# Build An Event Management System Using Salesforce
# Team id:NM2023TMID36551

## 1.INTRODUCTION

### 1.1 Overview

An Event Management System provides campus event planners a flexible, fully integrated solution to simplify the event management process and keep your customers, faculty and students happy, while maintaining important reports and data for making real estate and future planning decisions

### 1.2 Purpose

An Event Management System minimizes the steps needed to manage your events, creating a much more efficient administrative process. This way, event planners can focus more on the details, without getting lost in administrative tasks.

## 2 Problem Definition & Design Thinking

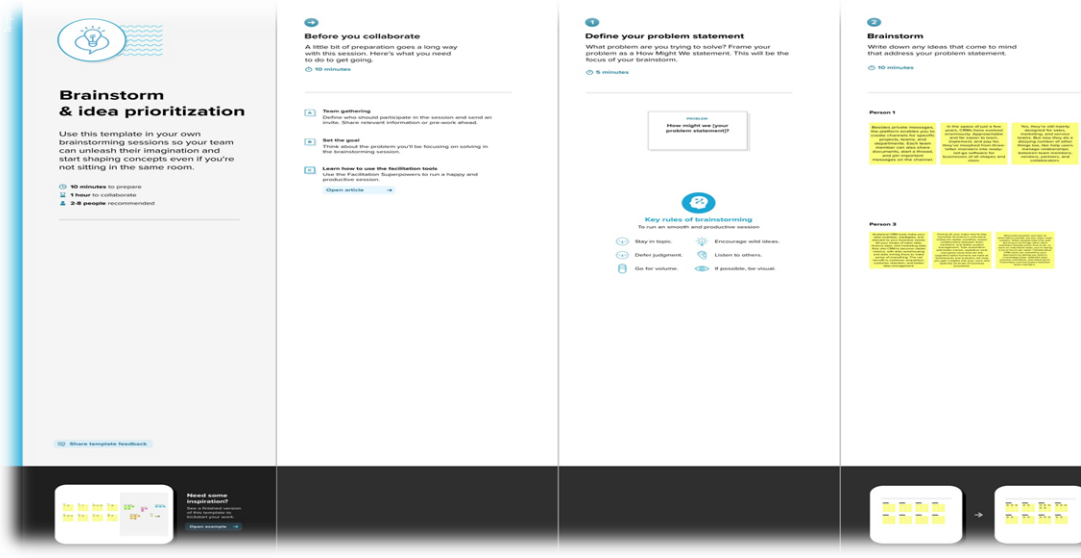
### 2.1 Empathy Map

An empathy map is a widely used visualization tool. The primal purpose of an empathy map is to bridge the understanding of the end user. Within context of its application, this tool is used to build a shared understanding of the user's needs and provide context to a user centered solution. The traditional empathy map begins with four categories they are says, thinks,does and feels.

- Says category contains what the user says out loud during research.
- Thinks category contains what the user is thinking
- Does category contains the user's action and behavior.
- Feels category contains the user's emotional state in context with their experience.

**2.2** Ideation & Brainstorming Map

Brainstorming is an activity that will help you generate more innovative ideas. Its one of many methods of ideations. The process of coming up with new ideas and its core to the design thinking process. It is a process of forming ideas from conception to implementation, most often in a business setting. It is expressed via graphical, written or verbal methods and arises from past or present knowledge, influences, opinions, experiences and personal convictions. There are four types of brainstorming. They are reverse brainstorming, Stops-and-Go brainstorming, Phillips 66 brainstorming, brain writing.




## 3 RESULT

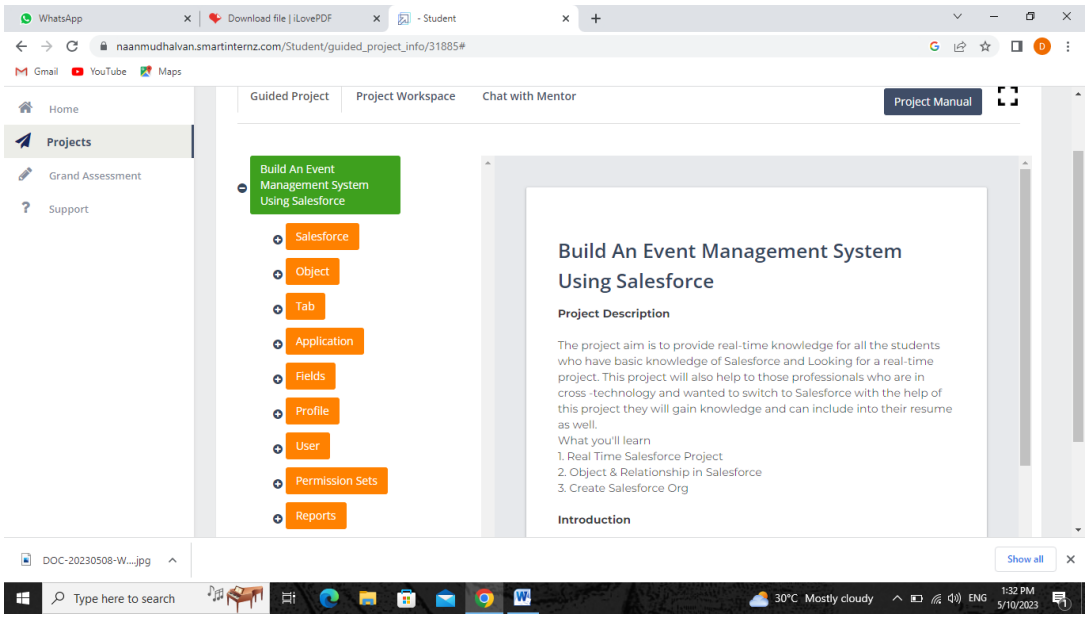
### 3.1 Data Model:

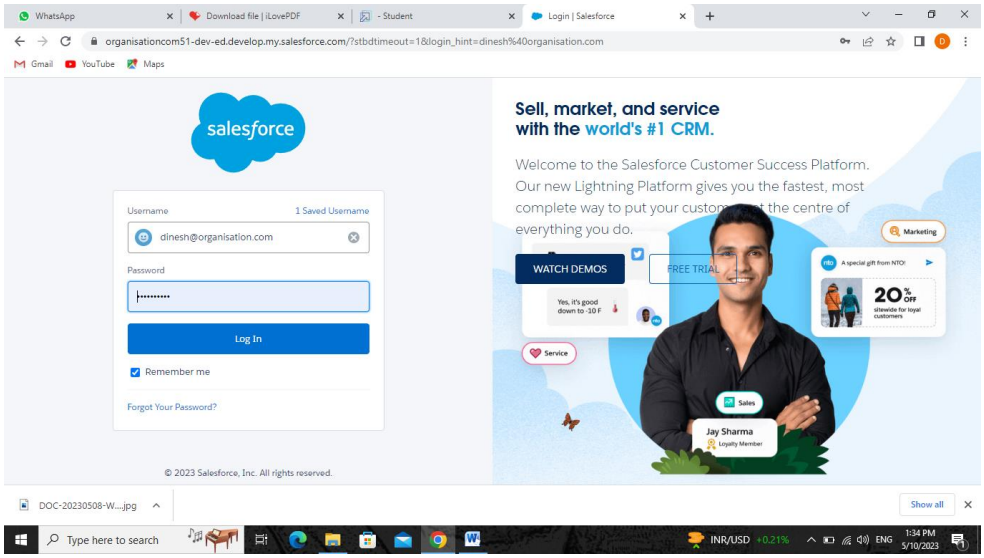
| Object name | Fields in the Object |
|---|---|
| Event | Lable:Event<br>Plural Lable:Events |
| Attendees | Lable:Attendee<br>Plural Lable:Attendees |
| Speaker | Lable:Speaker<br>Plural Lable:Speakers |
| Vendor | Lable:Vendor<br>Plural Lable:Vendors |

### 3.2 Activity & Screenshot

**Creating a Salesforce Developer Org:**

# Project Report Template



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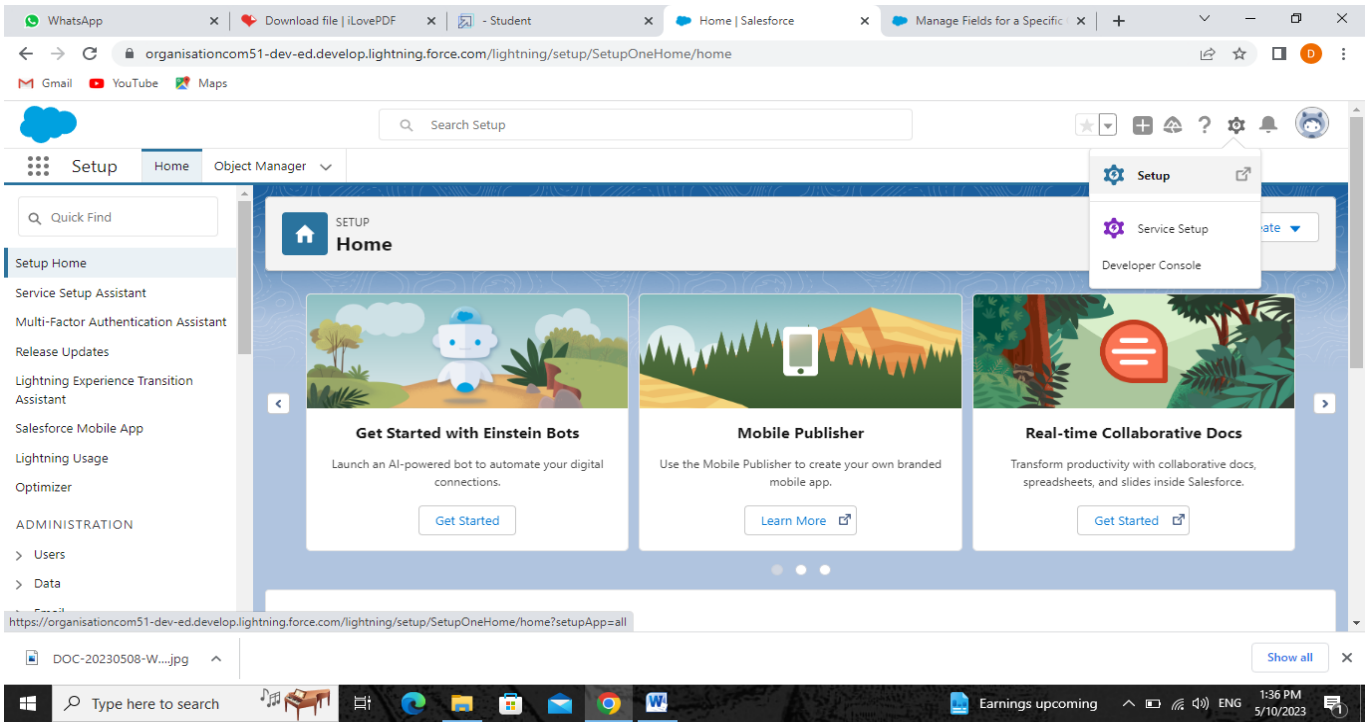
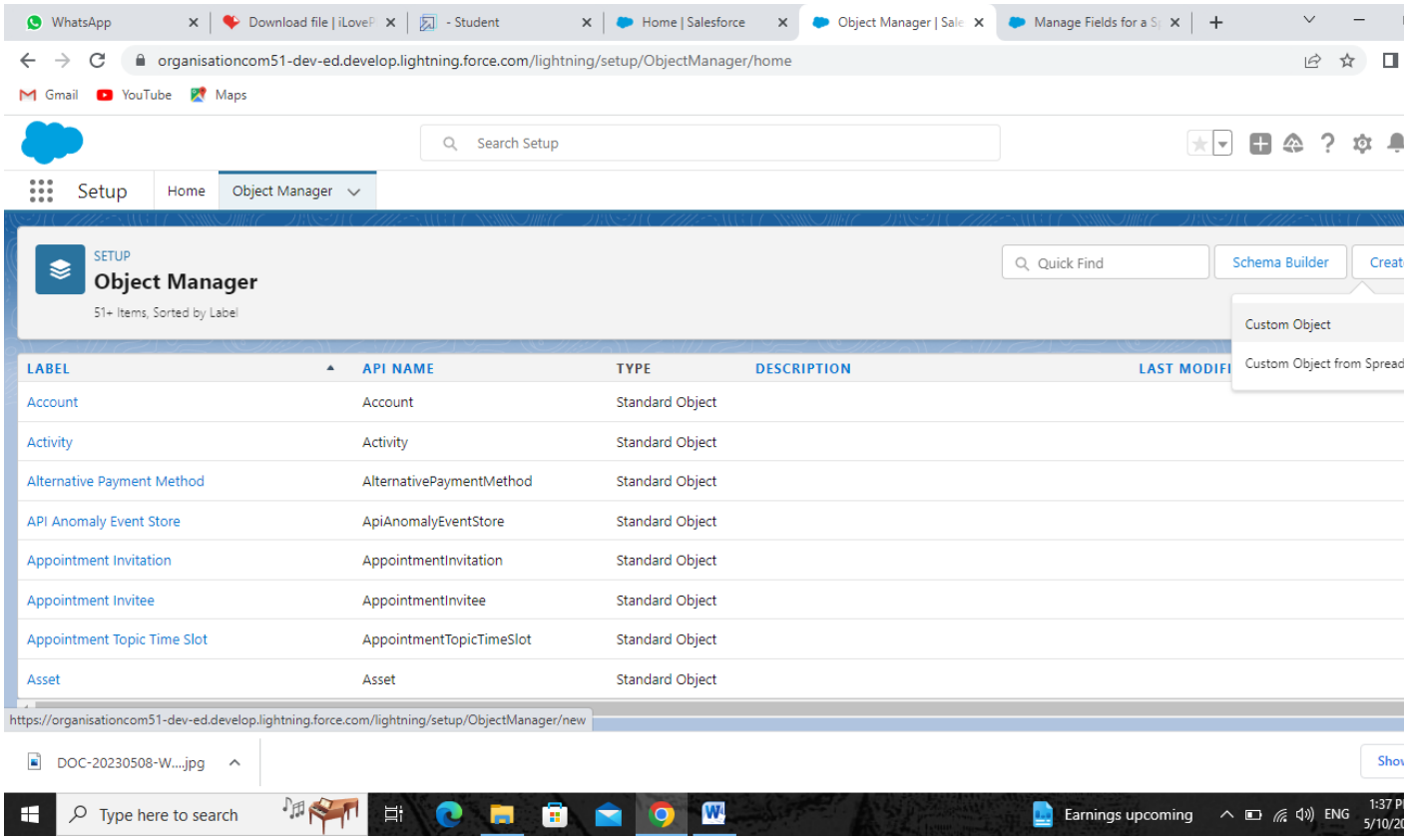



Salesforce is your customer success platform ,designed to help you sell,service,market,analyz connect with your customers.

**Creating a custom objects:**



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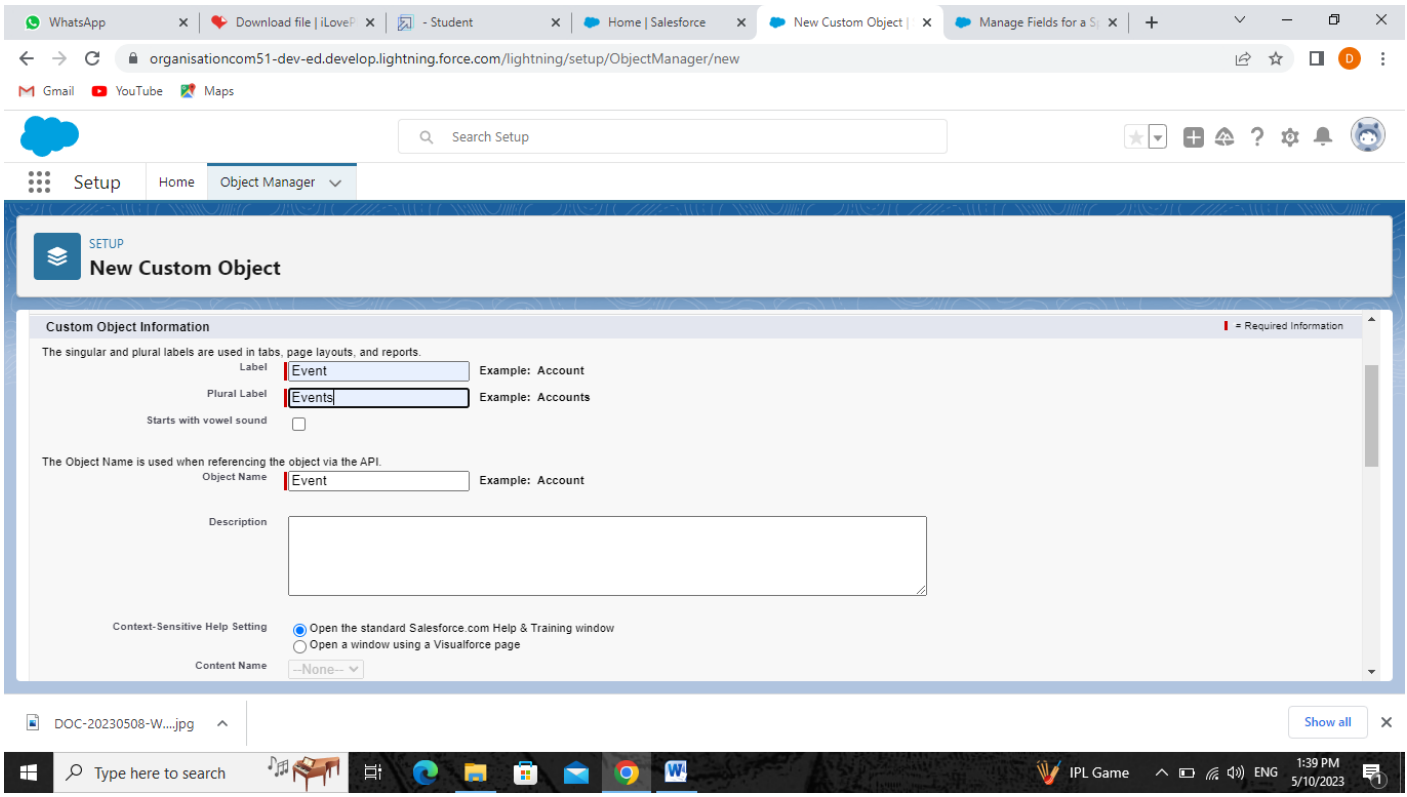
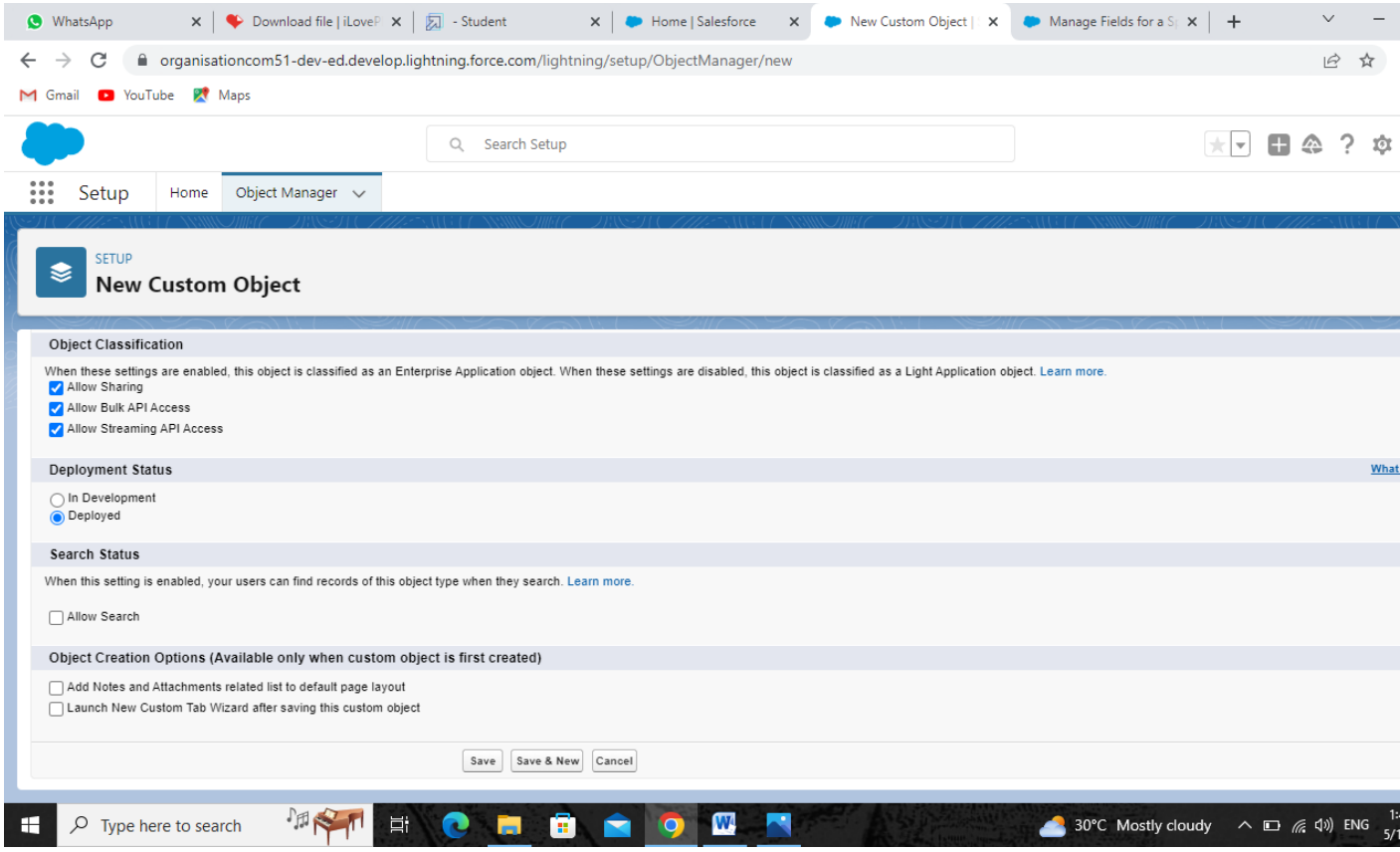
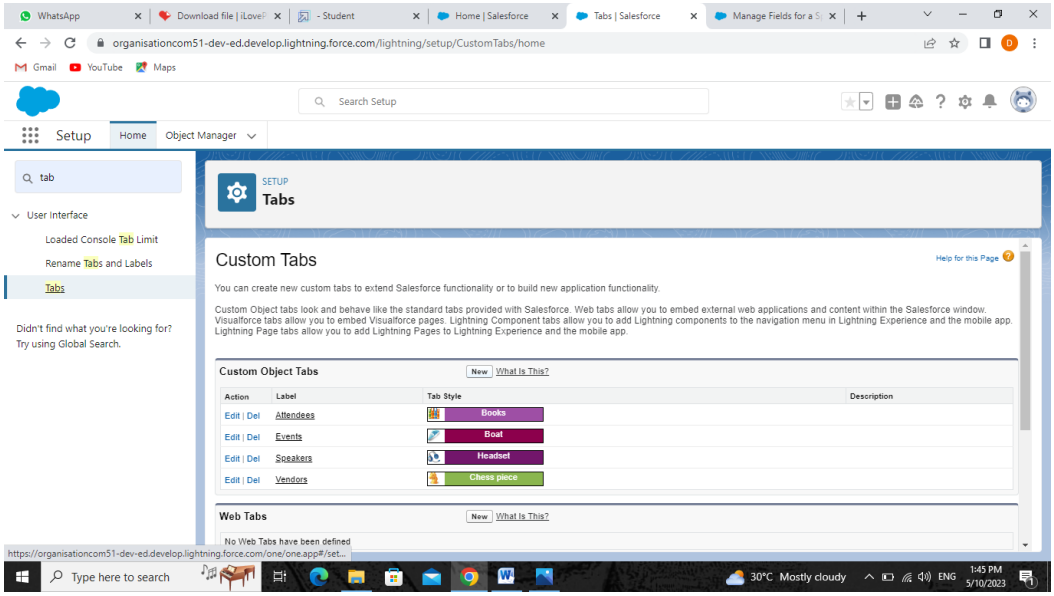


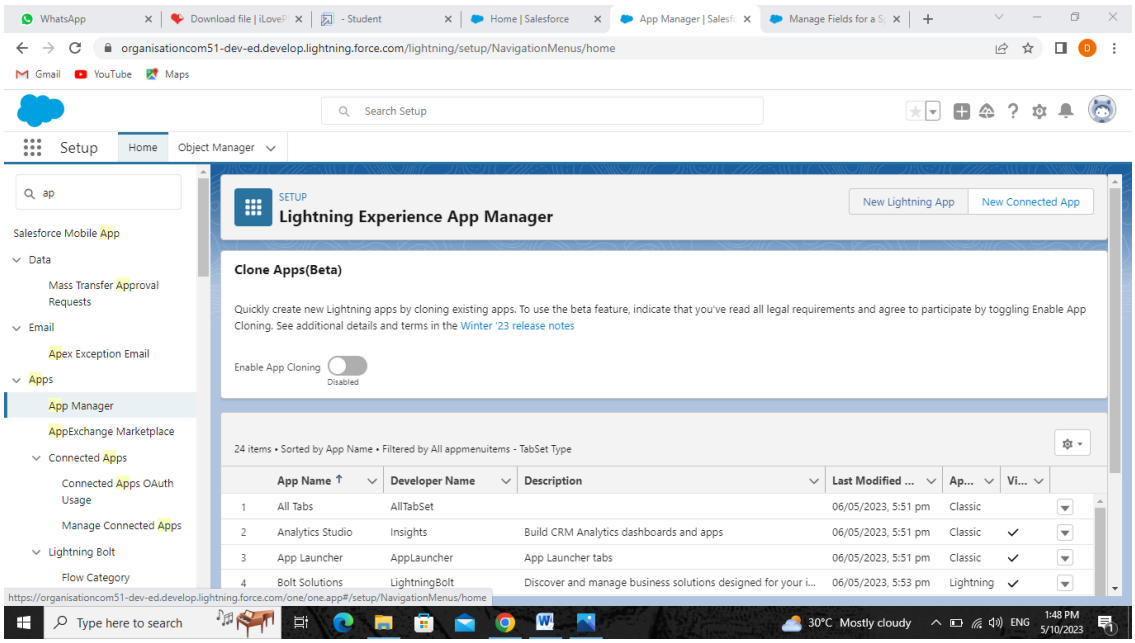

Salesforce object are database tables that permit you to store data

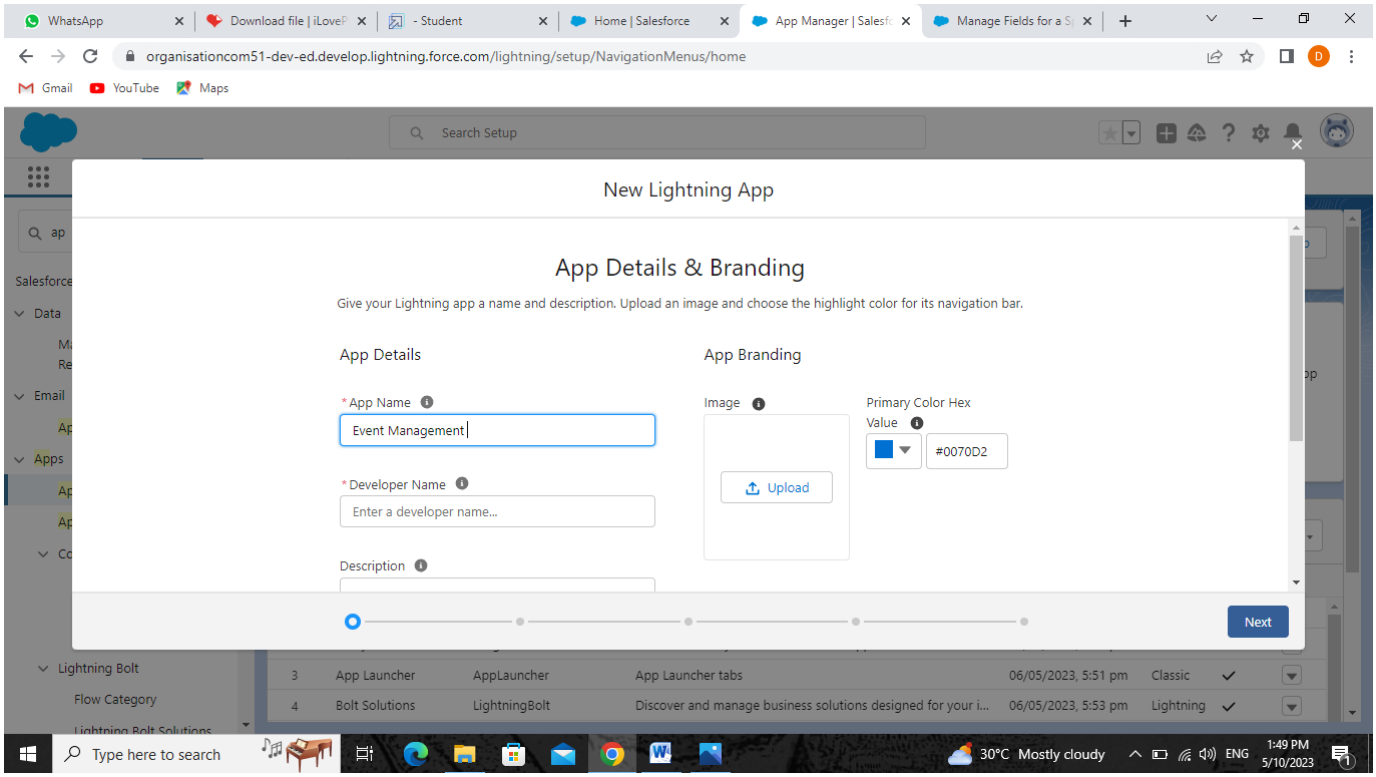
that is specific to an organization.it  consists of fields and records.

**Creation of Tabs:(Event,attendee,speaqker,vendor)**

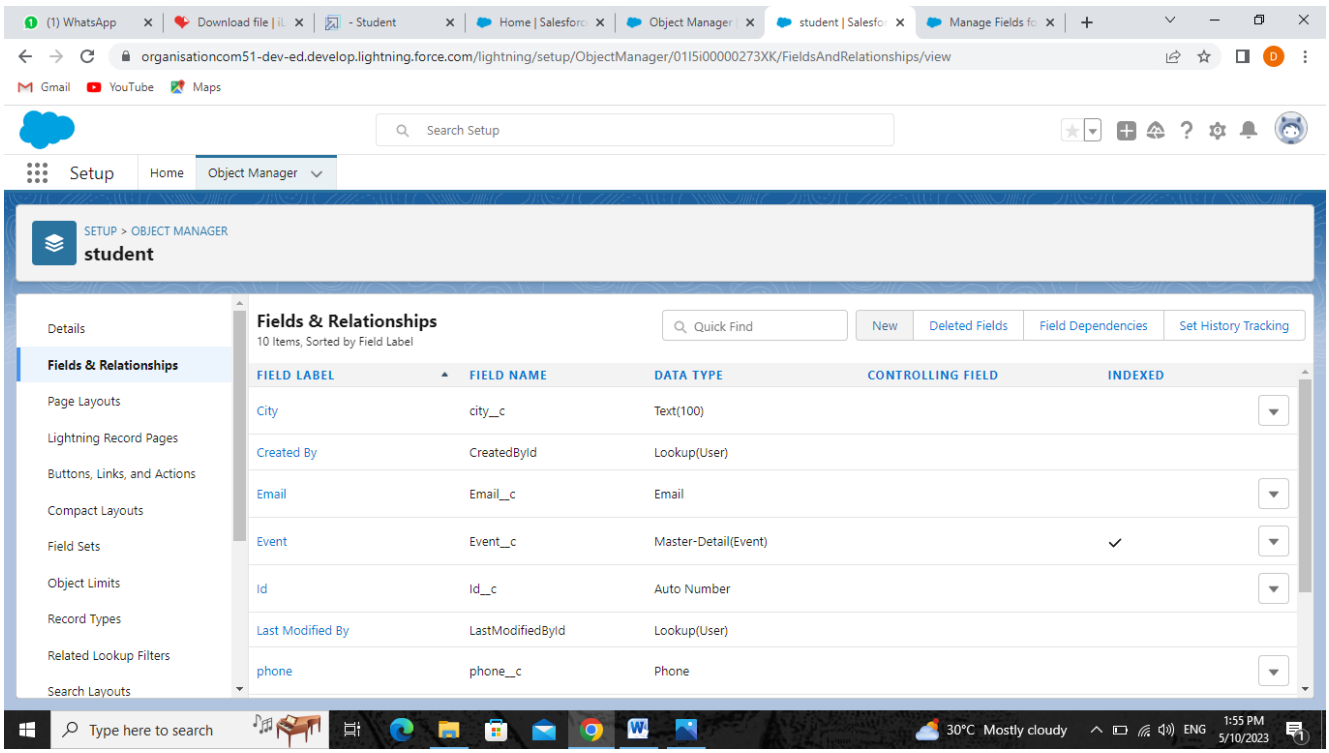



**Create the Event Management construction App:**



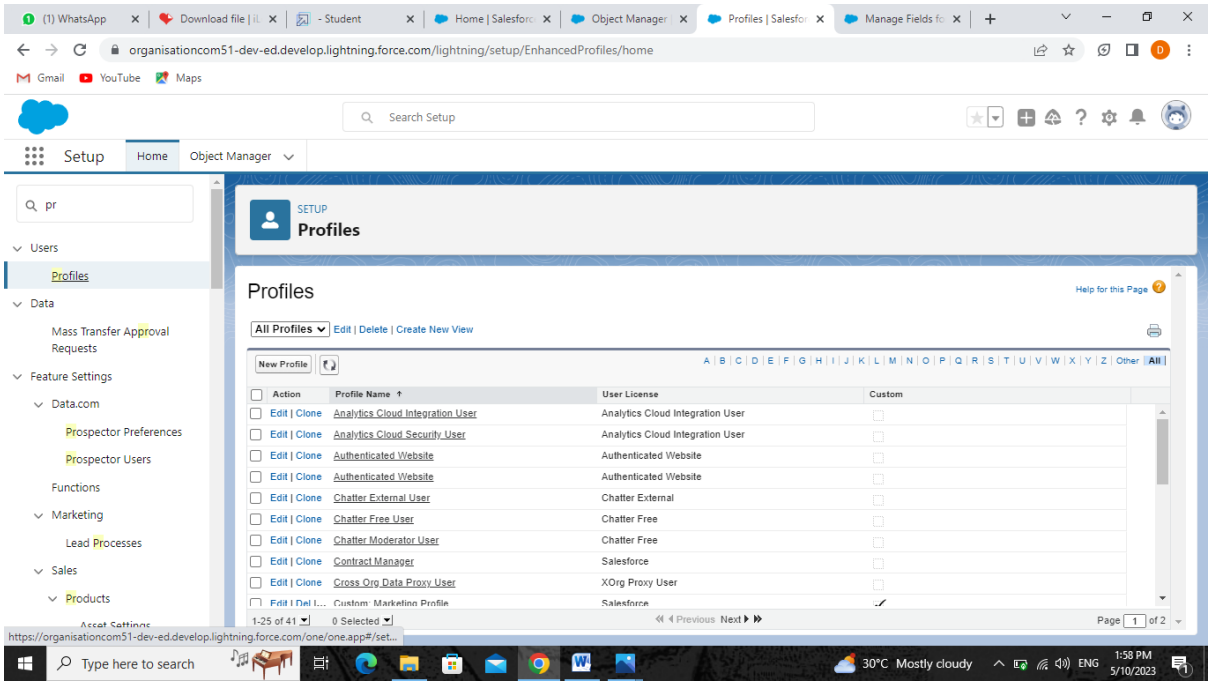



**Creating Custom Fields:**



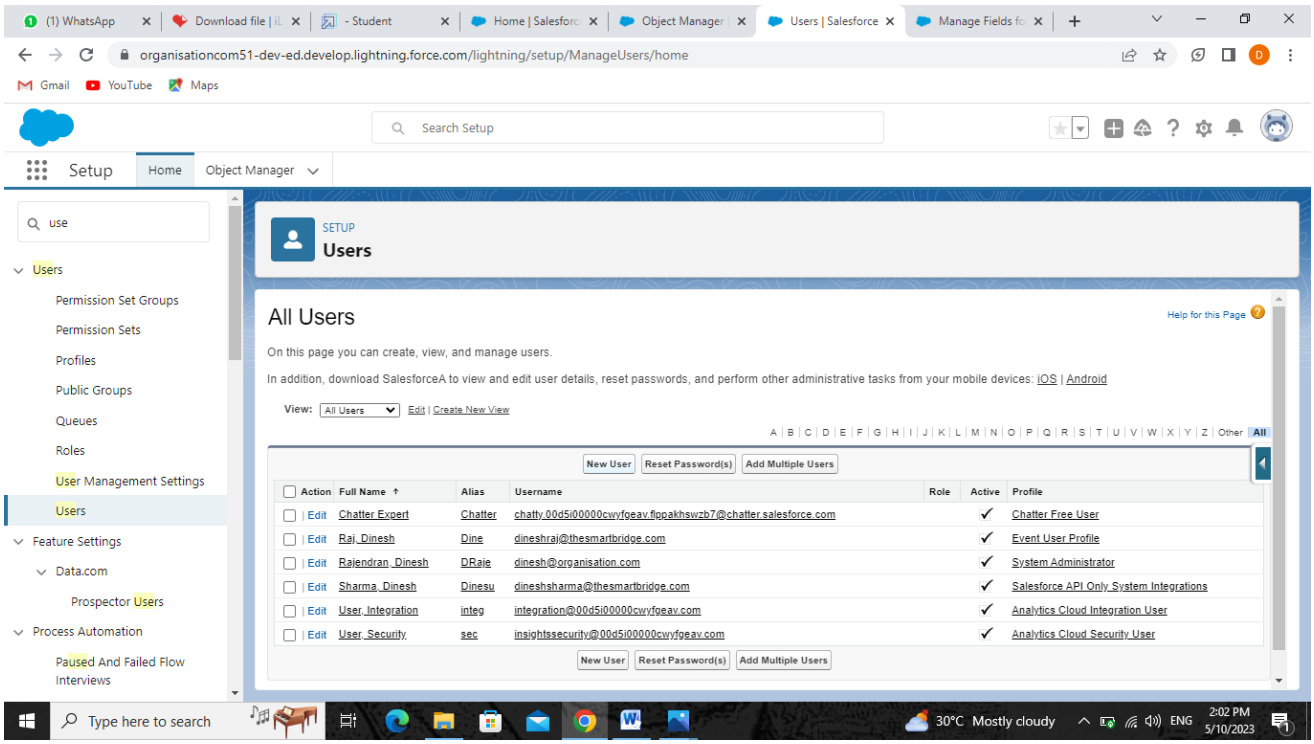

Fields in salesforce represents what the columns represent In relation databases.it can store data values which are required for a particular object in a record.

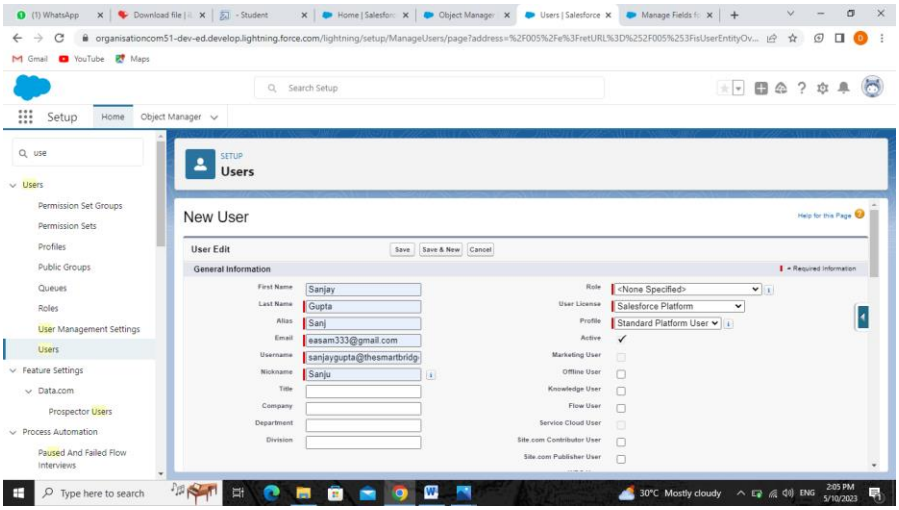
**Create a Custom Profile:**




A Profile is a group /collection of settings and permissions that define what a user can do in salesforce.

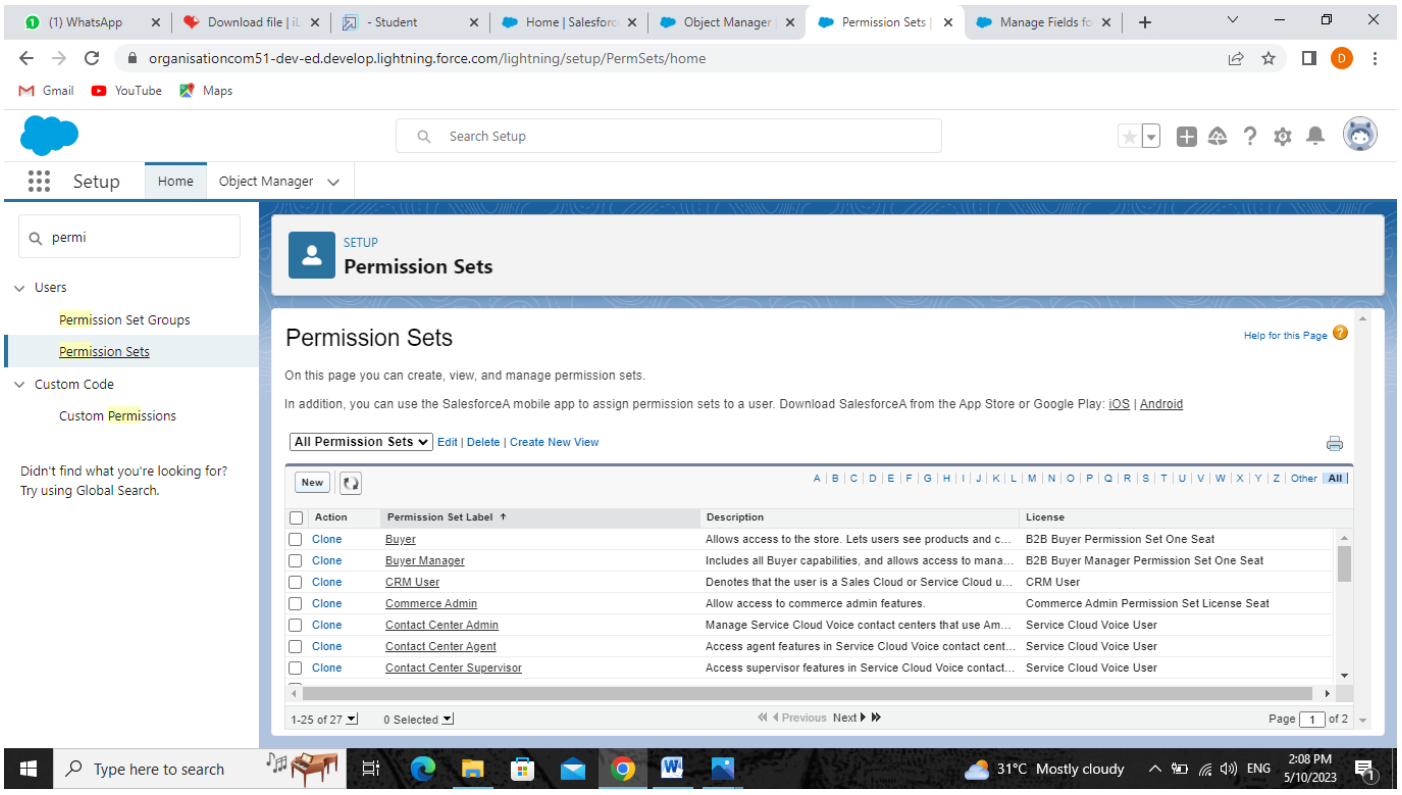
**Creating a Users:**






A user is anyone who logs in two salesforce.users are who need access to the companies record.

Creating a Permission Sets:



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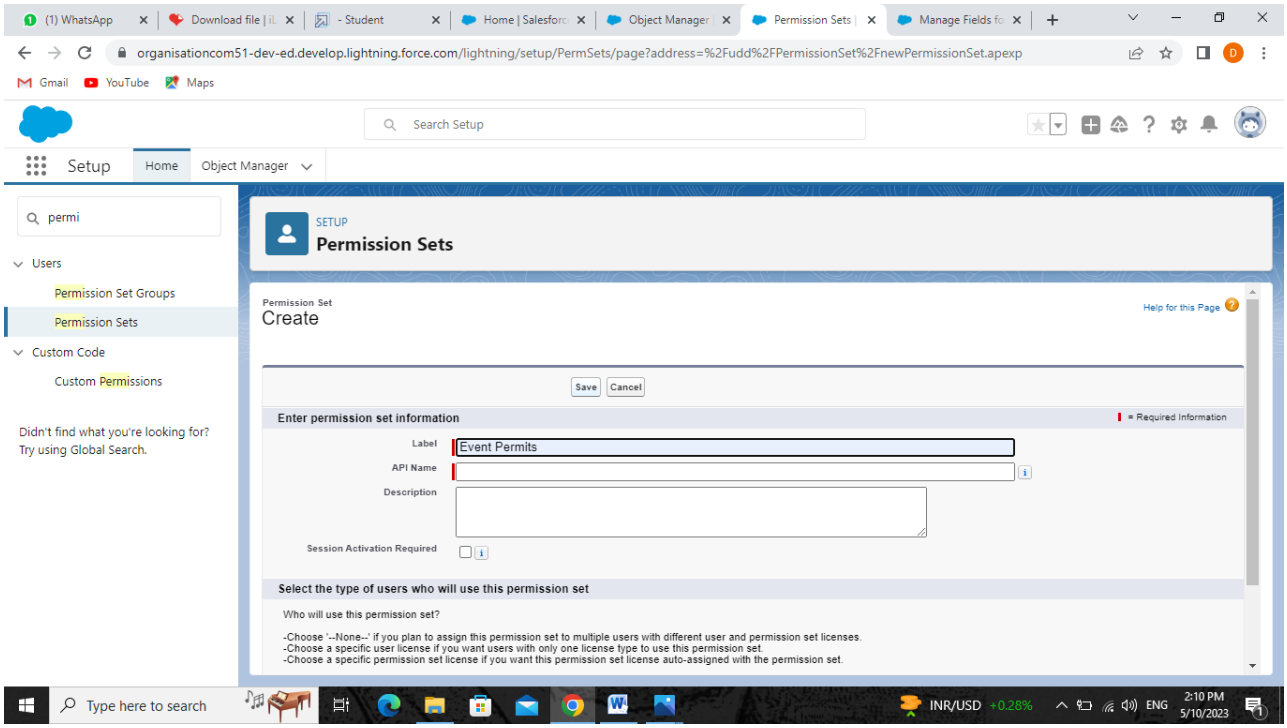


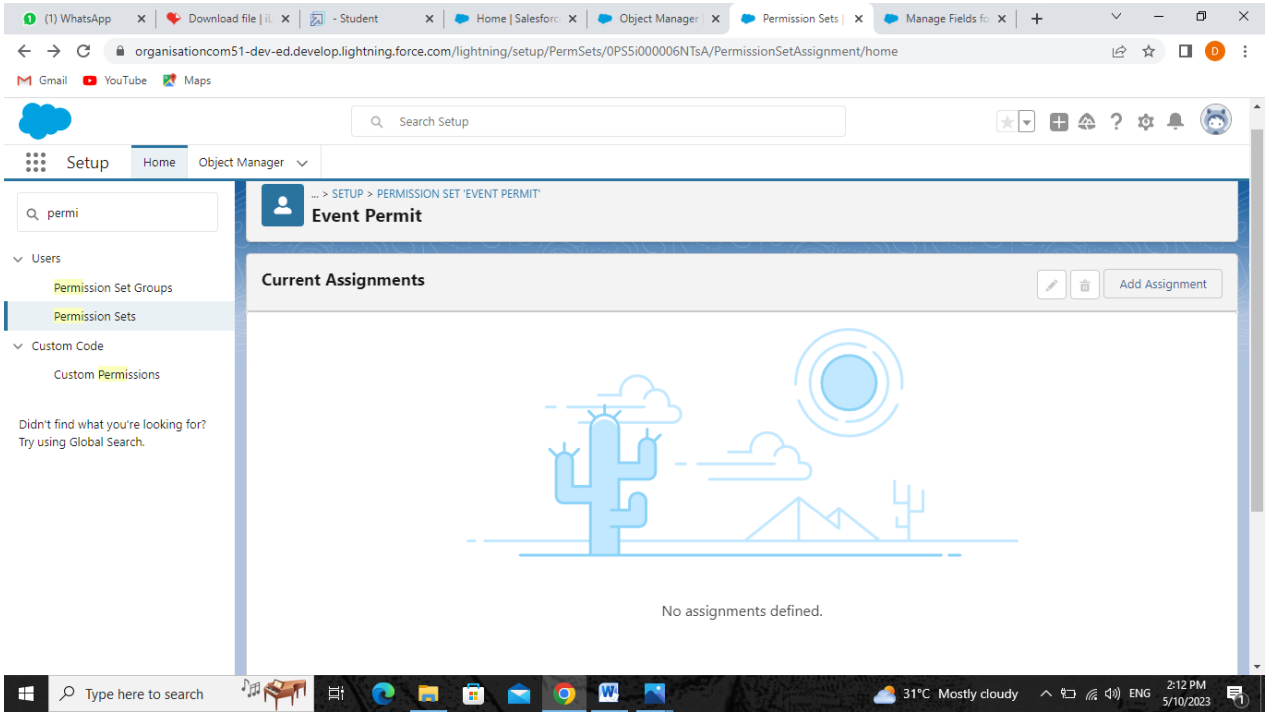

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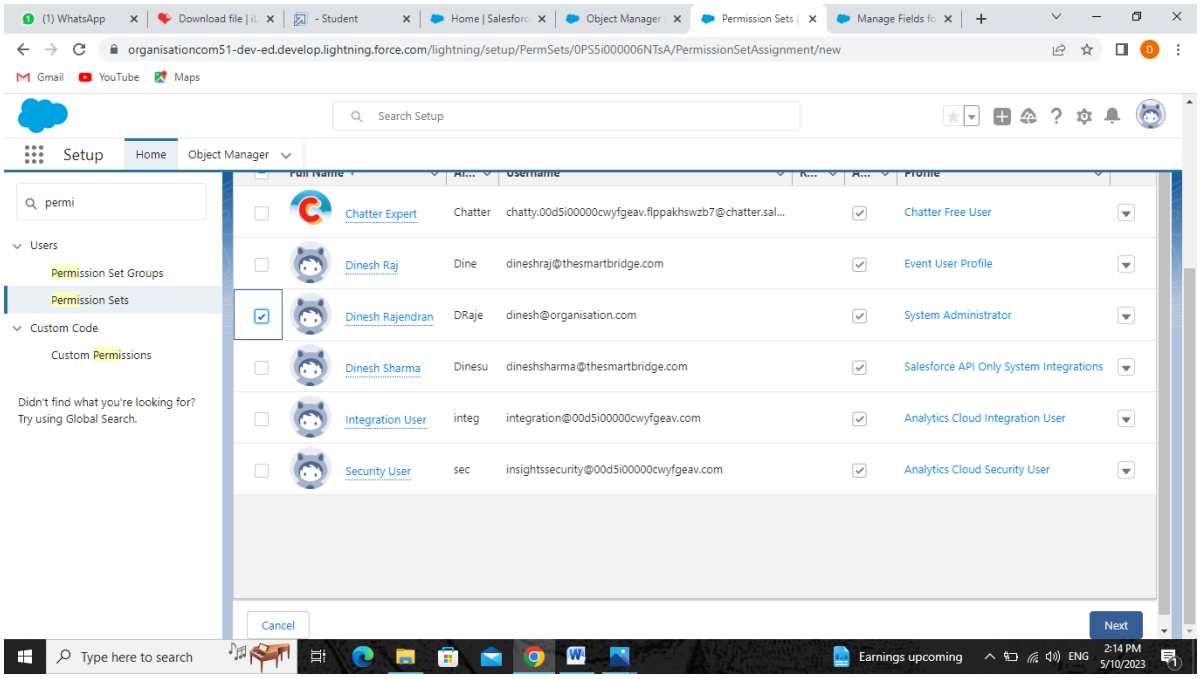
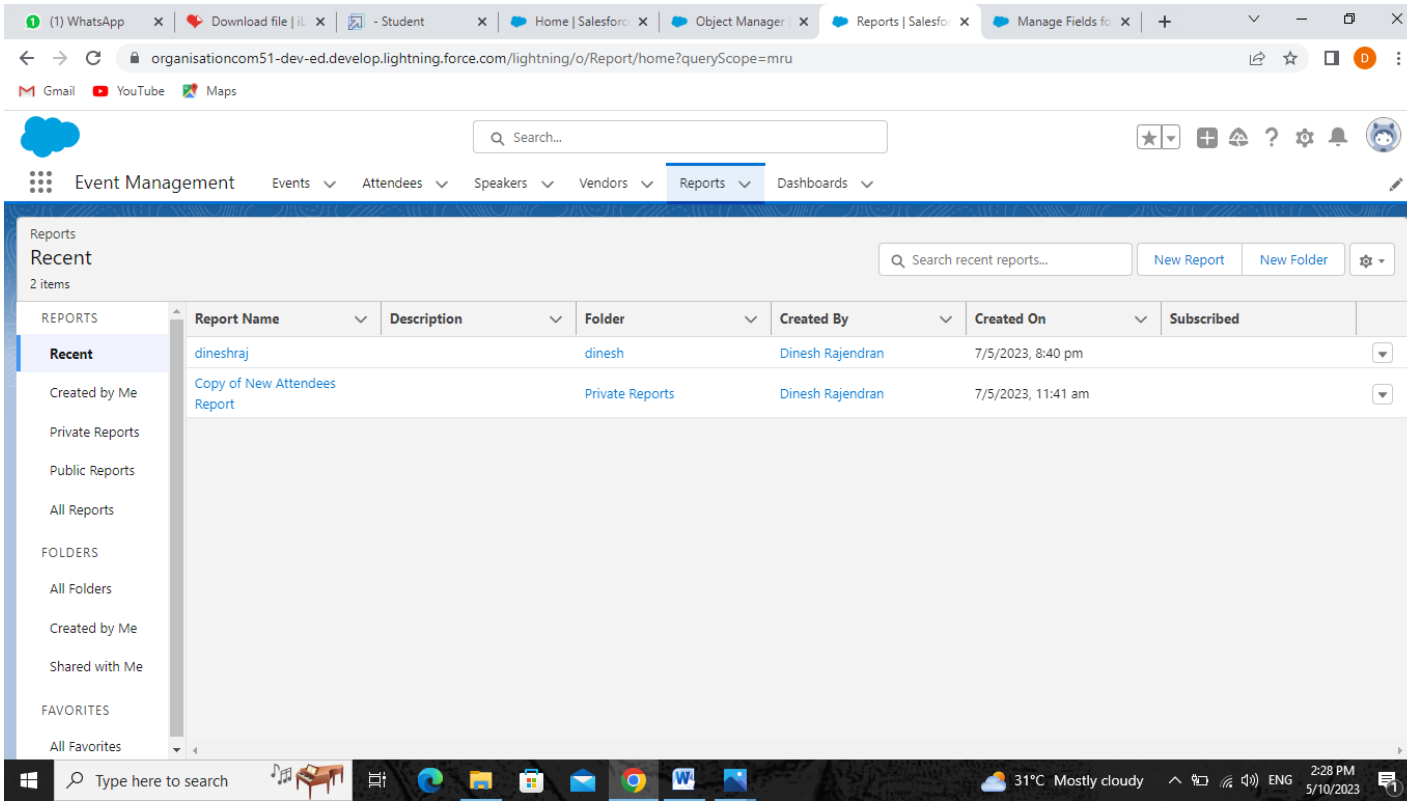
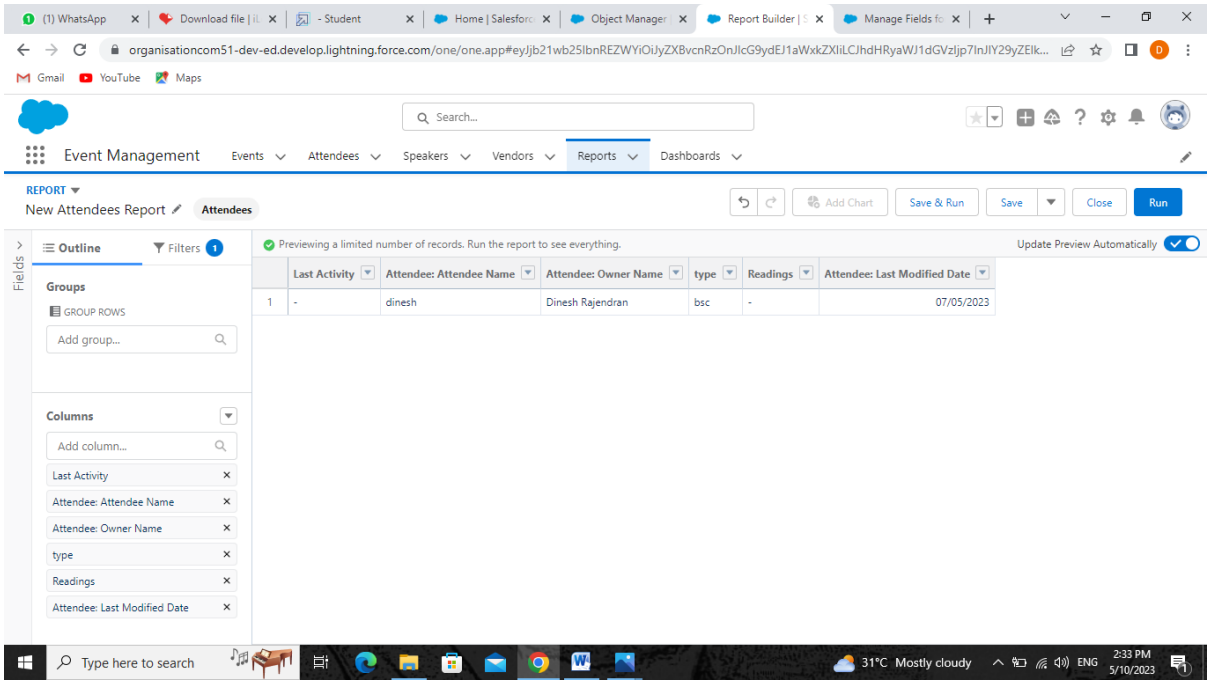



## Creating a Reports:






A report is a list of records that meet the criteria you define.

**4 Trailhead Profile Public URL**

**Team Lead –**
**https://trailblazer.me/id/dineshraj01**

**Team Member 1 -**
**https://trailblazer.me/id/ddinesh65**

Team Member 2 –
**https://trailblazer.me/id/dhraj15**

**Team Member 3 –**
**http://trailblazer.me/id/momed5**

## 5 ADVANTAGES & DISADVANTAGE

There are several advantages and disadvantages of using an Event Planner management service. These include: - Experience requirements, - Cost, - Loose coupling and - Stress. Experience is one of the most important factors. - Loose coupling is a disadvantage: a manager may not be aware of the costs and risks of the job.

## 6 TABLE OF CONTENTS


- Experience requirements
- Cost
- Stress
- Loose coupling
- Conclusion


## 7 APPLICATIONS

- **Set ROI-Driven Event Goals and Objectives. The event'sover, and you deem it a success. ...**
- **Create a Solid Event Budget Design and Plan a Memorable Event**
- **Coordinate the Day of the Event.**
- **Evaluate Your Event's Performance and Power Future Events**

## 8 CONCLUSION

Loose coupling has many applications. Its benefits go beyond simple event management. It can help companies improve their workflow by streamlining the process of organizing and executing events. It also makes the implementation of a service more reliable. You can learn a lot more about event management from the experts at Mavrix.

## 9 FUTURE SCOPE

Nowadays, there is a requirement for an event manager in almost every field like in corporate sector, hotel industry, tourism, fashion industry, film and media industries, social events etc. the talented youngsters can either work as a professional or set up his/her own business. Professionals in this field also get the opportunity to showcase their talent at international levels where delegates from our country participate in cultural festivals and exchange programs, trade shows, conferences, exhibitions, corporate events and so on. A successful event manager can earn in lakhs and cores. So, the demand for creative and talented event managers is never ending.