Smart Event Management System with AI & Automation

Problem Statement

Traditional event management systems only focus on registrations and ticketing but fail to provide smart automation, personalized attendee experiences, and actionable insights. This leads to overbooking, poor engagement, and limited post-event follow-up.

Project Description

The Smart Event Management System on Salesforce automates the entire event lifecycle from event creation to post-event engagement. It enables QR-based check-in, AI-driven capacity forecasting, personalized session recommendations, gamification for attendees, and automated post-event feedback and communication. The system enhances both organizer efficiency and attendee experience.

Tools & Technologies Used

- **Salesforce CRM** (Admin + Developer features)
- **Flows, Validation Rules, Process Builder** for automation
- **Apex Triggers & Classes** for QR code and gamification logic
- **Einstein Analytics** for AI-based forecasting and insights
- **Experience Cloud** for attendee self-service portal
- **AppExchange Integrations** (QR code, payment gateway, feedback apps)

Expected Outcome

- Streamlined event creation, registration, and check-in process
- Accurate capacity forecasting and overbooking prevention
- Higher attendee engagement through gamification and personalization
- Real-time dashboards for organizers and marketing teams
- Automated post-event feedback, reporting, and follow-up communication