here to search

10:32 14-04-2023

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

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008QuR/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

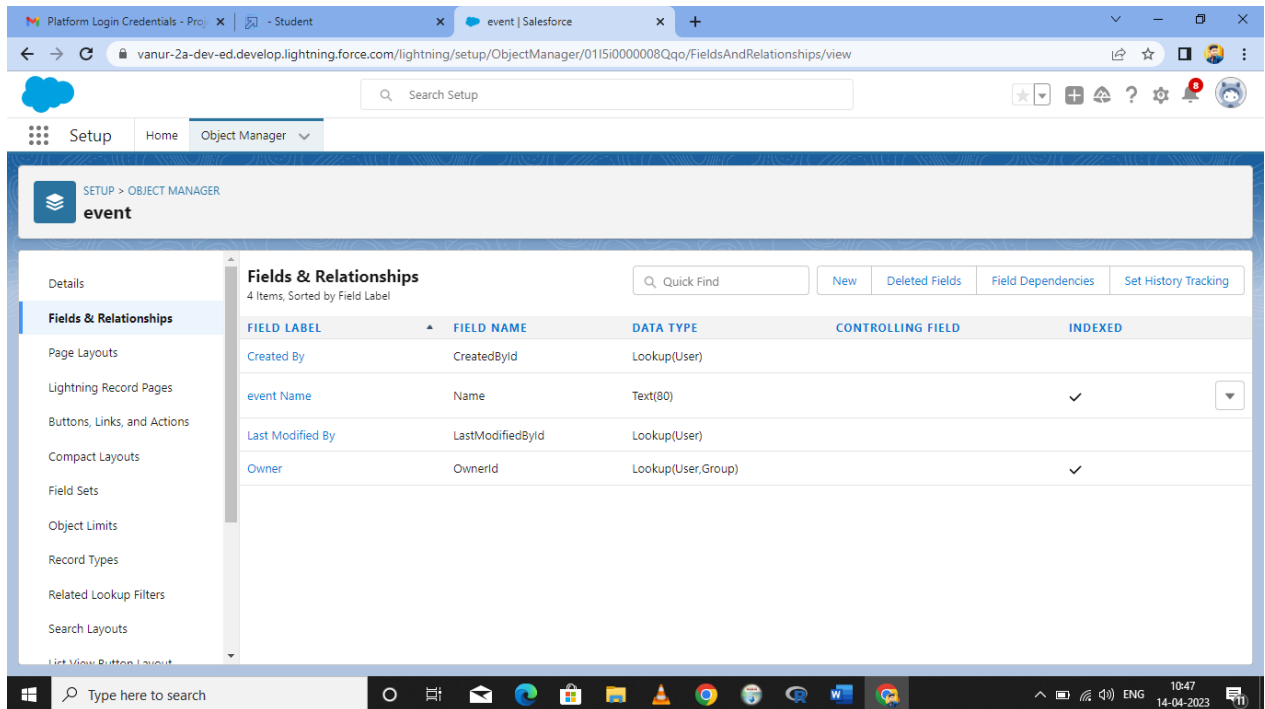
https://vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i0000008QuR/Details/view

Type here to search

10:46 14-04-2023

## 2. Create a Attendees:

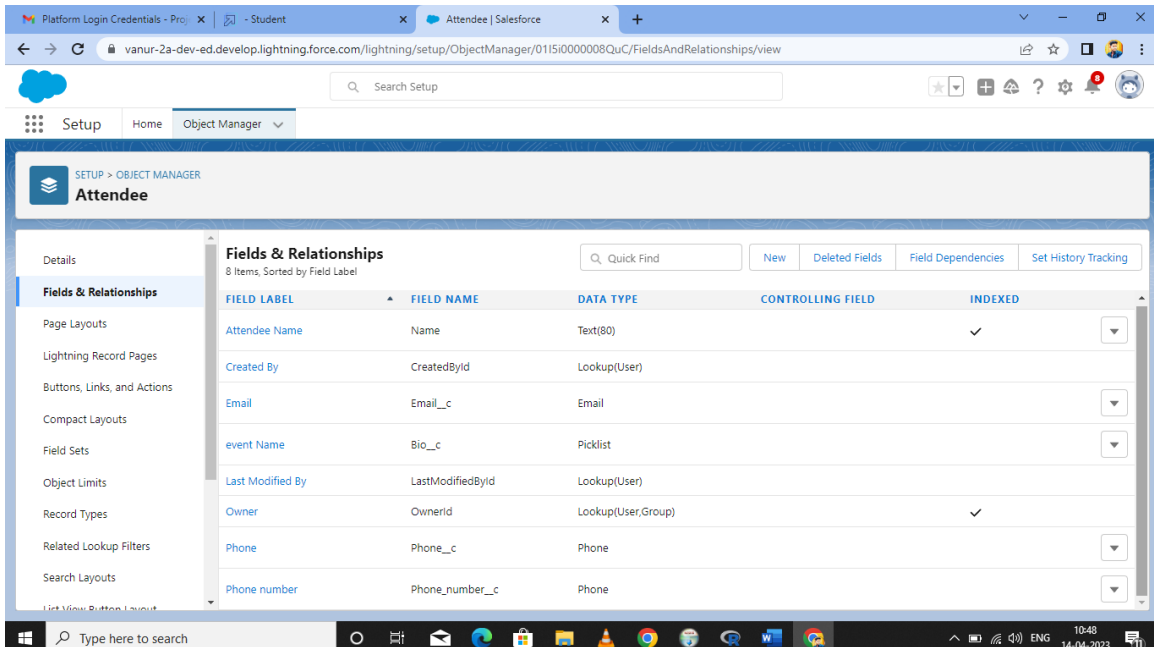
### Activity 1:



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, and Search Layouts. 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, and Search Layouts. 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/015i000008QuR/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/015i000008Qub/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)		

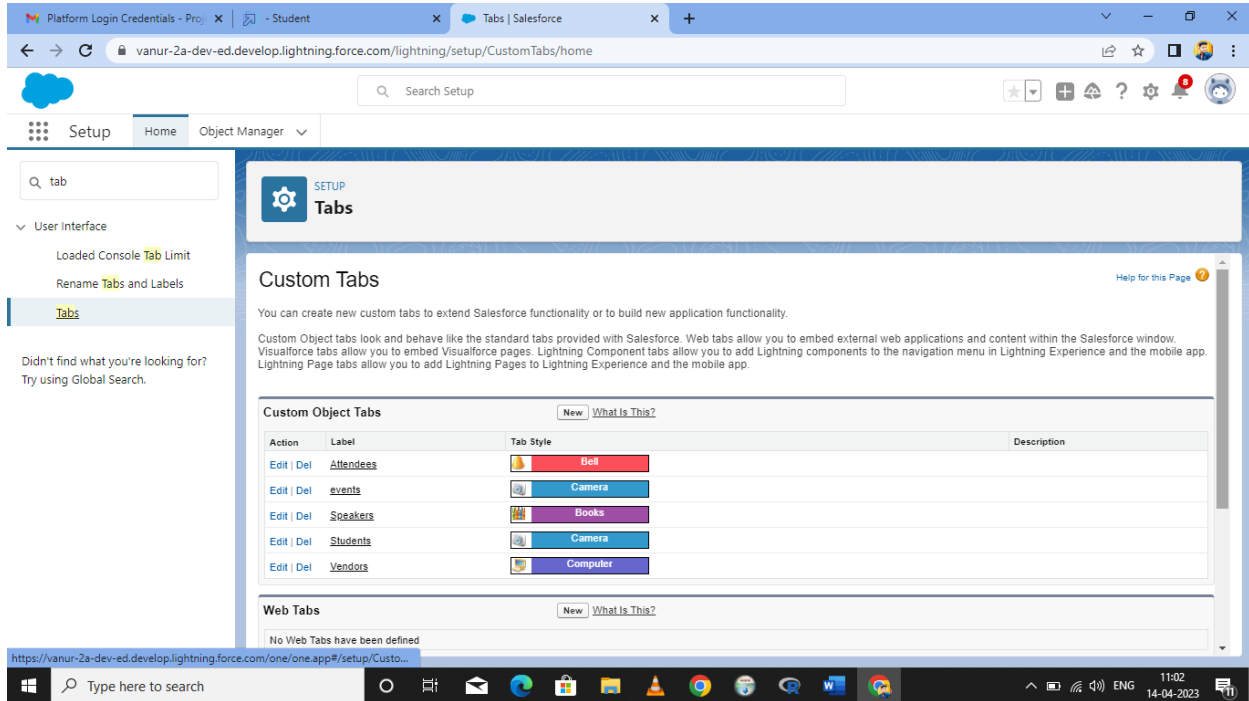
Type here to search

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 (which is selected). The main content area is titled 'Custom Tabs' and includes a description: 'You can create new custom tabs to extend Salesforce functionality or to build new application functionality. Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.'

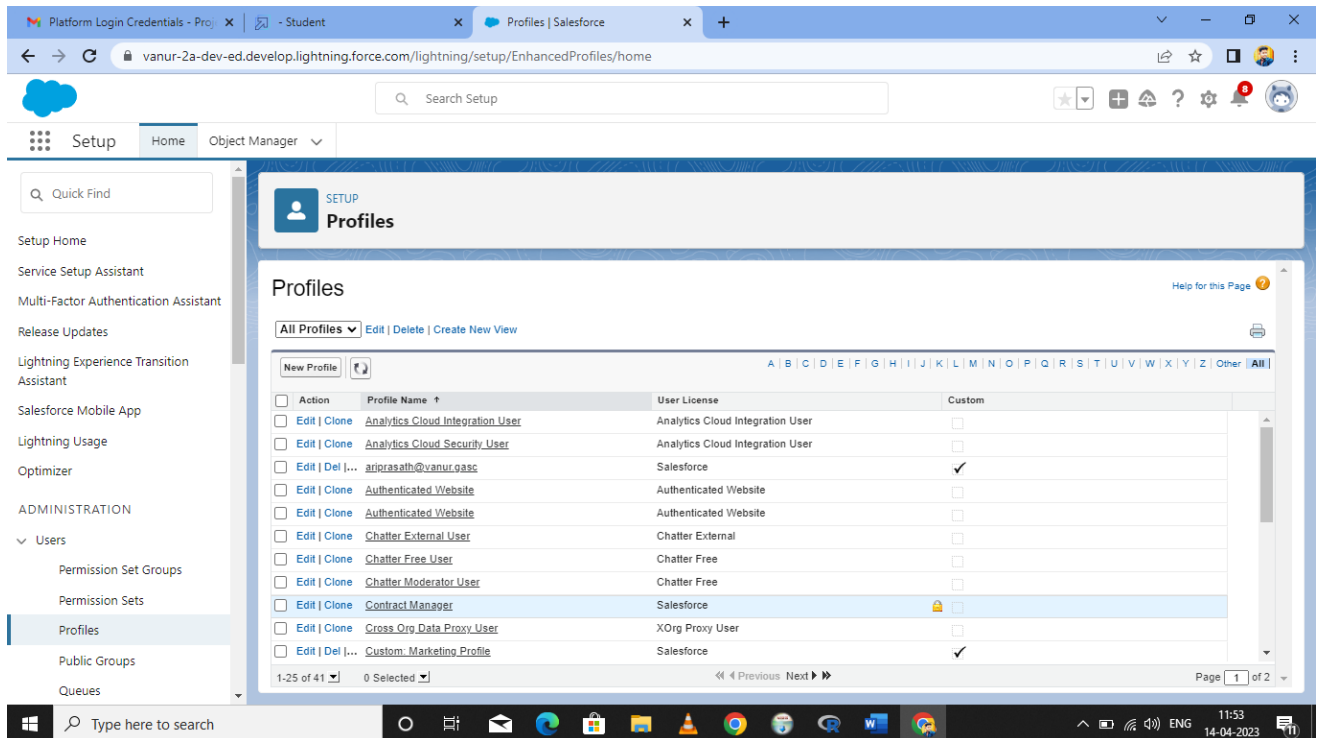
Below the description, there are two sections: 'Custom Object Tabs' and 'Web Tabs'. The 'Custom Object Tabs' section contains a table with the following data:

Action	Label	Tab Style	Description
<a href="#">Edit</a>   <a href="#">Del</a>	Attendees	Bell	
<a href="#">Edit</a>   <a href="#">Del</a>	events	Camera	
<a href="#">Edit</a>   <a href="#">Del</a>	Speakers	Books	
<a href="#">Edit</a>   <a href="#">Del</a>	Students	Camera	
<a href="#">Edit</a>   <a href="#">Del</a>	Vendors	Computer	

The 'Web Tabs' section shows 'No Web Tabs have been defined'.

## 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 (selected), Permission Set Groups, Permission Sets, Profiles (selected), Public Groups, and Queues.

The main content area is titled 'Profiles' and includes a description: 'You can create new profiles to extend Salesforce functionality or to build new application functionality. Custom Object profiles look and behave like the standard profiles provided with Salesforce. Web profiles allow you to embed external web applications and content within the Salesforce window. Visualforce profiles allow you to embed Visualforce pages. Lightning Component profiles allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page profiles allow you to add Lightning Pages to Lightning Experience and the mobile app.'

Below the description, there is a table with the following data:

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

### Activity 2:

Platform Login Credentials - Proj | - Student | Profiles | Salesforce | +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F00e5i000003VWu9

Search Setup

Setup Home Object Manager

profile

Users Profiles

Didn't find what you're looking for? Try using Global Search.

### Standard User

Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.

If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.

Login IP Ranges (0) | Enabled Apex Class Access (0) | Enabled Visualforce Page Access (0) | Enabled External Data Source Access (0) | Enabled Named Credential Access (0) | Enabled Custom Metadata Type Access (0) | Enabled Custom Setting Definitions Access (0) | Enabled Flow Access (0) | Enabled Service Presence Status Access (0) | Enabled Custom Permissions (0)

**Profile Detail** Edit Clone View Users

Name	Standard User
User License	Salesforce
Created By	Ajprasad D. 13/04/2023, 10:28 am
Modified By	Ajprasad D. 13/04/2023, 3:35 pm
Custom Profile	<input type="checkbox"/>

**Page Layouts**

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

javascriptsrcUp(%27%2F00e5i000003VWu9%3Fisdtp%3Dp1%27);

Type here to search

11:09 14-04-2023

## To Create a User:

### Activity 1:

Platform Login Credentials - Proj | - Student | Users | Salesforce | +

vanur-2a-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/home

Search Setup

Setup Home Object Manager

users

Users

Permission Set Groups  
Permission Sets  
Profiles  
Public Groups  
Queues  
Roles  
User Management Settings

Users

Feature Settings  
Data.com  
Prospector Users

Didn't find what you're looking for? Try using Global Search.

### 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 View

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

New User Reset Password(s) Add Multiple Users

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter_Expert	Chatter	chatter.00d5i000000c04eiat.waevva@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/> Edit	D. Ajprasad	AD	prasad@vanur.org		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	D. Ajprasad	AD	prasad@52@gmail.com	Customer Support International	<input checked="" type="checkbox"/>	Event vendors profile
<input type="checkbox"/> Edit	D. Ajprasad	prasad	ajprasad492@gmail.com		<input checked="" type="checkbox"/>	Salesforce API Only System Integrations
<input type="checkbox"/> Edit	User_Integration	integ	integration@00d5i000000c04eiat.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User_Security	sec	insightssecurity@00d5i000000c04eiat.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

New User Reset Password(s) Add Multiple Users

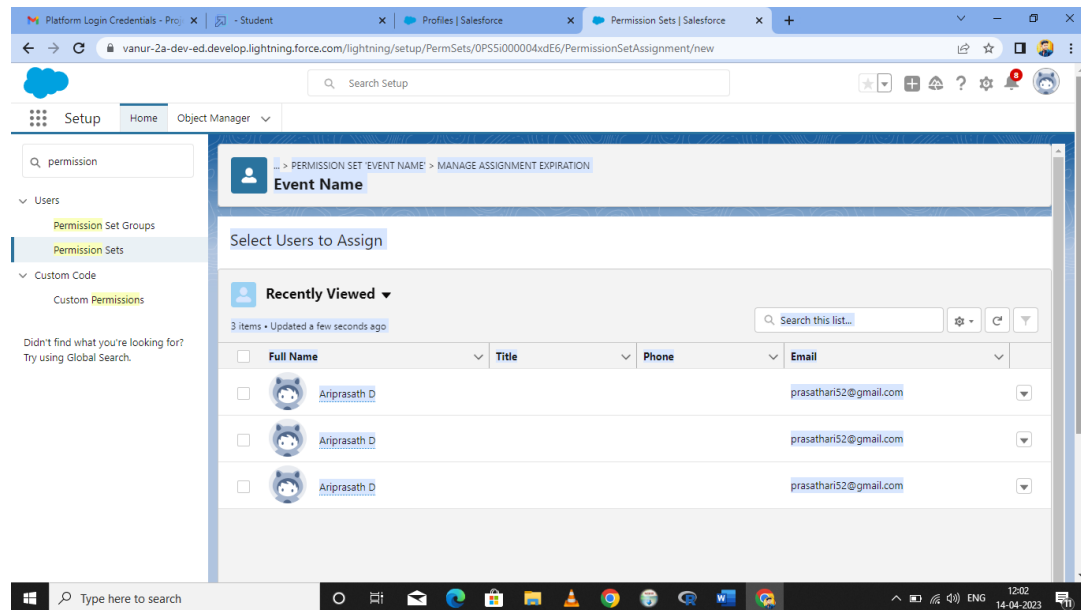
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

Type here to search

11:47 14-04-2023

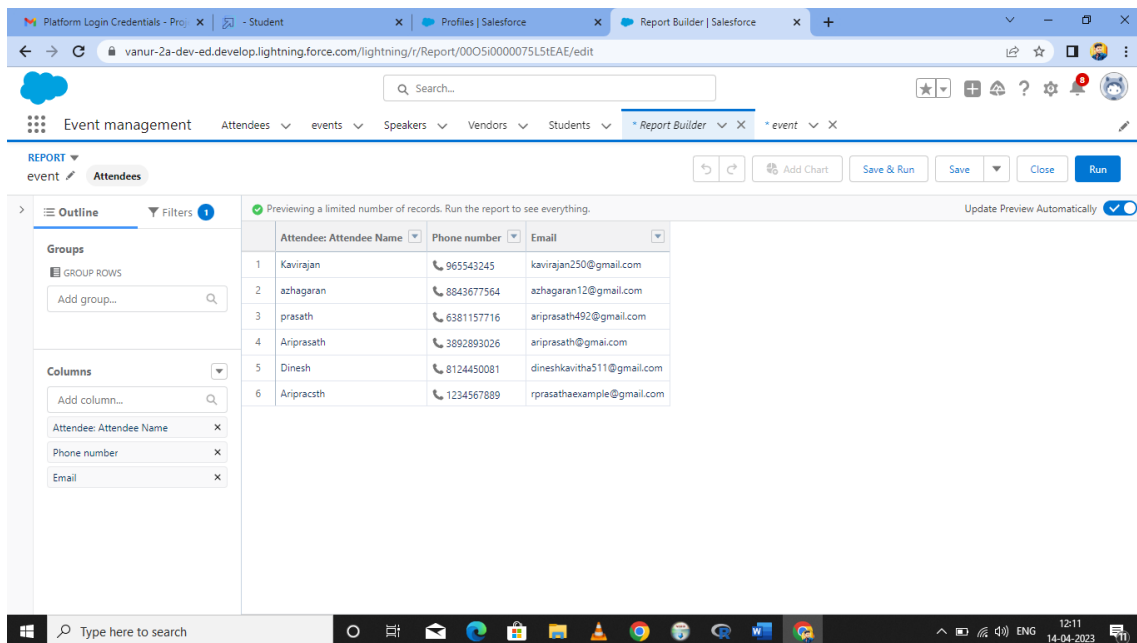
## Create a Permission Set:

### 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.

