

# PROJECT REPORT

## BUILD AN EVENT MANAGEMENT

### 1. 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.

#### 1.2 Purpose

- Define goals and objectives
- Establish a budget

- Build your team
- Pick your venue and date
- Develop event branding
- Plan your program
- Confirm sponsors, exhibitors, and speakers
- Identify and select tech tools
- Create a marketing and promotional plan
- Determine your measurement

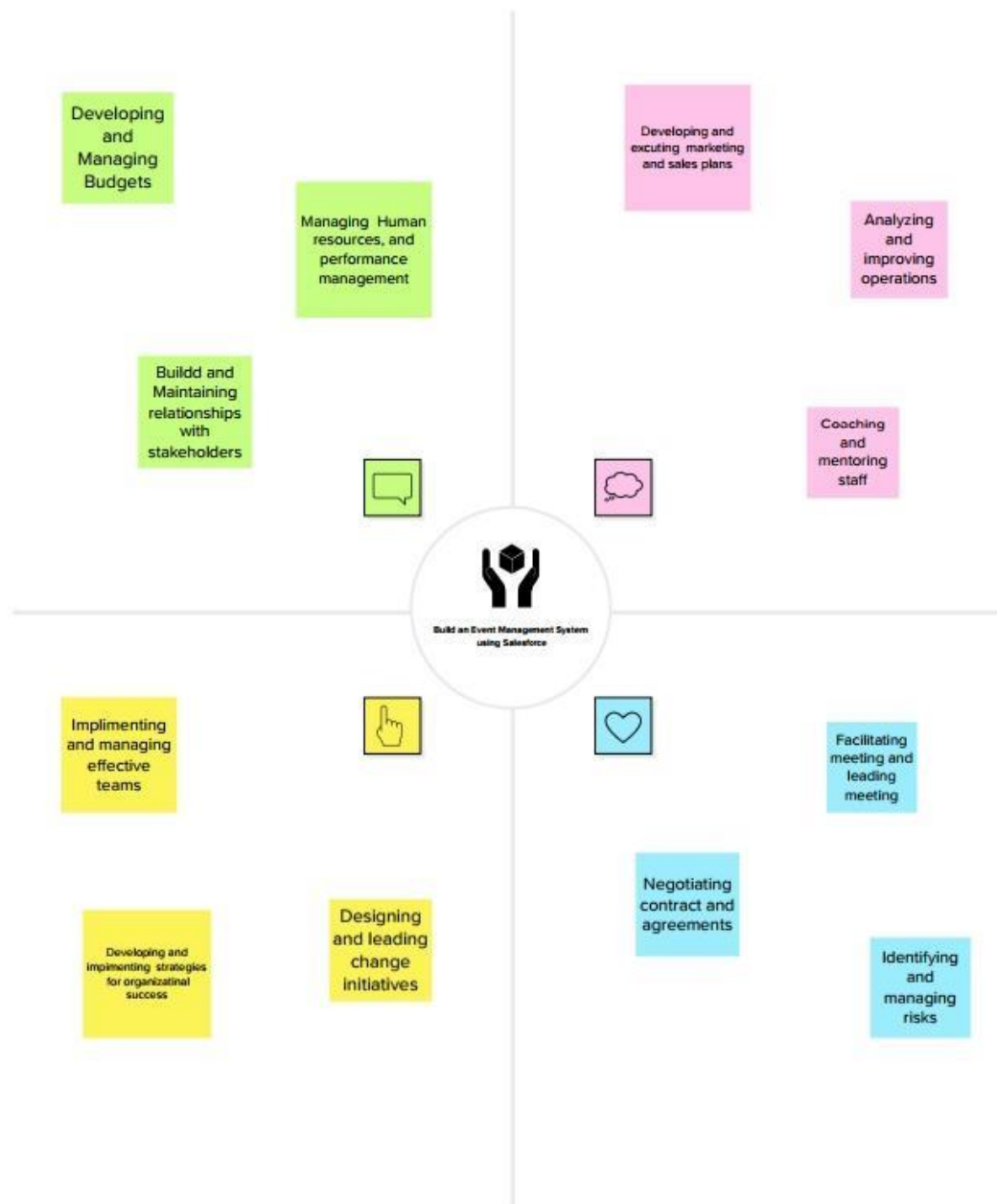
## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map

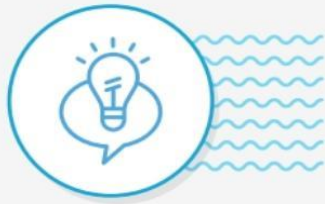


## Build empathy

Empathy Map for users



## 2.2 Ideation & Brainstorming Map



### Brainstorm & Idea Prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 **10 minutes** to prepare

🕒 **1 hour** to collaborate

👤 **2-8 people** recommended

Date	08/04/2023
Team ID and Members	Team ID : NM2023TMID21120 Leader : Geethalakshmi P Members : Savitha S Gokila G Ravanya P
Project	Build An Event Management System using Salesforce



## Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

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A

### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



1

## Build An Event Management Application using Salesforce

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

## Brainstorm

Build an Event Management System using Salesforce presentation is given by every members in the team

🕒 10 minutes

Geethalakshmi P

Development and Implementing Strategies for Organizational Success

Designing and Leading change Initiatives

Analyzing and Interpreting Data to Develop Meaningful Insights

Implementing Managing Effective Teams

Savitha S

Developing and Managing Budgets

Building and Maintaining Relationships with Stakeholders

Creating and Enforcing Policies and Procedures

Managing Human Resources, Including Recruitin, Training, and Performance Management

Gokila G

Developing and Executing Marketing and Sales Plans

Analyzing and Improving Operations

Facilitating Meetings and Leading Meetings

Coaching and Mentoring Staff

Ravanya P

Developing and Implementing IT Systems

Negotiating Contracts and Agreements

Identifying and Managing Risks

Ensuring Compliance with Laws and Regulations

3

## Group ideas

Build an Event Management System using Salesforce

Team ideas are shortly presented

🕒 20 minutes

Job skills workshop are a great way to help job seekers hone

An online job search platform is a great way to make job searching easier for job seekers.

An online job board is a great way to make it easy for job seekers to find opportunities

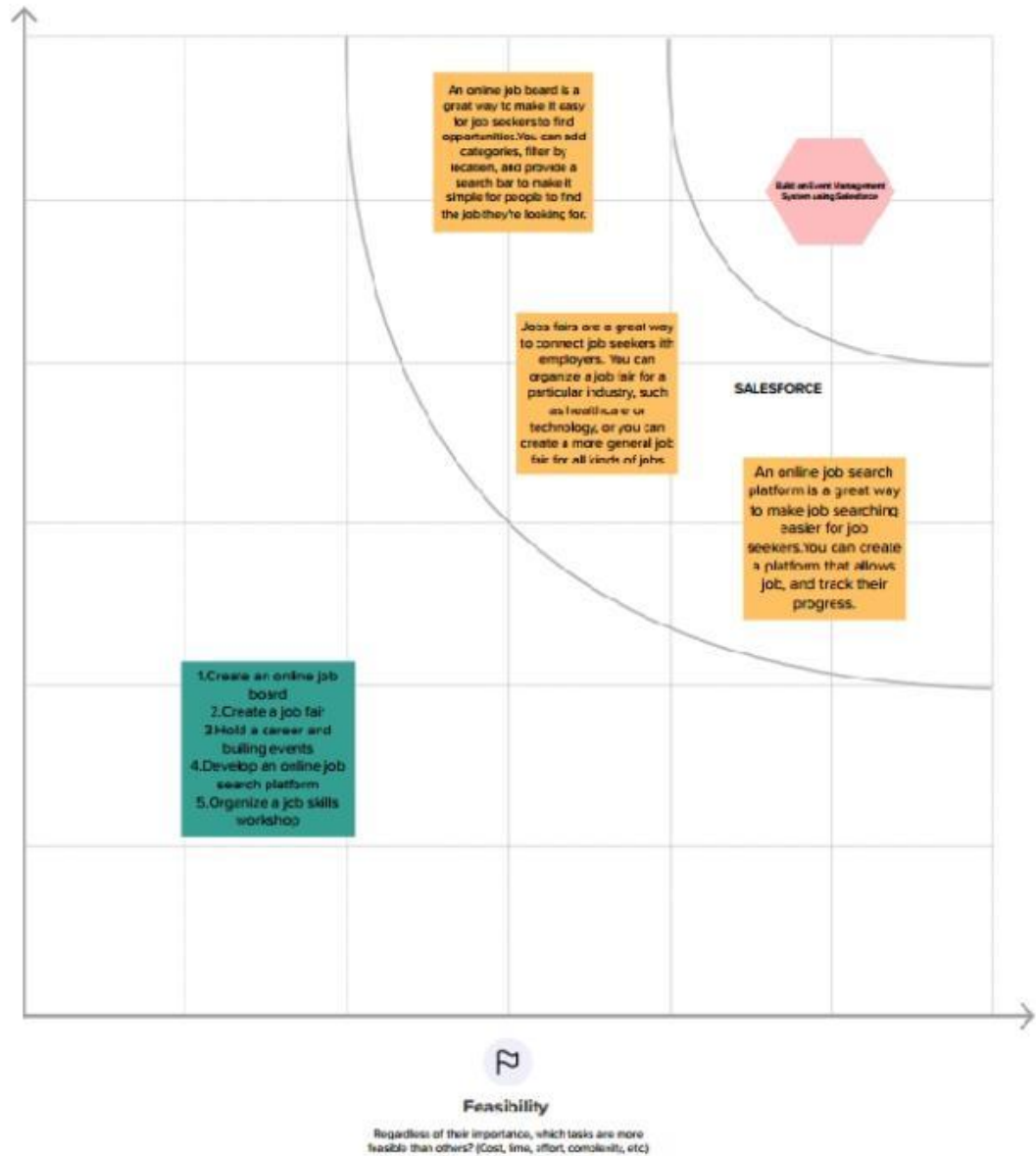


4

## Prioritize

Build an Event Management System using Salesforce project our team make an presentation for properties in the project

🕒 20 minutes



## 3.RESULT

### 3.1 Data model

Object name	Fields in the object		
Event	Field label	Data type	
	City	Text(100)	
	Created by	Lookup (User)	
	End data	Text (100)	
	Event name	Text (80)	
	Lost modified by	Lookup (User )	
	Owner	Lookup (User, Group)	

Attendee	Created by	Lookup (User)	
	email	Email	
	Event name	Master - Detail(Event)	
	id	Auto number	
	Last modified by	Lookup (User )	
	Phone	Phone	
Speaker	bio	Text Area (255)	
	Created by	Lookup (User )	
	email	Email	

	Event name	Lookup (Event )	
	Last modified by	Lookup (User )	
	Owner	Lookup (User, Group)	
Vendor	Created by	Lookup (User)	
	e-mail	Email	
	e-mail	Email	
	Event name	Lookup (Event)	

	Last modified by	Lookup (User)
	Owner	Lookup (User, Group)
Student	Created by	Lookup (User)
	Event	Master – Detail(Event)
	Last modified by	Lookup( User)
	Student Name	Text(80)

	tickets	picklist	

## 3.2 Activity and screenshot

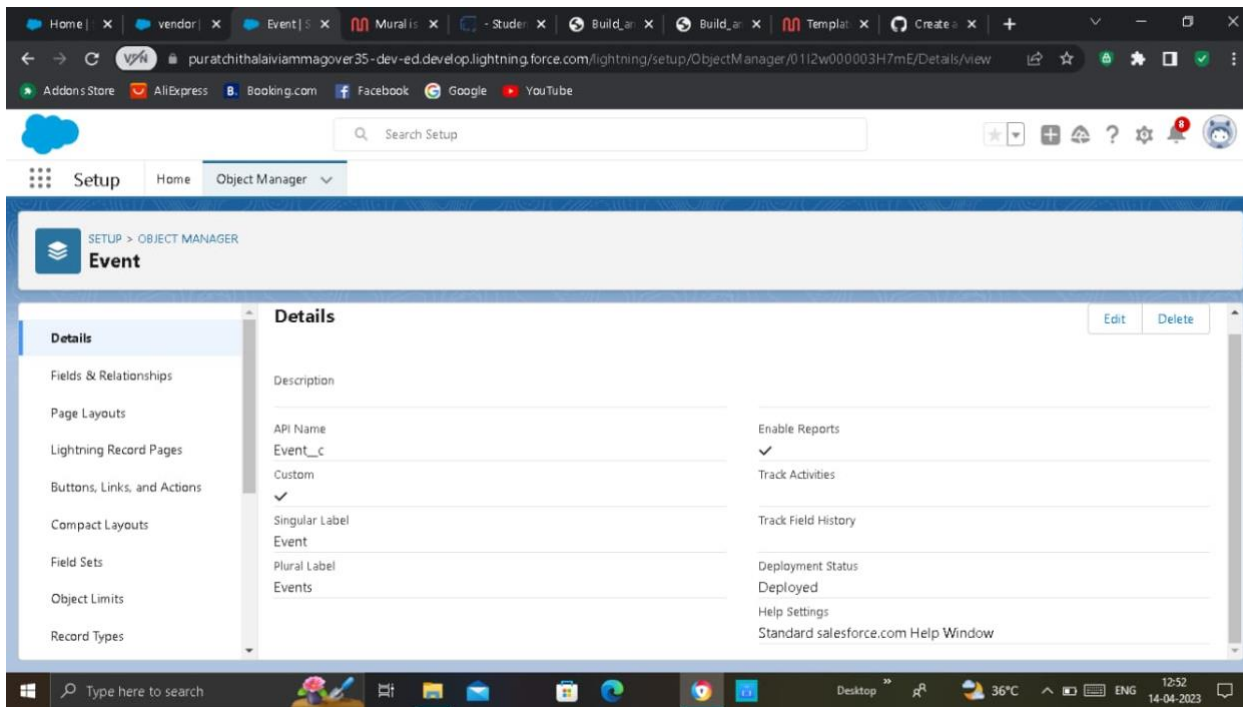
Project:

Build An Event Management

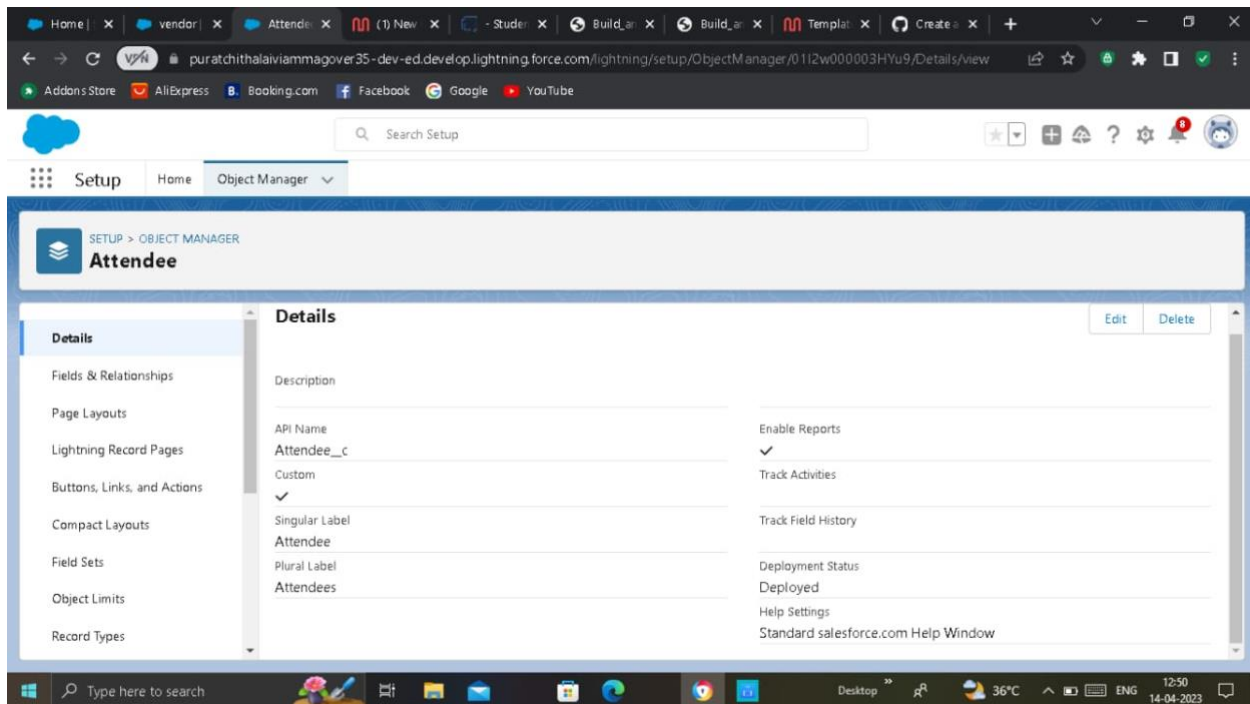
Activities :

Milestone 1: Objective

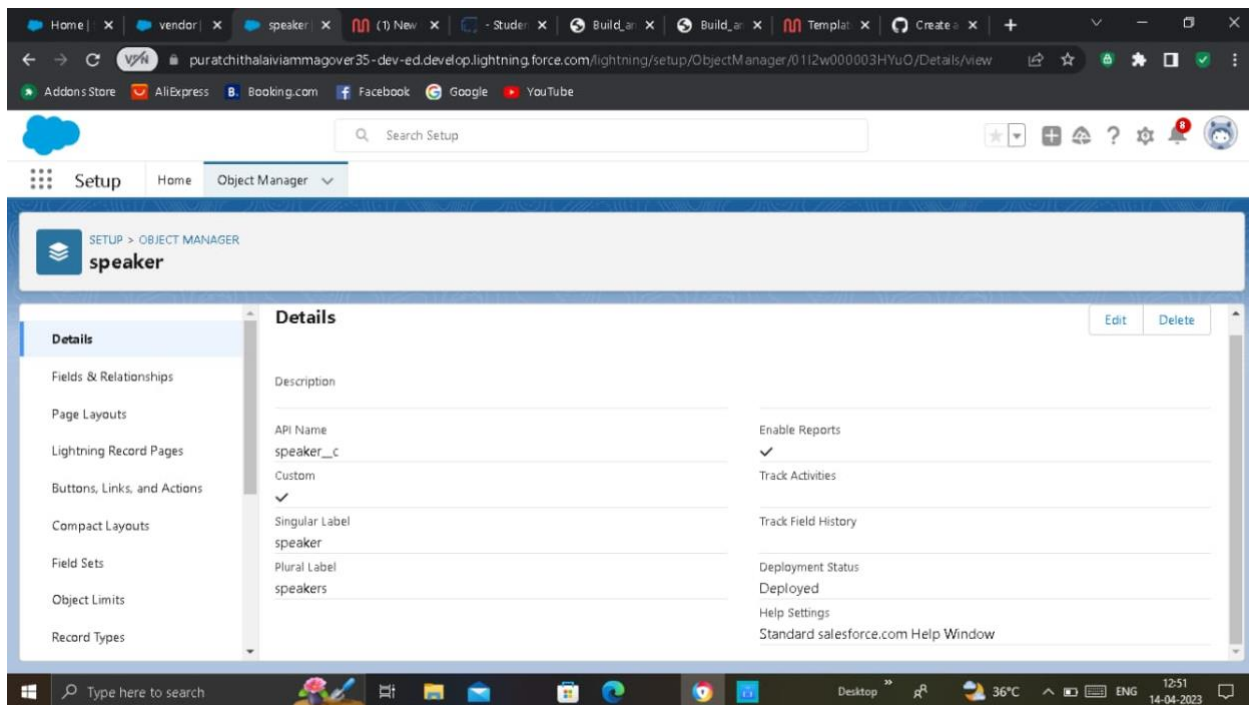
Activity 1: Creation of Event object



## Activity 2: Creation of Attendee object

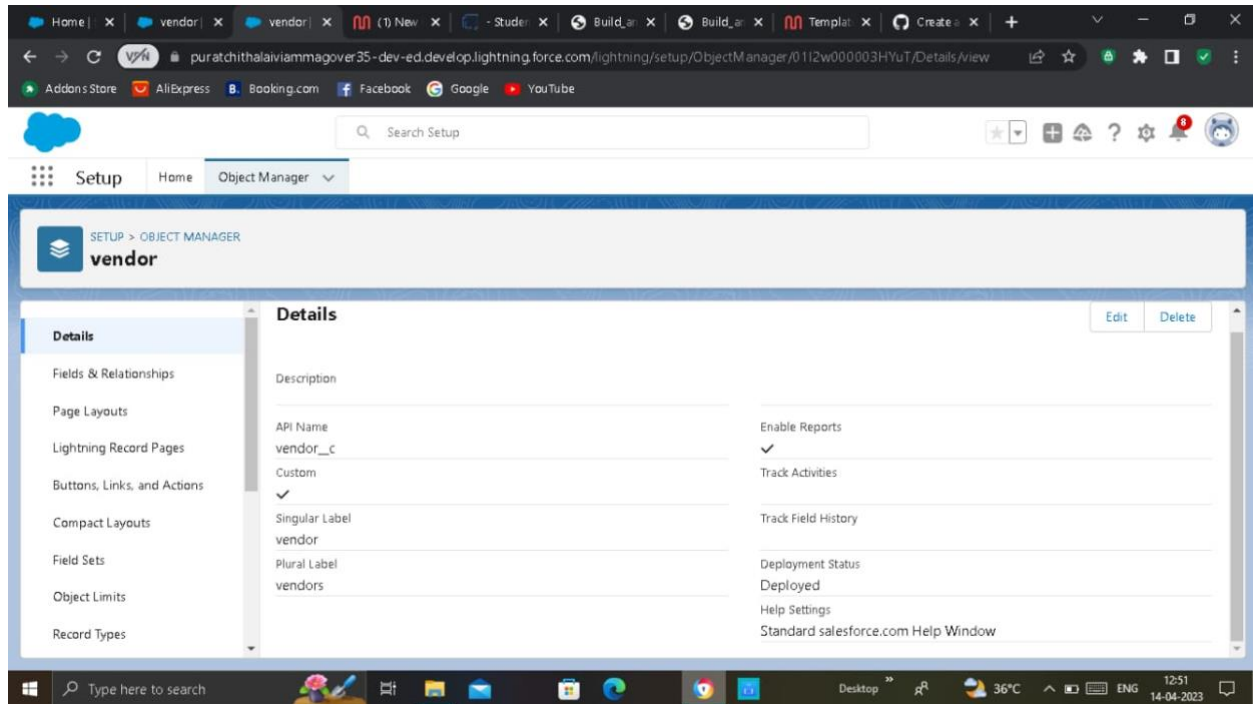


## Activity 3: Creation of Speaker object

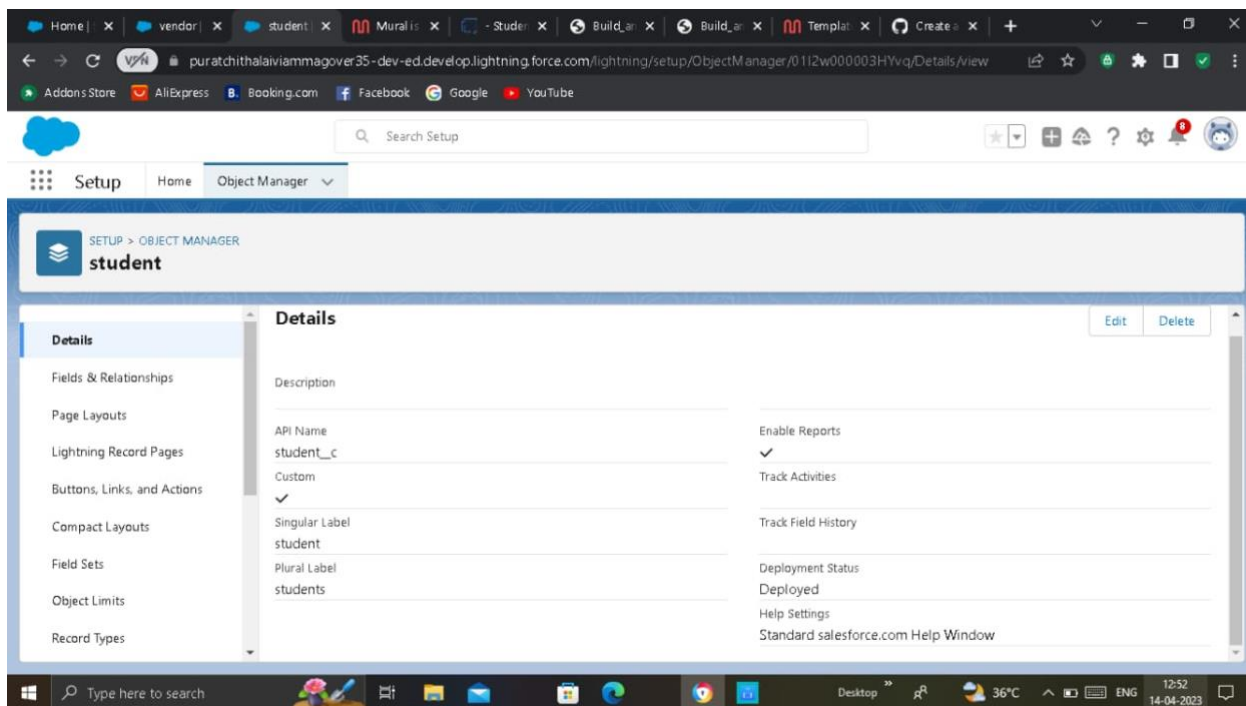


## Activity 4: Creation of vendor object





## Activity 5: creation of students object



## Milestone 2: Field And Relationship

Relationships are created by creating custom relationship fields on an object. This is done so that when users view records, they can also see and access Related data.

## Activity 1: Creation of Field for the Event object

The screenshot shows the Salesforce Setup interface for the 'Event' object. The 'Fields & Relationships' section is active, displaying a list of 8 fields sorted by label. The fields are:

Field Label	Field Name	Field Type	Required
Created By	CreatedBy	Lookup(User)	
end data	end_data__c	Text(100)	
Event Name	Name	Text(80)	✓
Last Modified By	LastModifiedById	Lookup(User)	
Owner	OwnerId	Lookup(User,Group)	✓
phone	phone__c	Phone	
start data	start_data__c	Date/Time	

The interface includes a sidebar with navigation options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, and Record Types. The top navigation bar shows 'Setup' and 'Object Manager'. The bottom status bar displays the date and time as 12:54 on 14-04-2023.

## Activity 2: Creation of Field for the Attendee object

The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The 'Fields & Relationships' tab is selected, displaying a table of 7 fields. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Attendee Name (Text(80), indexed), Created By (Lookup(User)), email (Email), Event name (Master-Detail(Event), indexed), id (Auto Number), and Last Modified By (Lookup(User)).

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	Event_name__c	Master-Detail(Event)		✓
id	id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		

## Activity 3: Creation of Field for the Speaker object

Home | x vendor | x speaker | x (1) New | x - Studer | x Build\_ar | x Build\_ar | x Templat | x Create | x +

puratchithalaiviammagover35-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003HYuO/FieldsAndRela...

Addons Store | AliExpress | Booking.com | Facebook | Google | YouTube

Search Setup

Setup | Home | Object Manager

SETUP > OBJECT MANAGER

speaker

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

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)		
e-mail	e_mail__c	Email		
Event name	Event_name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

Desktop 36°C ENG 12:56 14-04-2023

## Activity 4: creation of Field for the Vendor object

Home | x vendor | x vendor | x Muralis | x - Studer | x Build\_ar | x Build\_ar | x Templat | x Create | x +

puratchithalaiviammagover35-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003HYuT/FieldsAndRela...

Addons Store | AliExpress | Booking.com | Facebook | Google | YouTube

Search Setup

Setup | Home | Object Manager

SETUP > OBJECT MANAGER

vendor

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Fields & Relationships

9 Items, Sorted by Field Label

Quick Find

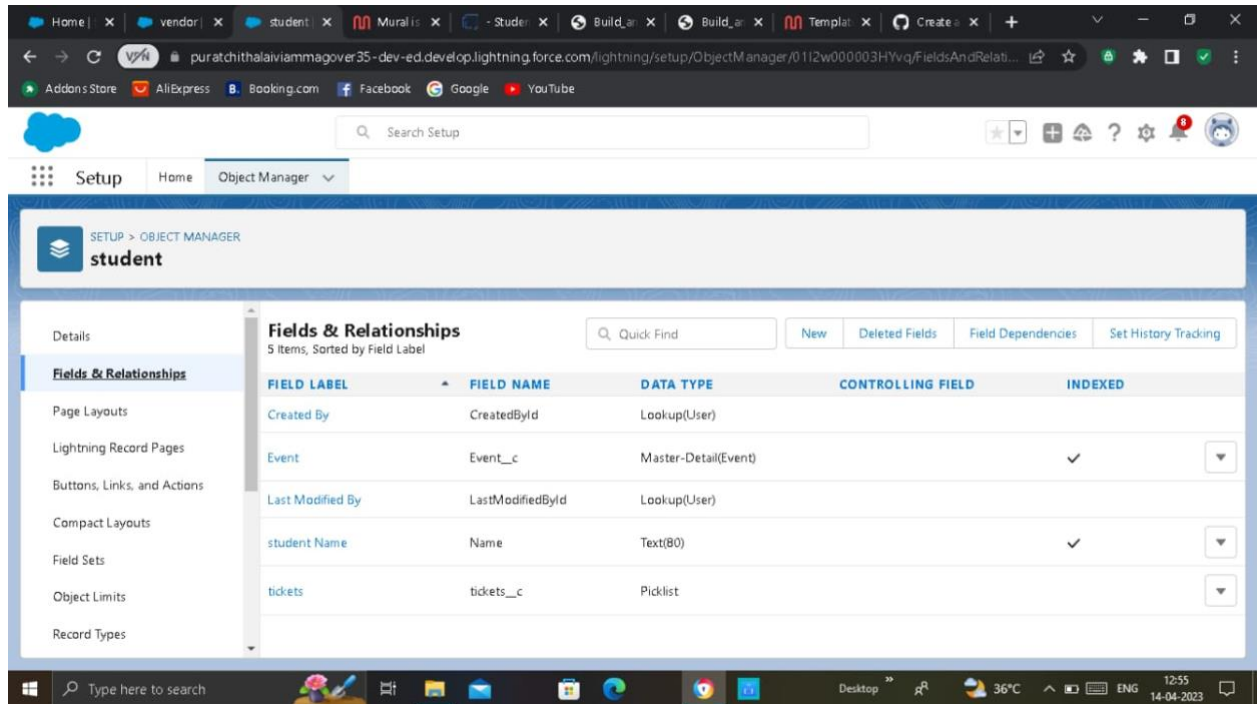
New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
e-mail	e_mail1__c	Email		
Event name	Event_name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

Desktop 36°C ENG 12:56 14-04-2023

## Activity 5: Creation of Field for the Student object



## Milestone 3: Profile

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

Activity: Creation on profile

Browser tabs: Home, venci, Atte, Ever, http, (1) F, - Stu, Bulk, Bulk, Tem, Cre, +

Browser address bar: addons.avg.com

Browser bookmarks: Addons Store, AliExpress, Booking.com, Facebook, Google, YouTube

Search Setup

Setup Home Object Manager

Search profile

Users Profiles

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

### Profiles

Profile: 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 Page Access](#) | [Enabled Apex Class Access](#) | [Enabled Visualforce Page Access](#) | [Enabled External Data Source Access](#) | [Enabled Named Credential Access](#) | [Enabled Custom Metadata Type Access](#) | [Enabled Custom Settings Definitions Access](#) | [Enabled Flow Access](#) | [Enabled Service Presence Status Access](#) | [Enabled Custom Permissions](#)

#### Profile Detail

[Edit](#) [Clone](#) [View Users](#)

Name	Standard User
User License	Salesforce
Created By	GEETHALAKSHMI P. 20/03/2023, 12:25 pm
Modified By	GEETHALAKSHMI P. 13/04/2023, 12:34 pm

#### Page Layouts

Standard Object Layouts

Waiting for puratchithalaviammagover35-dev-ed.develop.my.salesforce.co...

Browser tabs: Home, venci, Atte, Ever, Profi, Mur, - Stu, Bulk, Bulk, Tem, Cre, +

Browser address bar: puratchithalaviammagover35-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F00e2w000005...

Browser bookmarks: Addons Store, AliExpress, Booking.com, Facebook, Google, YouTube

Search Setup

Setup Home Object Manager

Quick Find

Setup Home

Service Setup Assistant

Multi-Factor Authentication Assistant

Release Updates

Lightning Experience Transition Assistant

Salesforce Mobile App

Lightning Usage

Optimizer

ADMINISTRATION

Users

Permission Set Groups

Permission Sets

### Profiles

Created By: GEETHALAKSHMI P. 20/03/2023, 12:25 pm

Modified By: GEETHALAKSHMI P. 13/04/2023, 12:34 pm

#### Page Layouts

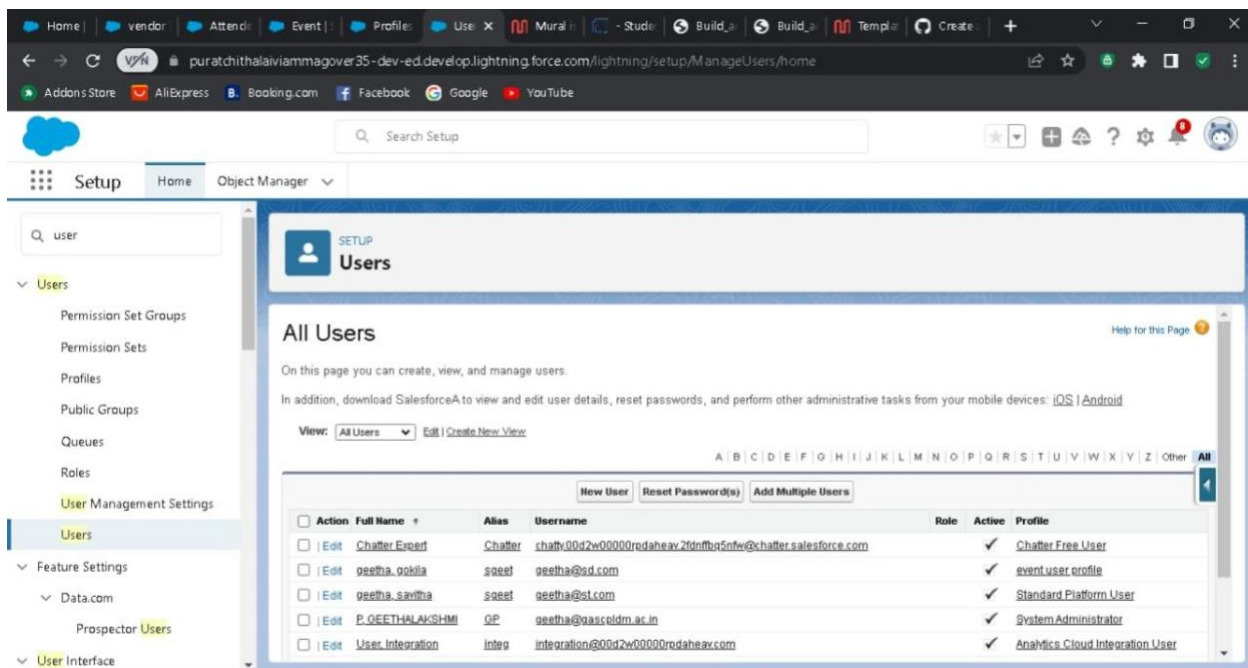
Standard Object Layouts	
Global	<a href="#">Global Layout</a> [View Assignment]
Email Application	Not Assigned [View Assignment]
Home Page Layout	DE Default [View Assignment]
Account	<a href="#">Account Layout</a> [View Assignment]
Alternative Payment Method	<a href="#">Alternative Payment Method Layout</a> [View Assignment]
Appointment Invitation	<a href="#">Appointment Invitation Layout</a> [View Assignment]
Asset	<a href="#">Asset Layout</a> [View Assignment]
Asset Action	<a href="#">Asset Action Layout</a> [View Assignment]
Object Milestone	<a href="#">Object Milestone Layout</a> [View Assignment]
Operating Hours	<a href="#">Operating Hours Layout</a> [View Assignment]
Opportunity	<a href="#">Opportunity Layout</a> [View Assignment]
Opportunity Product	<a href="#">Opportunity Product Layout</a> [View Assignment]
Order	<a href="#">Order Layout</a> [View Assignment]
Order Product	<a href="#">Order Product Layout</a> [View Assignment]
Payment	<a href="#">Payment Layout</a> [View Assignment]
Payment Authorization	<a href="#">Payment Authorization Layout</a> [View Assignment]



## Milestone 4:Users

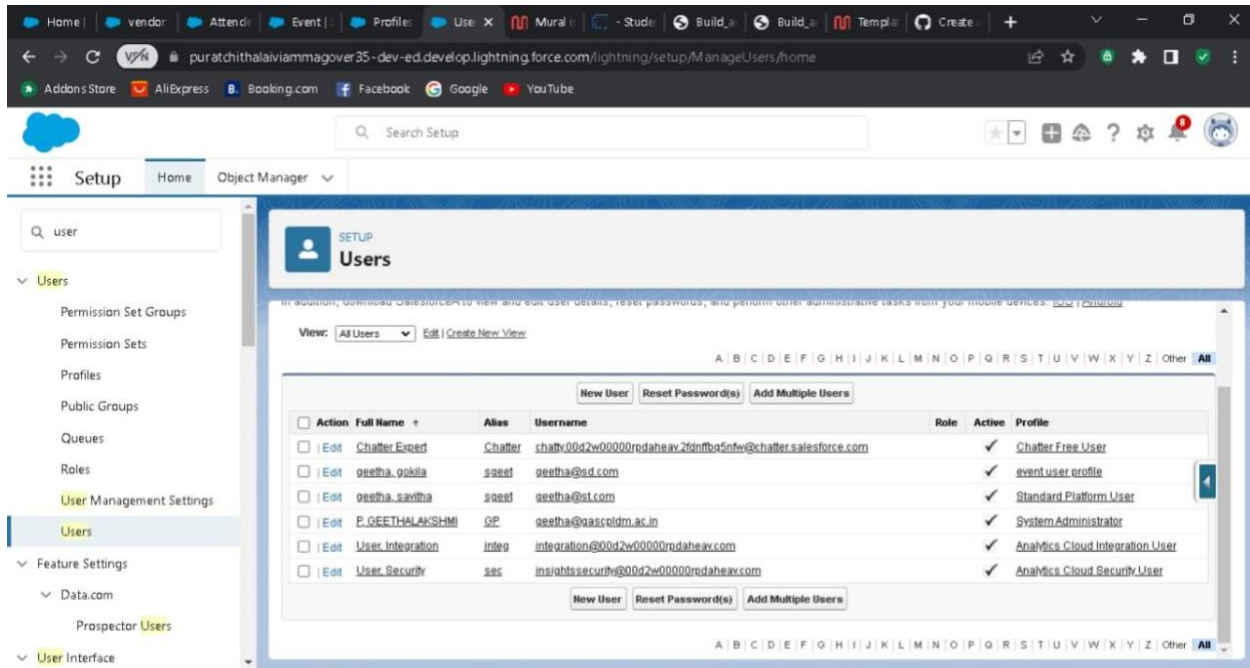
A user is anyone who logs in to Salesforce. Users are employees at Your company, such as sales reps, managers, and IT specialists, who Need access to the company's records.

### Activity: Creating a Users



The screenshot shows the Salesforce Setup interface for managing users. The left sidebar contains a search bar and a navigation menu with categories like Users, Feature Settings, and User Interface. The main content area is titled 'All Users' and includes instructions on how to create, view, and manage users. Below the instructions, there are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'. A table lists the existing users with columns for Action, Full Name, Alias, Username, Role, Active status, and Profile.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/>   Edit	Chatter Expert	Chatter	chatter00d2w00000rudaheav2f0nfbq2nfw@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/>   Edit	geetha opkila	geetha	geetha@sd.com		✓	event user profile
<input type="checkbox"/>   Edit	geetha savitha	geetha	geetha@st.com		✓	Standard Platform User
<input type="checkbox"/>   Edit	P.OEETHALAKSHMI	GP	geetha@gascreidm.ac.in		✓	System Administrator
<input type="checkbox"/>   Edit	User Integration	integ	integration@000d2w00000rudaheav.com		✓	Analytics Cloud Integration User



## Milestone 5: Permission Sets

A permission set is a collection of settings and permissions that give Users access to various tools and functions.

### Activity: Permission Sets 1



Home vend Atten Event Profil Perm Event Pr X Mura - Star Build Build Temp Creat +

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

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

### SETUP Permission Sets

On this page you can create, view, and manage permission sets.

In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: [iOS](#) | [Android](#)

**All Permission Sets** Edit | Delete | Create New View

Action	Permission Set Label	Description	License
<input type="checkbox"/>	<a href="#">Buyer</a>	Allows access to the store. Lets users see produc...	B2B Buyer Permission Set One Seat
<input type="checkbox"/>	<a href="#">Buyer Manager</a>	Includes all Buyer capabilities, and allows access...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	<a href="#">CRM User</a>	Denotes that the user is a Sales Cloud or Service ...	CRM User
<input type="checkbox"/>	<a href="#">Commerce Admin</a>	Allow access to commerce admin features.	Commerce Admin Permission Set License Seats

1-25 of 28 0 Selected Page 1 of 2

## Activity 2: Permission Sets 2

Home vend Atten Event Profil Perm Event Pr X Mura - Star Build Build Temp Creat +

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

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

### SETUP Permission Sets

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**All Permission Sets** Edit | Delete | Create New View

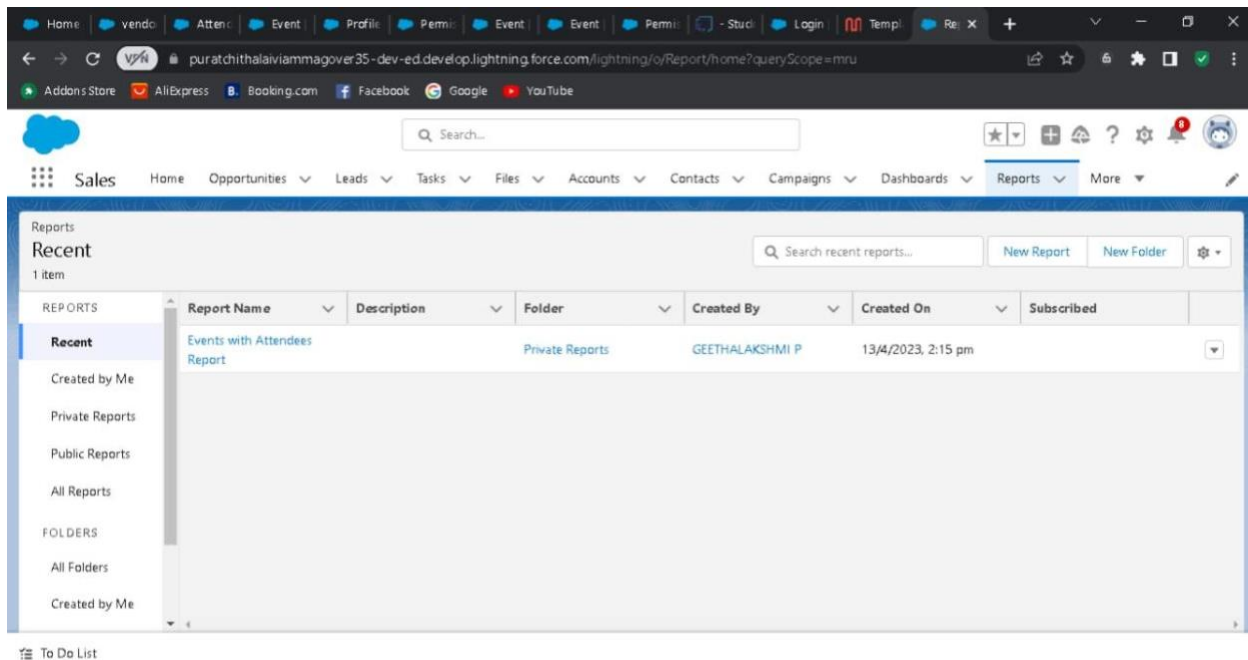
Action	Permission Set Label	Description	License
<input type="checkbox"/>	<a href="#">event permits</a>		
<input type="checkbox"/>	<a href="#">event permits and save</a>		
<input type="checkbox"/>	<a href="#">vendor permits</a>		

26-28 of 28 0 Selected Page 2 of 2

# Milestone 6: Reports

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

## Activity: Report



The screenshot shows the Salesforce Reports interface. The top navigation bar includes links for Home, vends, Attendee, Event, Profile, Permission, Event, Event, Permission, Study, Login, Temp, and Report. The main navigation bar includes Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, and More. The Reports section is active, showing a list of recent reports. The left sidebar shows the Reports section with options for Recent, Created by Me, Private Reports, Public Reports, All Reports, and Folders. The main content area displays a table of recent reports.

Report Name	Description	Folder	Created By	Created On	Subscribed
Events with Attendees Report		Private Reports	GEETHALAKSHMI P	13/4/2023, 2:15 pm	

#### 4. TRAILHEAD PROFILE PUBLIC URL

Team lead-

<https://trailblazer.me/id/geetha21>

Team Member 1-

<https://trailblazer.me/id/s20uma006>

Team Member 2-

<https://trailblazer.me/id/gokig4>

Team Member 3-

<https://trailblazer.me/id/rriyash>

#### 5. ADVANTAGES AND DISADVANTAGES

- Advantages

These events will enlist many attendees. You need to include the

check-in option to avoid wasting time and start the events as soon as possible. It will also make the workflow effectively active as they will check-in themselves.

It will be arranged for the people who are in the same trades. The attendees need online access to purchase the goods that they like in the trade show.

- Disadvantages

One of the most common challenges that event planners face is budgeting. It can be challenging to estimate how much everything will cost, and it's easy to go over budget if you're not careful. One way to combat this is to create a detailed budget and stick to it as closely as possible. You should also factor in

unforeseen costs, such as emergencies or last-minute changes.

Overstaffing is less common, but it can certainly happen too. This can happen when planners need to pay more attention to how much work needs to be done or lack the skill set to pull off the event. It can also happen when staffers fall sick or have other emergencies that prevent them from working.

## 6. APPLICATIONS

- To drive business agility and deliver improved user experience, organizations must implement a flexible strategy for transforming their applications and data.

- Successful assessment, migration, modernization, and management of applications in hybrid, multi-cloud and distributed environments require specialized skills, tools, and capabilities. Kyndryl can help you transform your complex applications portfolio, boost performance and availability, improve security, and maintain application currency.

## 7.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.

SolutionDot always keep your objectives and goals on top priority while developing any plan of work.

## 8. FUTURE SCOPE

Events and festivities are the heart and soul of India. There are thousands of events held every year which are professionally managed. From corporate seminars to diplomatic talks, and from regional fairs to weddings, event management companies plan and organize events of all sorts.

So, if you want a sneak peek into the world of event management, then you've landed at the right place. I will equip you with all the necessary

details of event management as a career in India.