

Project Report Template

TITLE: Build an Event Management System using Salesforce

1. INTRODUCTION

- **Overview**

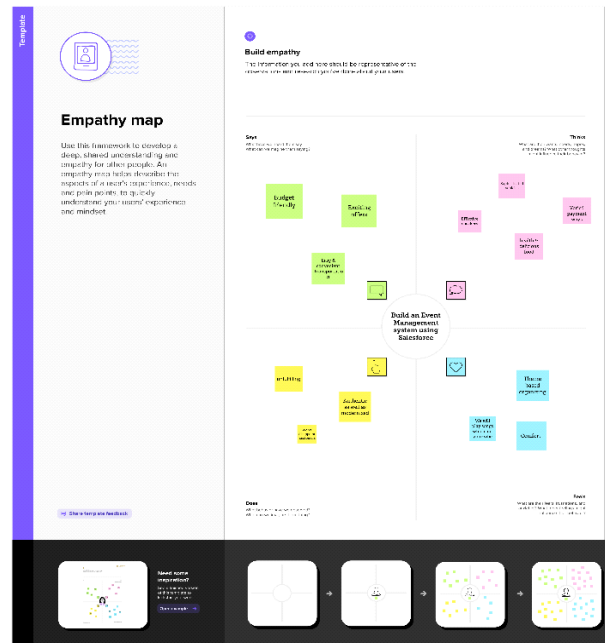
Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to come alive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, lifestyle and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fundraising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

- **Purpose:**

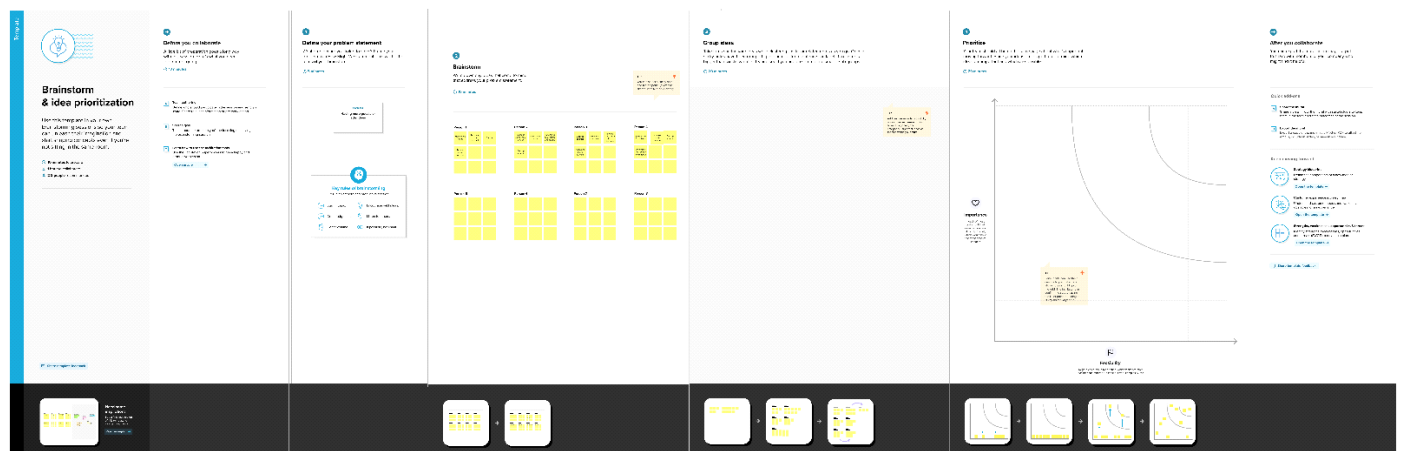
- Eliminate missed communications
- Digitize how your events are run
- Comply with COVID-19 safety guidelines
- Maximize your campus flexibility
- Save time planning future events
- Access detailed reports & analytics

2. Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. RESULT

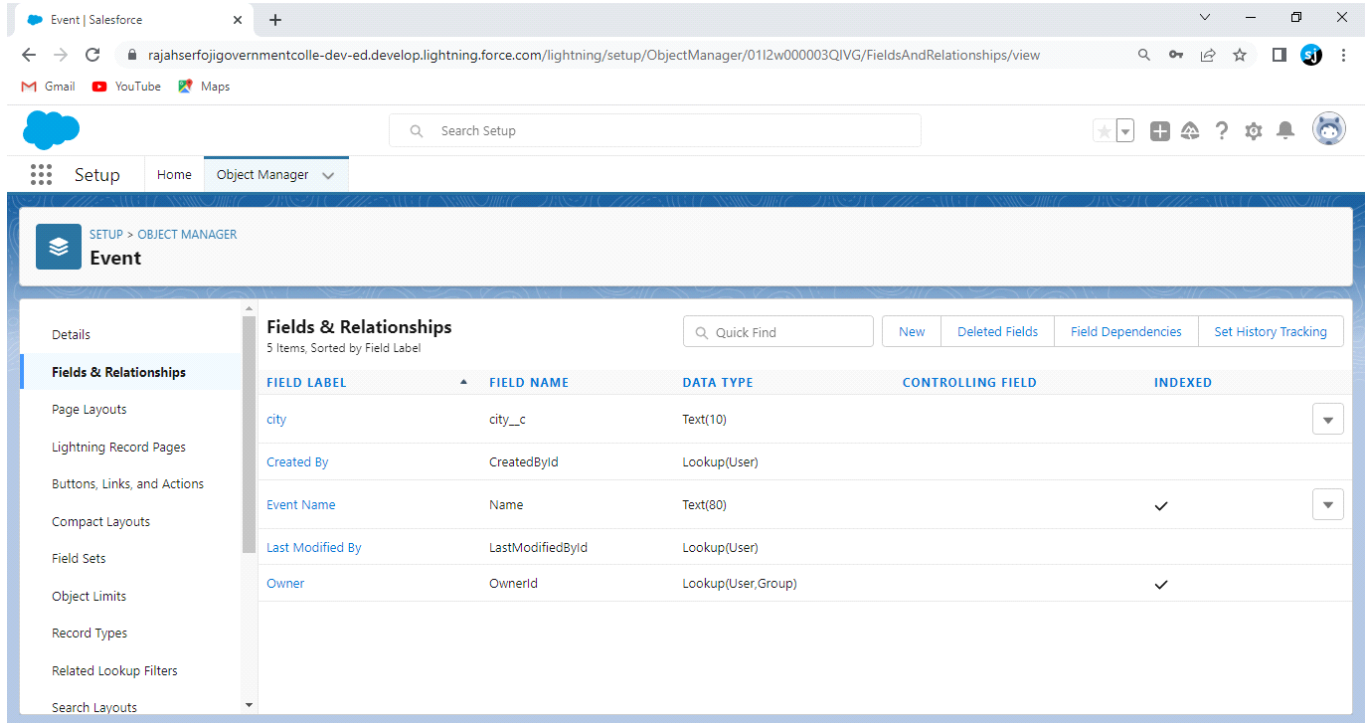
3.1 Data Model:

Object Name	Field in the Object	
Events	Field Label	Data Type
	City	Text
	Start date	Date/Time

		End date	Date/Time												
Attendees	<table><tr><td>Field Label</td><td>Data Type</td></tr><tr><td>ID</td><td>Auto number</td></tr><tr><td>Phone</td><td>Phone</td></tr><tr><td>Email</td><td>Email</td></tr><tr><td>Tickets</td><td>Picklist</td></tr><tr><td>Event Name</td><td>master-detail Relationship</td></tr></table>			Field Label	Data Type	ID	Auto number	Phone	Phone	Email	Email	Tickets	Picklist	Event Name	master-detail Relationship
	Field Label	Data Type													
	ID	Auto number													
	Phone	Phone													
	Email	Email													
	Tickets	Picklist													
Event Name	master-detail Relationship														
Speakers	<table><tr><td>Field Label</td><td>Data Type</td></tr><tr><td>Bio</td><td>Text Area</td></tr><tr><td>e-mail</td><td>Email</td></tr><tr><td>Event Name</td><td>Look-up relationship</td></tr></table>			Field Label	Data Type	Bio	Text Area	e-mail	Email	Event Name	Look-up relationship				
	Field Label	Data Type													
	Bio	Text Area													
	e-mail	Email													
Event Name	Look-up relationship														
Vendors	<table><tr><td>Field Label</td><td>Data Type</td></tr><tr><td>e-mail</td><td>Email</td></tr><tr><td>Phone</td><td>Phone</td></tr><tr><td>Service Provider</td><td>Text</td></tr><tr><td>Event Name</td><td>Look-up Relationship</td></tr></table>			Field Label	Data Type	e-mail	Email	Phone	Phone	Service Provider	Text	Event Name	Look-up Relationship		
	Field Label	Data Type													
	e-mail	Email													
	Phone	Phone													
	Service Provider	Text													
Event Name	Look-up Relationship														

3.2 Activity & Screenshot

The Fields and Relationships for the Object -Event



The screenshot shows the Salesforce Setup interface for the 'Event' object. The left sidebar contains a navigation menu with the following items: 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 displays a table of fields for the 'Event' object. The table has five columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. There are five rows of fields listed.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
city	city__c	Text(10)		
Created By	CreatedById	Lookup(User)		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

The Fields and Relationships for the Object -Attendee

Attendee | Salesforce

rajahserfojgovernmentcolle-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003QIVf/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Attendee

Details

Fields & Relationships

8 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

Name	Field Label	Field Type	Required	Visible
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)		✓
phone	phone__c	Phone		✓
Tickets	Tickets__c	Picklist		✓

The Fields and Relationships for the Object -Vendor

Vendor | Salesforce

rajahserfojgovernmentcolle-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003QasI/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Vendor

Details

Fields & Relationships

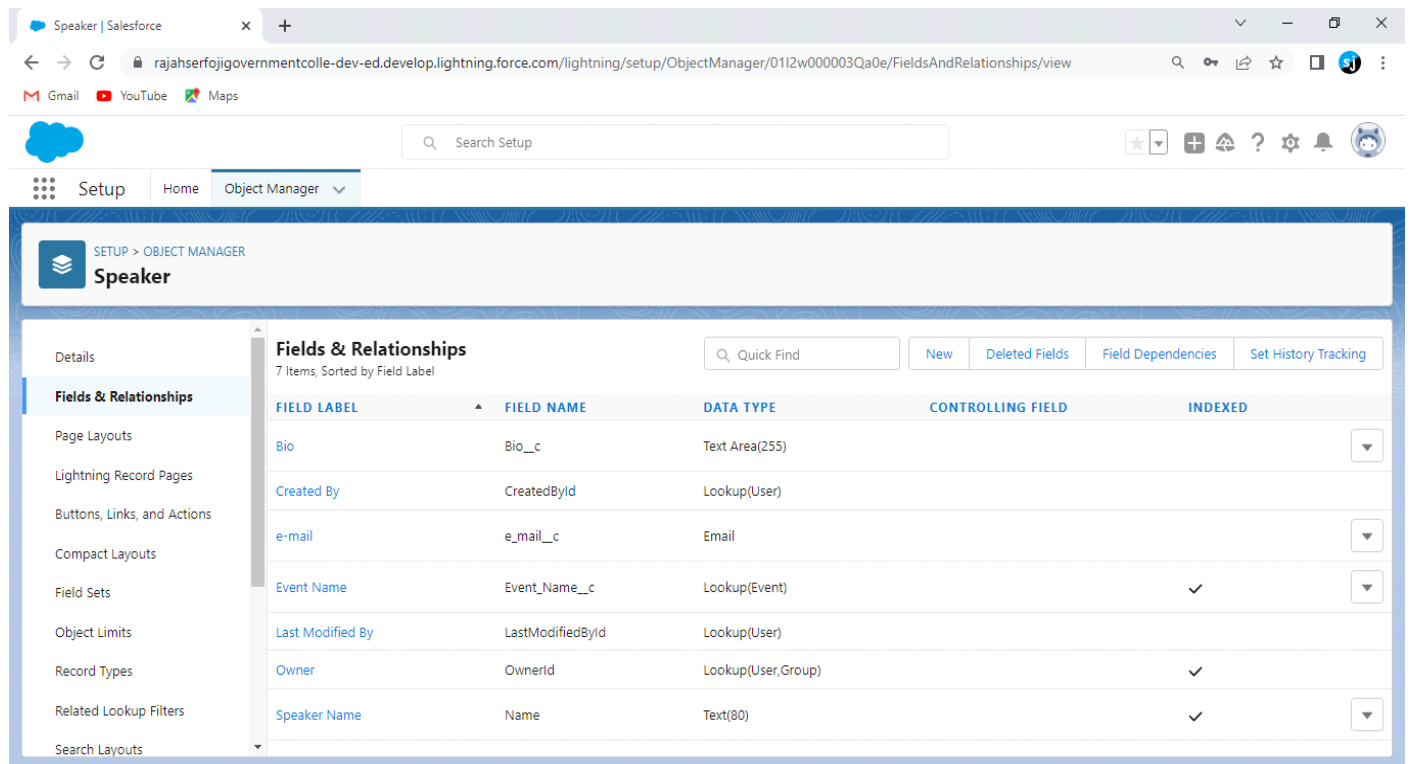
9 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

Name	Field Label	Field Type	Required	Visible
e-mail	e_mail__c	Email		✓
Event	Event__c	Lookup(Event)	✓	✓
Event Name	Event_Name__c	Lookup(Event)	✓	✓
Last Modified By	LastModifiedById	Lookup(User)		✓
Owner	OwnerId	Lookup(User,Group)	✓	✓
phone	phone__c	Phone		✓
Service Provider	Service_Provider__c	Text(15)		✓
Vendor Name	Name	Text(80)	✓	✓

]

The Fields and Relationships for the Object -Speaker



The screenshot shows the Salesforce Object Manager interface for the 'Speaker' 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 list of 7 fields, sorted by Field Label. The fields are: Bio, Created By, e-mail, Event Name, Last Modified By, Owner, and Speaker Name. Each field row includes its Field Label, Field Name, Data Type, Controlling Field, and Indexed status. The 'Indexed' column has a checkmark for 'Event Name', 'Owner', and 'Speaker Name', and a dropdown arrow for 'Bio', 'Created By', 'e-mail', and 'Last Modified By'.

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)		✓
Speaker Name	Name	Text(80)		✓

4. Trailhead Profile Public URL

Team Lead – S.Jeeva - <https://trailblazer.me/id/jeevs28>

Team Member 1 - A.Deepak - <https://trailblazer.me/id/adeepak20>

Team Member 2 - C.Maran -- <https://trailblazer.me/id/mmaran58>

Team Member 3 - M.Karthikeyan - <https://trailblazer.me/id/k20st3912>

Team Member 4- - M.Boopathy - <https://trailblazer.me/id/boopm3>

5. ADVANTAGES & DISADVANTAGE

Advantages:

- Time saving
- Event automation
- Increase engagement time at events
- Access to valuable real time data

Disadvantages:

- Unconventional work hours
- Job instability
- High level of responsibility
- Time away from family and friends

6. APPLICATIONS:

Event automation, Event Management Application

7. CONCLUSION:

Finally, the project concluded that it is one of the most useful for event management system for managers and customers

8. FUTURE SCOPES:

It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.