

INTRODUCTION

1.1 Overview

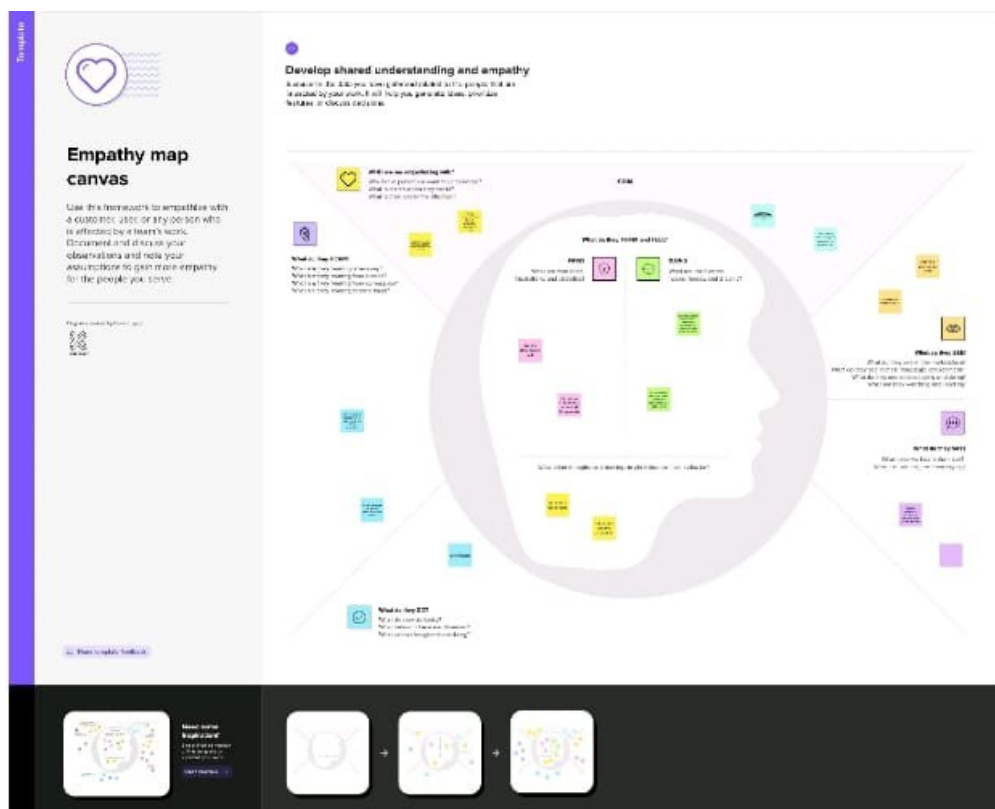
Event Management with Salesforce How
to create an event

1.2 Purpose

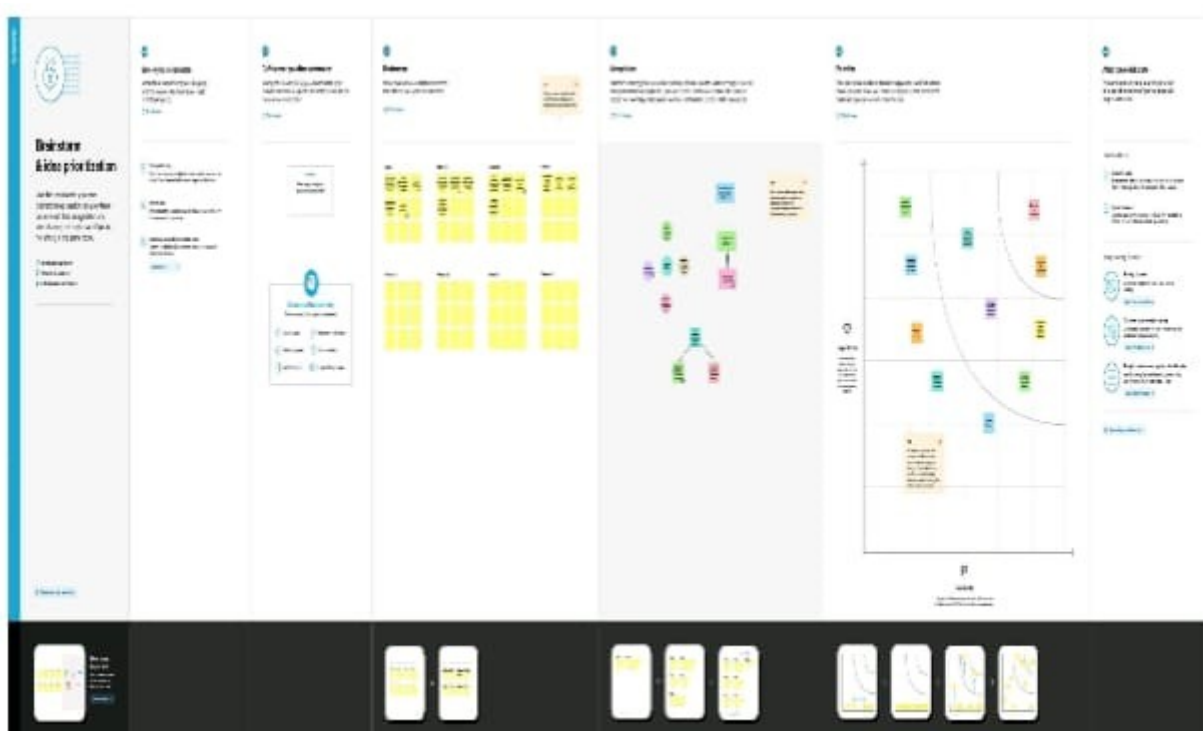
Before you can start creating events using
the Event Management Application on
Salesforce CRM, make sure you have
followed the installation and instructions:

Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3.2 Activity & Screenshot

OBJECT MANAGER

Student | Lightning Experience | Salesforce | Event | Salesforce

resilient-fox-4p4jpr-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/Event/Details/view

Gmail | YouTube | Maps

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
- Search Layouts
- List View Button Layout

Details

Description

API Name
Event

Custom

Singular Label
Event

Plural Label
Events

Enable Reports

Track Activities

Track Field History

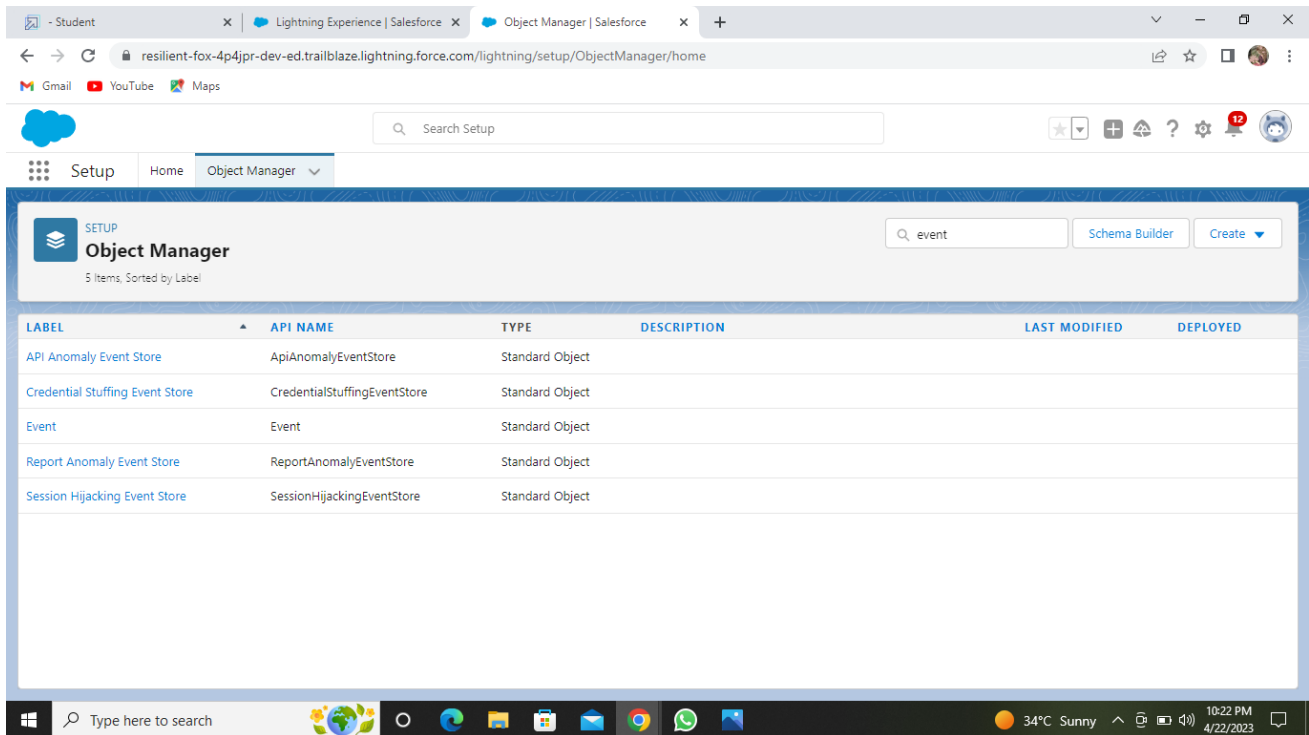
Deployment Status

Help Settings
Standard salesforce.com Help Window

Type here to search

34°C Sunny 10:18 PM 4/22/2023

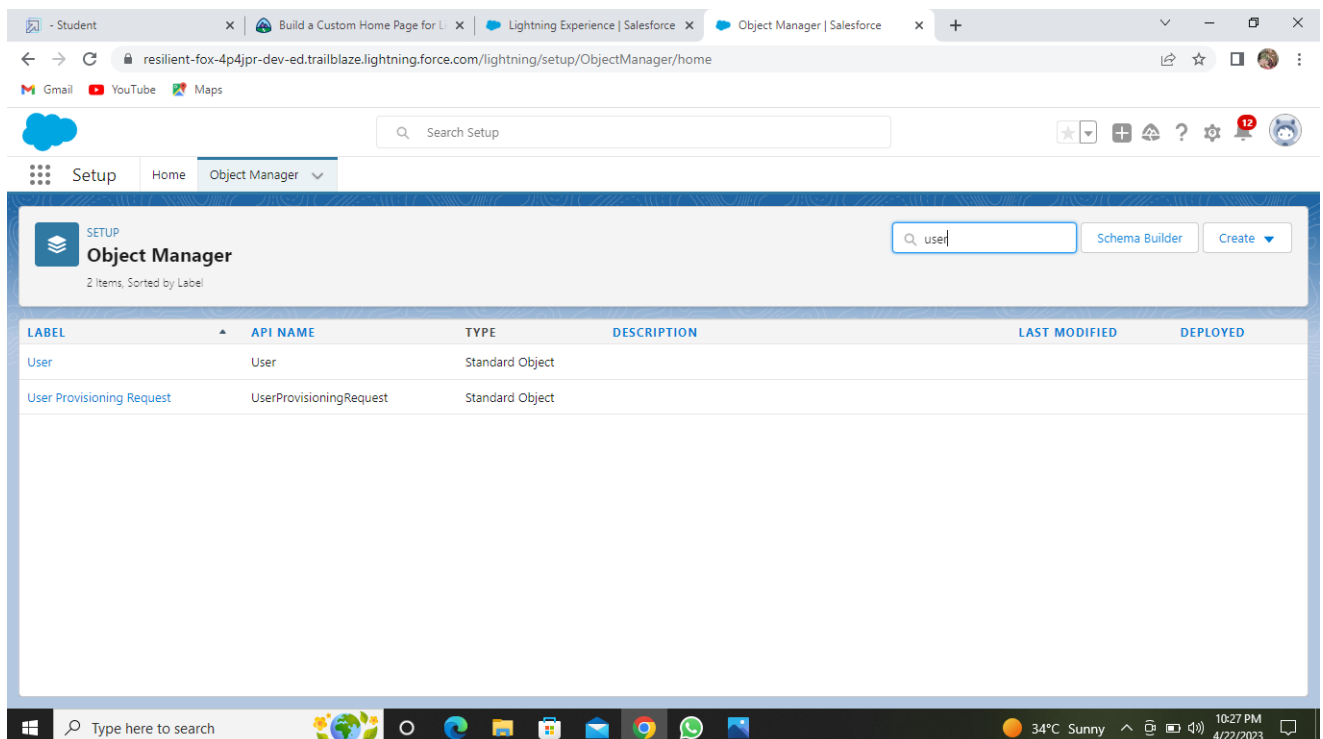
OBJECT MANAGER



The screenshot shows the Salesforce Object Manager interface. The top navigation bar includes 'Setup', 'Home', and 'Object Manager'. The main header displays 'Object Manager' with a search bar containing 'event' and buttons for 'Schema Builder' and 'Create'. Below the header, a table lists 5 items, sorted by Label. The table columns are LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Credential Stuffing Event Store	CredentialStuffingEventStore	Standard Object			
Event	Event	Standard Object			
Report Anomaly Event Store	ReportAnomalyEventStore	Standard Object			
Session Hijacking Event Store	SessionHijackingEventStore	Standard Object			

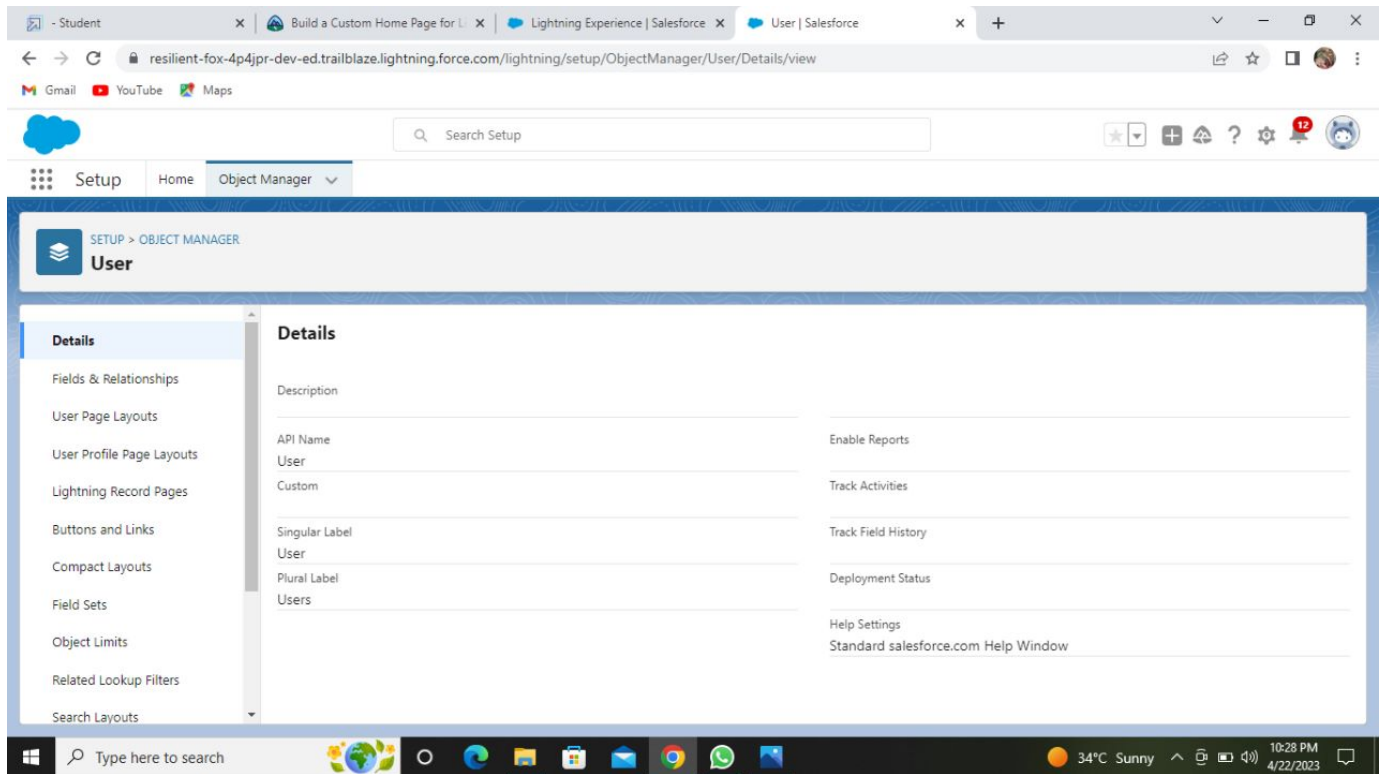
OBJECT MANAGER



The screenshot shows the Salesforce Object Manager interface with the search bar set to 'user'. The table now displays 2 items, sorted by Label. The table columns are LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
User	User	Standard Object			
User Provisioning Request	UserProvisioningRequest	Standard Object			

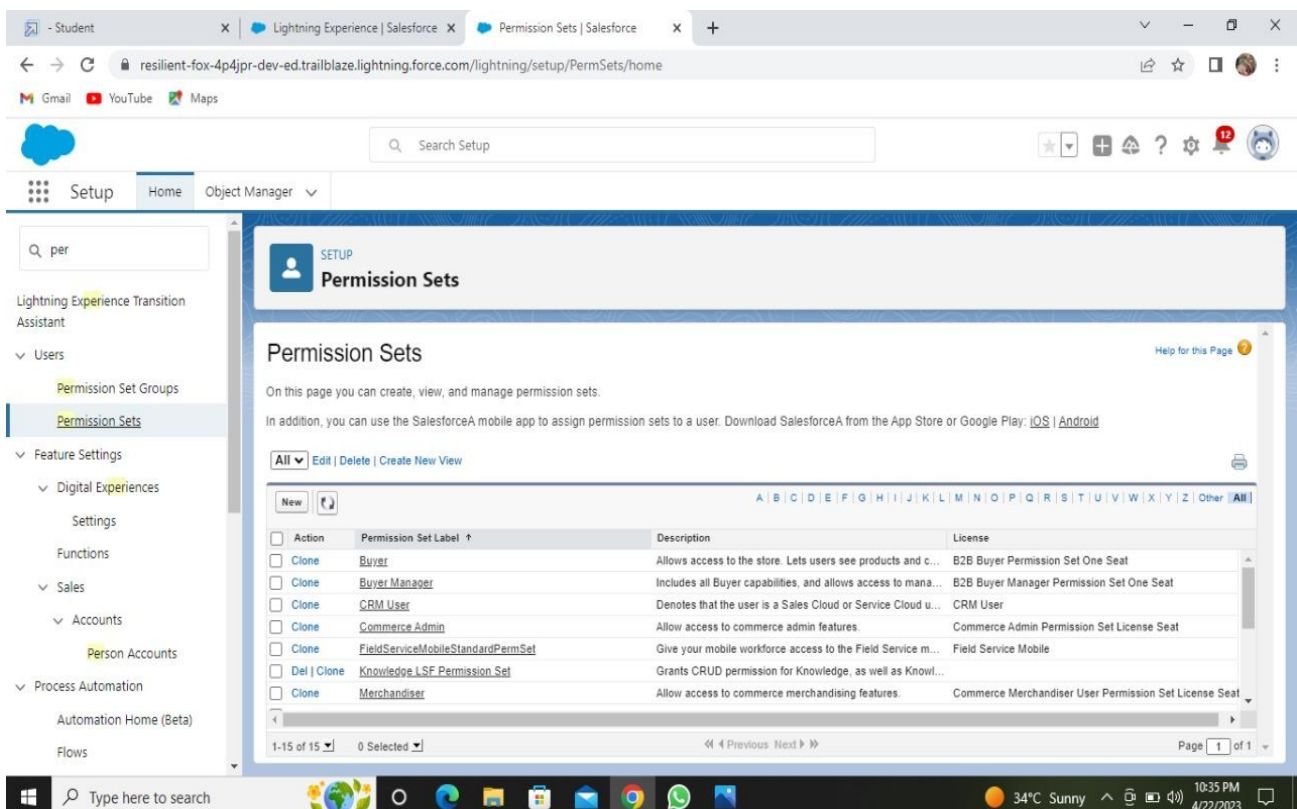
USERS



The screenshot shows the Salesforce Setup interface for the 'User' object. The left sidebar contains a navigation menu with options like 'Details', 'Fields & Relationships', 'User Page Layouts', 'User Profile Page Layouts', 'Lightning Record Pages', 'Buttons and Links', 'Compact Layouts', 'Field Sets', 'Object Limits', 'Related Lookup Filters', and 'Search Layouts'. The main content area is titled 'User' and includes a 'Details' section with the following fields:

- Description
- API Name: User
- Custom
- Singular Label: User
- Plural Label: Users
- Enable Reports
- Track Activities
- Track Field History
- Deployment Status
- Help Settings: Standard salesforce.com Help Window

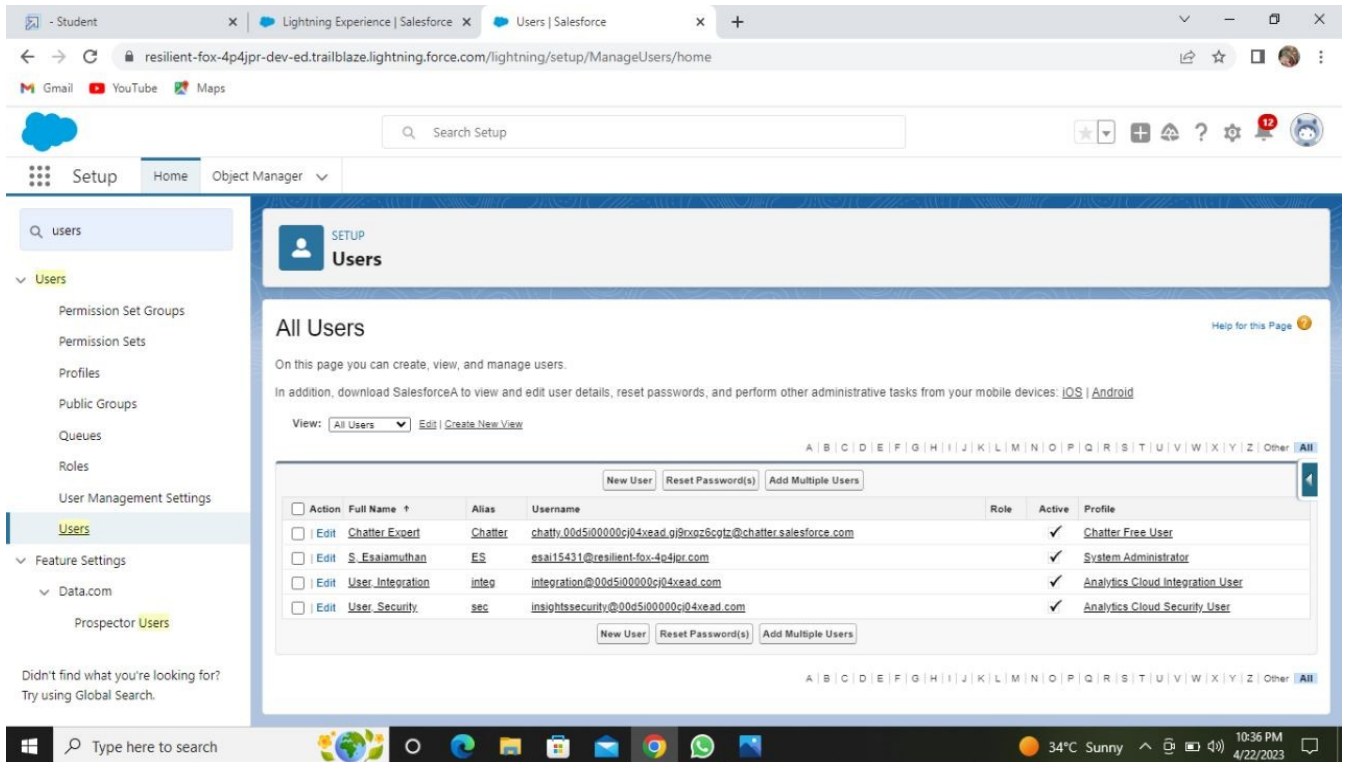
PERMISSION SETS



The screenshot shows the Salesforce Setup interface for the 'Permission Sets' page. The left sidebar contains a navigation menu with options like 'per', 'Lightning Experience Transition Assistant', 'Users', 'Permission Set Groups', 'Permission Sets', 'Feature Settings', 'Digital Experiences', 'Settings', 'Functions', 'Sales', 'Accounts', 'Person Accounts', 'Process Automation', 'Automation Home (Beta)', and 'Flows'. The main content area is titled 'Permission Sets' and includes a table of permission sets:

Action	Permission Set Label	Description	License
<input type="checkbox"/> Clone	Buyer	Allows access to the store. Lets users see products and c...	B2B Buyer Permission Set One Seat
<input type="checkbox"/> Clone	Buyer Manager	Includes all Buyer capabilities, and allows access to mana...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Service Cloud u...	CRM User
<input type="checkbox"/> Clone	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/> Clone	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service m...	Field Service Mobile
<input type="checkbox"/> Del Clone	Knowledge LSF Permission Set	Grants CRUD permission for Knowledge, as well as Knowl...	
<input type="checkbox"/> Clone	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License Seat

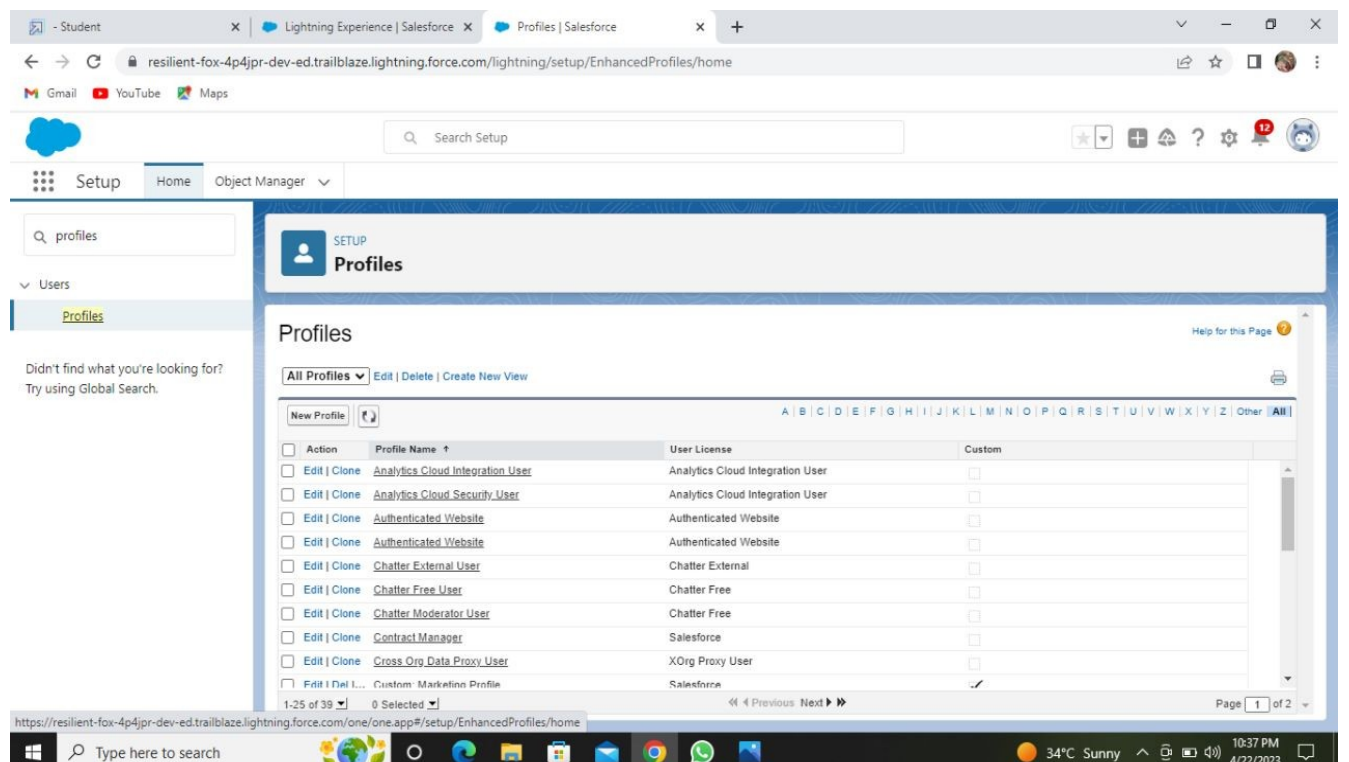
USERS



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains a search bar and a list of navigation items: Users, Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, and User Management Settings. The main content area is titled 'All Users' and includes a search bar, a 'View' dropdown set to 'All Users', and a table of users. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. There are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users' at the top and bottom of the table.

Action	Full Name	Alias	Username	Role	Active	Profile
Edit	Chatter Expert	Chatter	chatter_00d5i00000g04xead.g@xoxo6g9z@chatter.salesforce.com		✓	Chatter Free User
Edit	S. Easlamuthan	ES	esal15431@resilient-fox-4p4jpr.com		✓	System Administrator
Edit	User Integration	integ	integration@00d5i00000g04xead.com		✓	Analytics Cloud Integration User
Edit	User Security	sec	insightssecurity@00d5i00000g04xead.com		✓	Analytics Cloud Security User

PROFILES



The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar and a list of navigation items: Profiles, Users, and Roles. The main content area is titled 'Profiles' and includes a search bar, a 'View' dropdown set to 'All Profiles', and a table of profiles. The table has columns for Action, Profile Name, User License, and Custom. There are buttons for 'New Profile' and 'Clone' at the top of the table.

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

4. TRAILHEAD PROFILE PUBLIC URL:

TEAM LEAD. - <https://trailblazer.me/id/esais3>

TEAM MEMBER 1 - <https://trailblazer.me/id/abinesh2>

TEAM MEMBER 2 - <https://trailblazer.me/id/mayac29>

TEAM MEMBER 3 - <https://trailblazer.me/id/aakar43>

ADVANTAGES & DISADVANTAGE

The advantages of being an event manager can include:

1. Opportunities for creativity

As an event manager, you can use your creative skills and talents to coordinate the details of parties and celebrations. Your client base might prefer different party styles, allowing you to take creative approaches to each event. This might include determining the color scheme and decorations for an event. The daily routine of an event manager often changes and requires a unique and creative set of skills for these professionals to adapt.

2. Ability to work on different events

An event manager often works on several types of events. For example, they might plan a business conference, holiday party, music festival or product launch. Because of this, an event manager often has an exciting career and interesting responsibilities. You can improve your management abilities with each kind of event you plan by gaining experience in different areas, like managing both corporate events and personal celebrations.

3. Chance to work with diverse clients

Event managers may travel and work with people in different areas to plan their parties and celebrations. You can meet a variety of clients from different backgrounds with unique goals for their events. This allows you to customize your skills and expertise when working with each customer. By working with a diverse group of people, you might improve your communication and social skills and learn new techniques to apply to future clients.

4. Collaborative work environment

Event managers often work on a team to manage and coordinate the details of their events. This can help you learn from other professionals in your field and try new approaches to event management. Collaboration may also make your work environment supportive. For instance, you might coordinate some events yourself or delegate tasks to team members that match their skills, knowledge and experience.

5. High projections for job growth

Event planners can expect high projections for job growth in their field. According to the U.S. Bureau of Labor Statistics, the employment of meeting, convention and event planners is likely to grow 18% from 2020-2030. This rate is much faster than the average growth for all occupations. Because of this projection, you may encounter several opportunities for employment as an event manager.

6. Few educational requirements

This profession has few educational requirements for event managers to start their careers. Some event management positions require applicants to hold bachelor's degrees in management, communications or business. Many event managers have high school diplomas and learn the required skills and knowledge by gaining experience in event planning.

Cons of being an event manager

While there are many advantages of being an event manager, there are some disadvantages, including:

1. Unconventional work hours

Event managers often work nights and weekends to complete their responsibilities, sometimes in addition to normal office hours during the weekdays. Event planners may also work during holidays to coordinate seasonal parties and celebrations. While many jobs have a limit to the number of hours for employees to work each day or week, event planners might spend an unlimited amount of time completing their responsibilities. They might work shifts up to 15 hours compared to the traditional nine-hour shift for many professions.

2. Time away from family and friends

Event planners might travel often to manage their tasks. This can result in time spent away from friends and family members. It might be challenging to maintain relationships when you travel frequently. This profession may also require an event planner to balance their work responsibilities with their responsibilities at home.

Related: 13 Exciting Career Options for Event Planners

. Experience requirements

Event management positions often require applicants to have extensive experience in their field. When starting your career as an event manager, you might seek unpaid internships to gain this experience before advancing to paid positions. While establishing your career and earning experience, you might find little job stability. The experience requirements of a job in event management might cause professionals to begin their careers with unpaid opportunities.

4. Job instability

Event managers that provide their services through freelance opportunities instead of working through an event management company may encounter unstable job conditions. The level of stability for this profession often changes throughout the year. For example, an event manager might plan multiple parties during the holiday season but have fewer clients during the summer months. Consider growing your list of clients throughout your career and searching for new event management opportunities to help with this issue.

5. Multiple events at the same time

As an event manager, you might find yourself planning several events at the same time. You may also handle multiple clients with different needs and desires at once. It's important for event managers to keep an efficient schedule and manage communication with all their customers when planning multiple events. This can help them provide the same level of care and attention to each client and organize the details of each event.

6. High level of responsibility

Event managers are responsible for helping clients plan successful events. This includes resolving any problems that occur in the planning or execution of an event. For example, if a hired vendor is unable to perform their role in an event, you might help find a replacement. It's important for an event manager to stay calm in challenging situations and find solutions to any issues. Another responsibility is managing clients' budgets. Event planners attempt to fulfill their clients' requests while maintaining their monetary resources.

CONCLUSION

Event Management and Planning For Me?

Let us now address the primary question that is “Is Event Management and planning for me?”.

Yes, it is.

The scope of event management as a career in India is vast. It's a thriving industry and is home to a million people. So, if you have a knack for creativity and want to redesign the perceptions of society, the event management industry is all for you.

Online Event Management Courses

Apart from the traditional institutes, there are several online courses available that provide the benefits of self-paced distance learning. Some of the topics which can be covered through online courses are as follows:

- Principle of marketing event
- Event risk management
- Event Management Planning
- Event Planning Documentation
- Corporate Event Management
- Organizing Conferences
- Celebrity Events
- Wedding planning
- Role of an event manager