

Project Report Template

1 INTRODUCTION

Overview

Build an Event Management System

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. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

Purpose

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you could be in the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and execution is event management.

2 Problem Definition & Design Thinking

Empathy Map

Ideation & Brainstorming Map

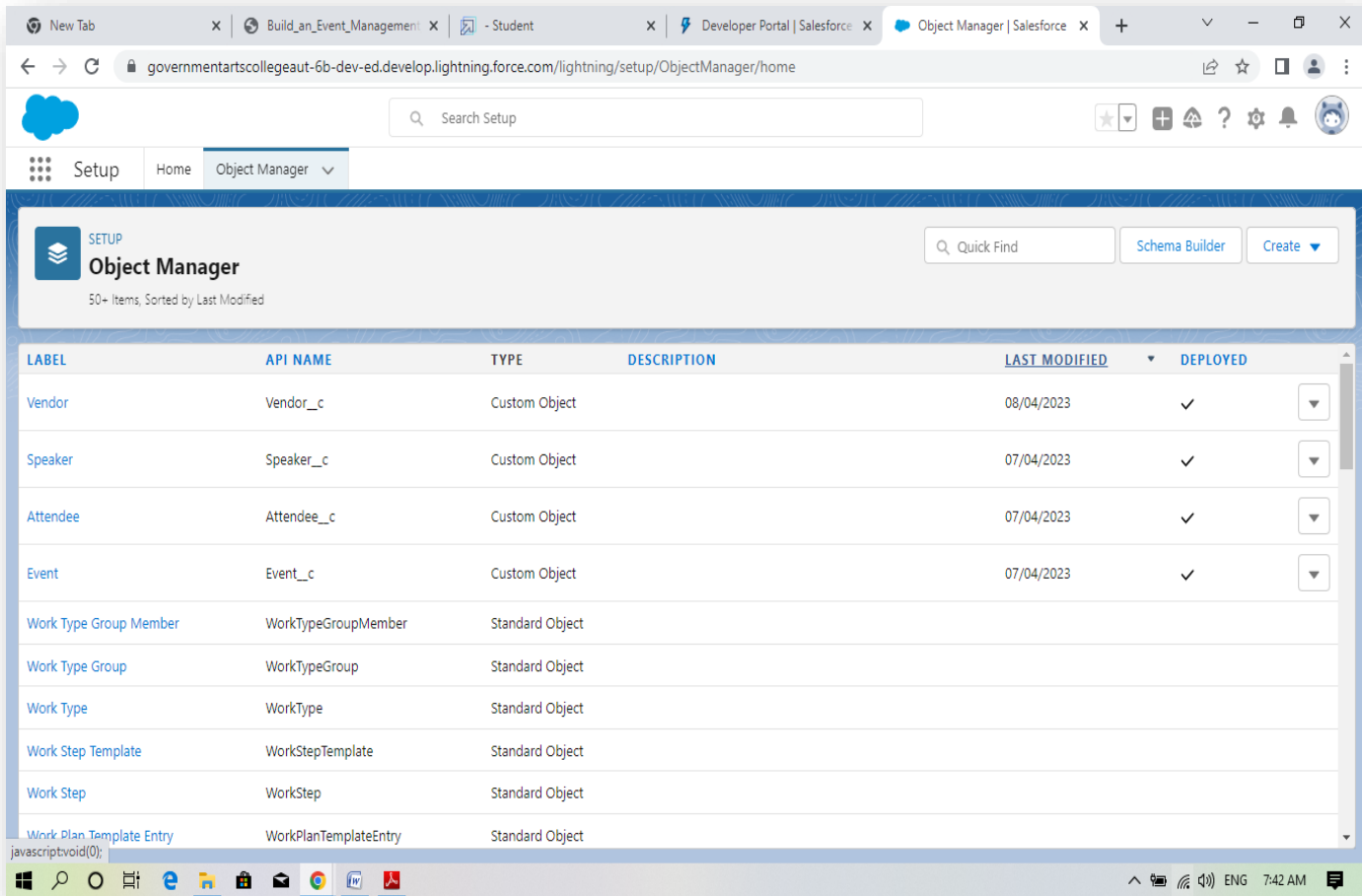
Paste the Ideation & brainstorming map screenshot

3 RESULT

Data Model:

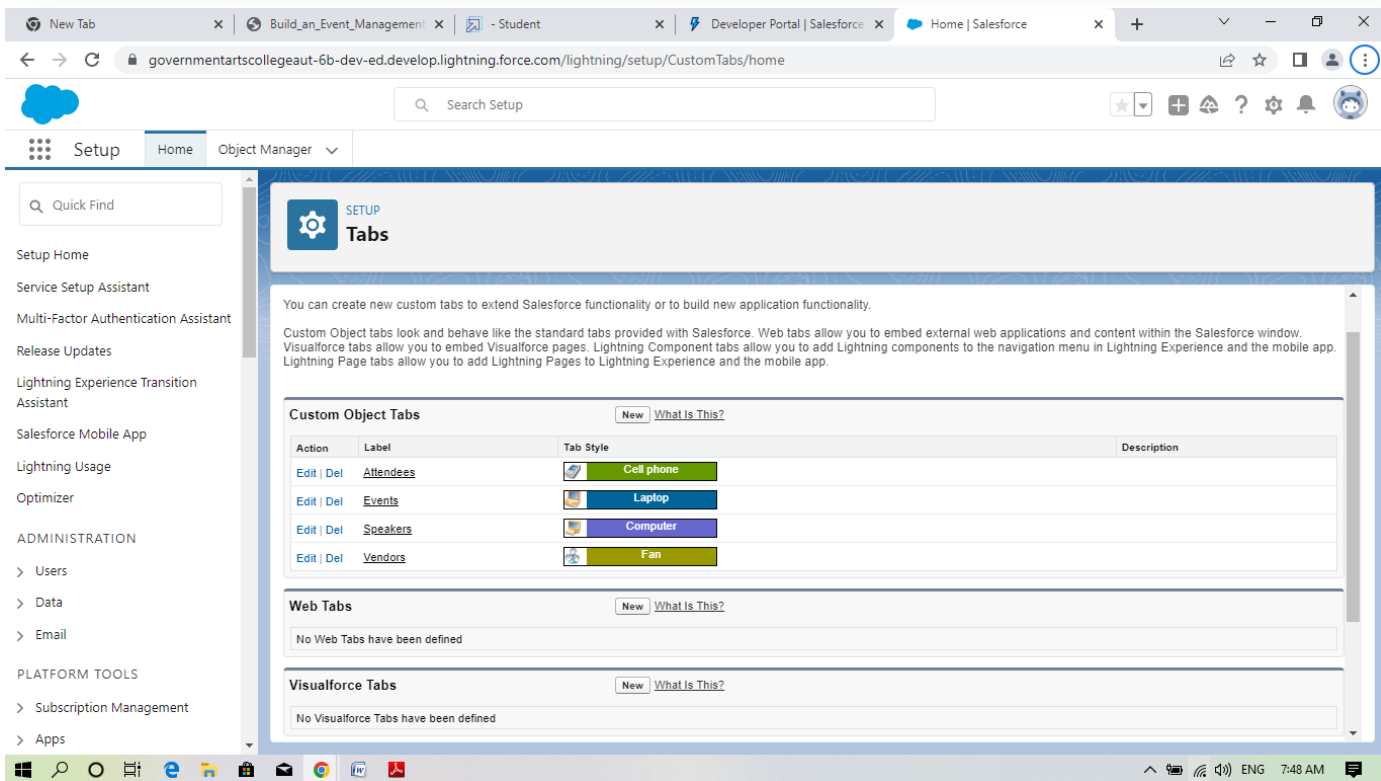
Object name	Fields in the Object	
obj1	Field label	Data type
	Event	Text
	Attendees	Auto number
obj2	Field label	Data type
	Speakers	E-mail
	Vendors	E-mail

Activity & Screenshot



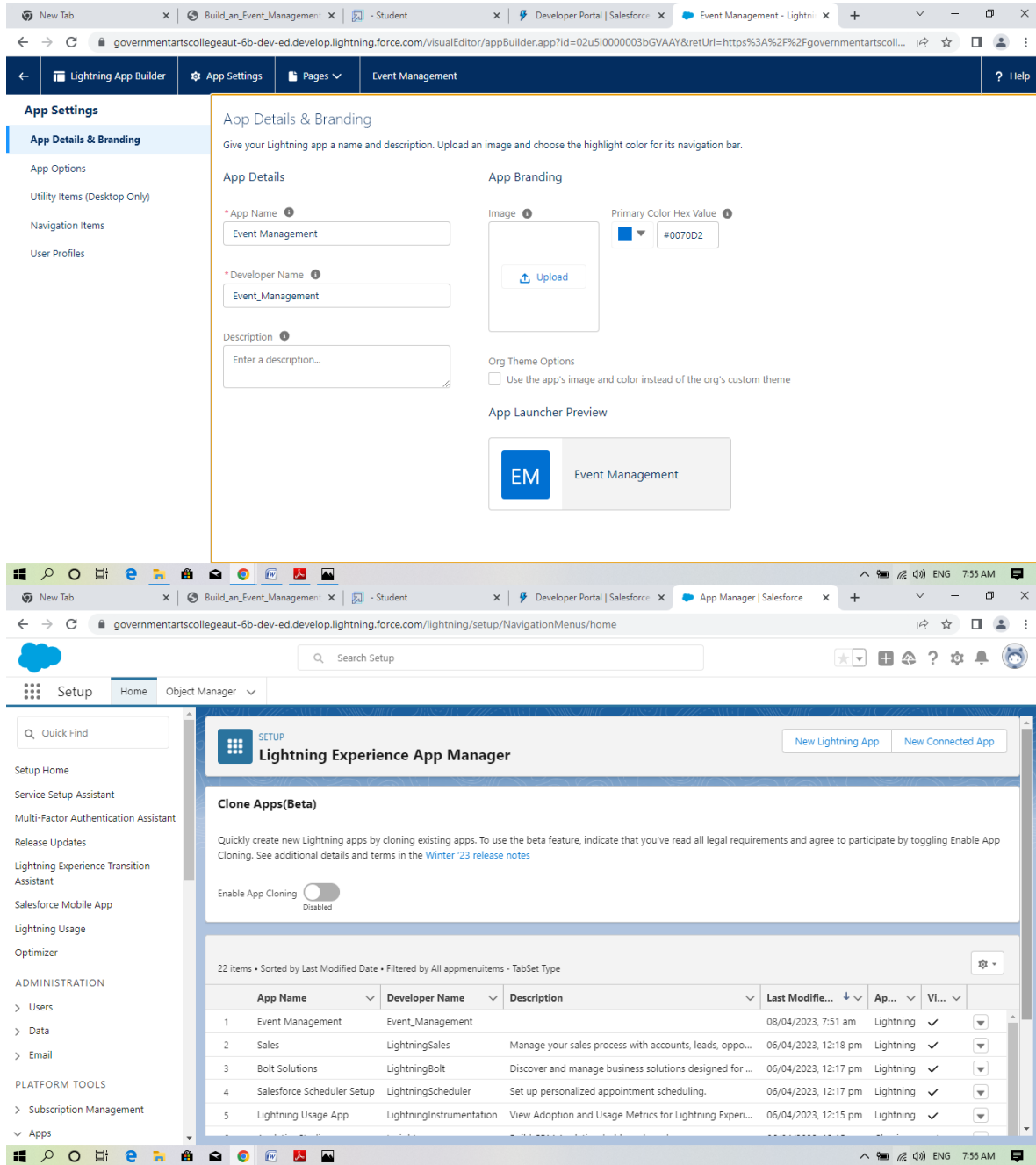
The screenshot shows the Salesforce Object Manager setup page. The browser address bar displays the URL: `governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home`. The page header includes a search bar labeled "Search Setup" and navigation tabs for "Setup", "Home", and "Object Manager". The main content area is titled "Object Manager" with a sub-header "50+ Items, Sorted by Last Modified". It features a table with columns: LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED. The table lists several custom objects, including Vendor, Speaker, Attendee, Event, Work Type Group Member, Work Type Group, Work Type, Work Step Template, Work Step, and Work Plan Template Entry. A "Quick Find" search bar and "Schema Builder" and "Create" buttons are located at the top right of the table area.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Vendor	Vendor__c	Custom Object		08/04/2023	✓
Speaker	Speaker__c	Custom Object		07/04/2023	✓
Attendee	Attendee__c	Custom Object		07/04/2023	✓
Event	Event__c	Custom Object		07/04/2023	✓
Work Type Group Member	WorkTypeGroupMember	Standard Object			
Work Type Group	WorkTypeGroup	Standard Object			
Work Type	WorkType	Standard Object			
Work Step Template	WorkStepTemplate	Standard Object			
Work Step	WorkStep	Standard Object			
Work Plan Template Entry	WorkPlanTemplateEntry	Standard Object			



The screenshot shows the Salesforce Custom Tabs setup page. The browser address bar displays the URL: `governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/home`. The page header includes a search bar labeled "Search Setup" and navigation tabs for "Setup", "Home", and "Object Manager". The main content area is titled "Custom Tabs" with a sub-header "You can create new custom tabs to extend Salesforce functionality or to build new application functionality." It features a table with columns: Action, Label, Tab Style, and Description. The table lists several custom tabs, including Attendees, Events, Speakers, and Vendors. A "Quick Find" search bar and "New" and "What Is This?" buttons are located at the top right of the table area.

Action	Label	Tab Style	Description
Edit Del	Attendees	Cell phone	
Edit Del	Events	Laptop	
Edit Del	Speakers	Computer	
Edit Del	Vendors	Fan	



The image displays two screenshots of the Salesforce Lightning interface. The top screenshot shows the 'App Details & Branding' configuration page in the Lightning App Builder. The bottom screenshot shows the 'Lightning Experience App Manager' setup page.

App Details & Branding Configuration

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

Field	Value
* App Name	Event Management
* Developer Name	Event_Management
Description	Enter a description...
Image	Upload
Primary Color Hex Value	#0070D2
Org Theme Options	<input type="checkbox"/> Use the app's image and color instead of the org's custom theme

App Launcher Preview: EM Event Management

Lightning Experience App Manager Setup

Clone Apps(Beta)
Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the [Winter '23 release notes](#).

Enable App Cloning: ☐ Disabled

22 items • Sorted by Last Modified Date • Filtered by All appmenuitems • TabSet Type

	App Name	Developer Name	Description	Last Modified	Ap...	Vi...
1	Event Management	Event_Management		08/04/2023, 7:51 am	Lightning	✓
2	Sales	LightningSales	Manage your sales process with accounts, leads, oppo...	06/04/2023, 12:18 pm	Lightning	✓
3	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for ...	06/04/2023, 12:17 pm	Lightning	✓
4	Salesforce Scheduler Setup	LightningScheduler	Set up personalized appointment scheduling.	06/04/2023, 12:17 pm	Lightning	✓
5	Lightning Usage App	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Experi...	06/04/2023, 12:15 pm	Lightning	✓

governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i000001mrvg/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Event

Details

Fields & Relationships

8 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)		
End date	End_date__c	Date/Time		
Enter city	Enter_city__c	Text(1)		
enter start date	enter_start_date__c	Date/Time		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

SETUP > OBJECT MANAGER

Attendee

Details

Fields & Relationships

8 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Enter Email	Enter_Email__c	Email		
Enter Id	Enter_id__c	Auto Number		
Enter Tickets	Enter_Tickets__c	Picklist		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

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List View Button Layout

New Tab

Build_an_Event_Management

- Student

Developer Portal | Salesforce

Speaker | Salesforce

governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i000001mrvg/FieldsAndRelationships/view

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

Related Lookup Filters

Search Layouts

List View Button Layout

Fields & Relationships

8 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		
Enter Bio	Enter_Bio__c	Text Area(255)		
Event	Event__c	Lookup(Event)		✓
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

New Tab

Build_an_Event_Management

- Student

Developer Portal | Salesforce

Vendor | Salesforce

governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i000001mrvg/FieldsAndRelationships/view

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

Related Lookup Filters

Search Layouts

List View Button Layout

Fields & Relationships

9 Items, Sorted by Field Label

Quick Find

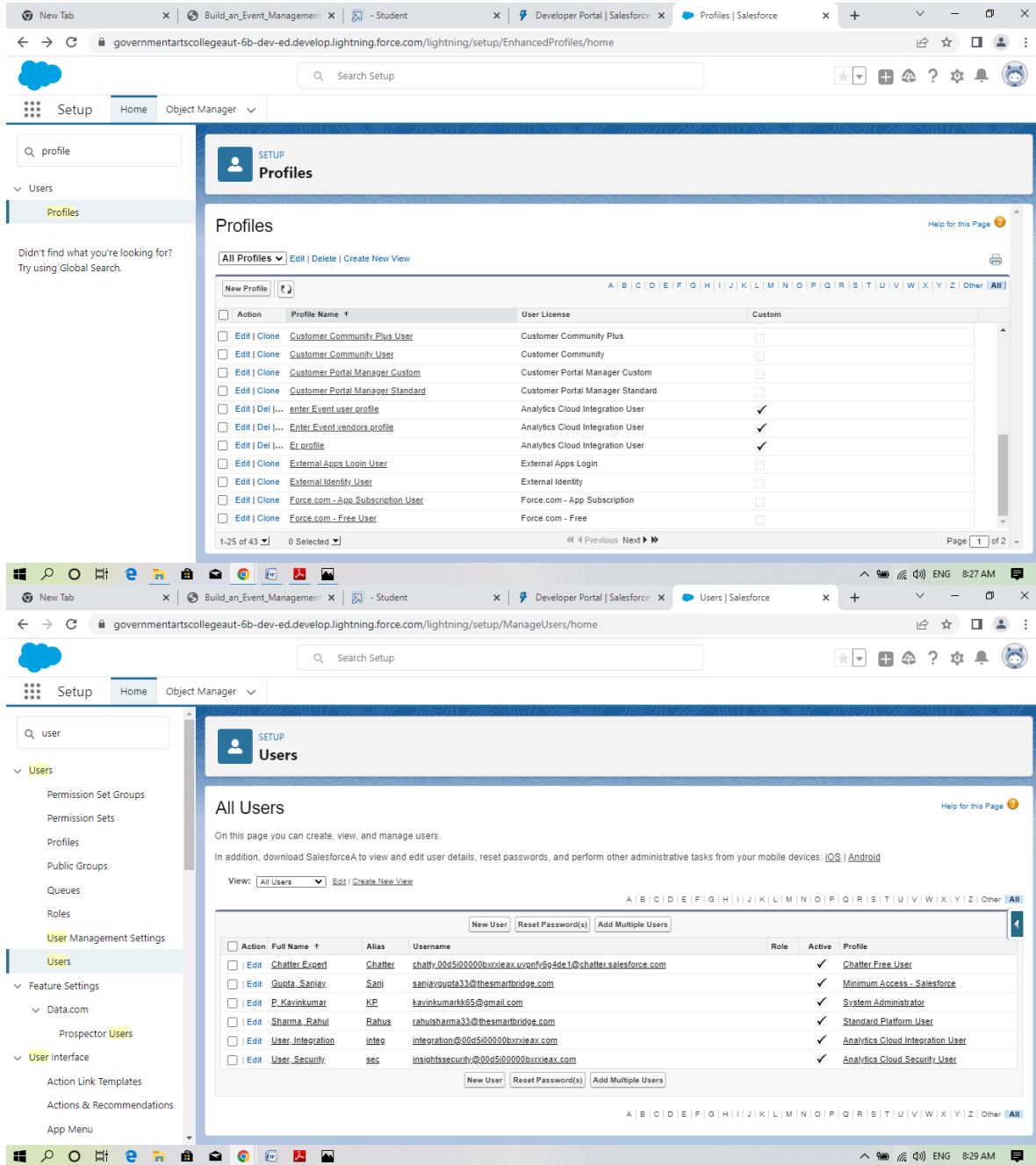
New

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_mail__c	Email		
enter service provider	enter_service_provider__c	Text(1)		
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
phone	phone__c	Phone		



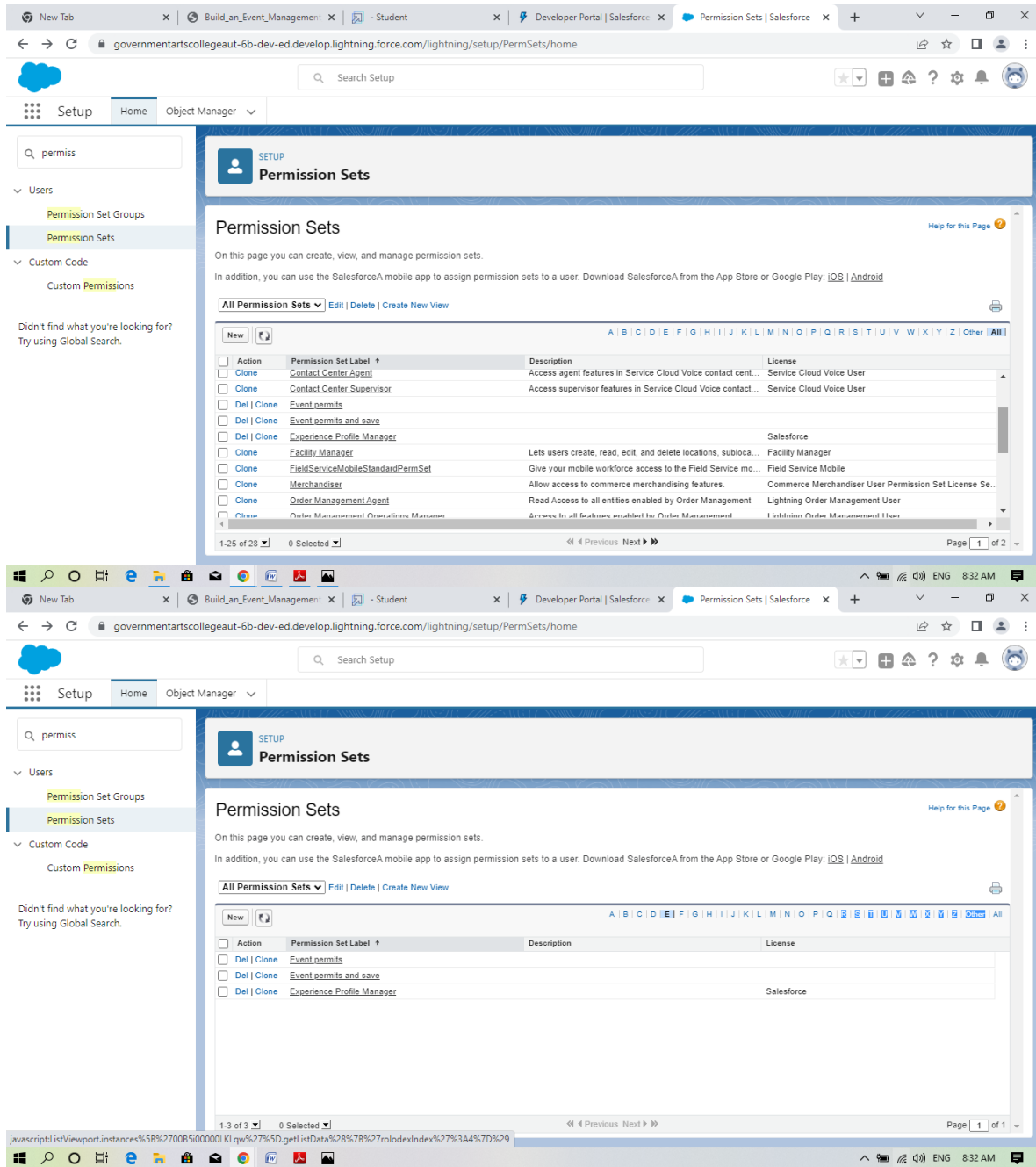
The screenshot displays the Salesforce Setup interface, specifically the 'Profiles' and 'Users' sections. The browser tabs include 'New Tab', 'Build_an_Event_Management', '- Student', 'Developer Portal | Salesforce', and 'Profiles | Salesforce'. The URL is 'governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/home'.

Profiles Section:

The 'Profiles' page shows a list of profiles with columns for Action, Profile Name, User License, and Custom. The 'All Profiles' dropdown is selected. The table lists various profiles, including 'Customer Community Plus User', 'Customer Community User', 'Customer Portal Manager Custom', 'Customer Portal Manager Standard', 'Enter Event user profile', 'Enter Event vendors profile', 'External Apps Login User', 'External Identity User', 'Force.com - App Subscription User', and 'Force.com - Free User'. The 'Custom' column indicates whether a profile is custom or standard.

Users Section:

The 'Users' page shows a list of users with columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The 'All Users' dropdown is selected. The table lists various users, including 'Chatter Expert', 'Gusta Sanjay', 'P. Kavinkumar', 'Sharma_Rahul', 'User Integration', and 'User Security'. The 'Active' column indicates whether a user is active or inactive.



The screenshot displays the Salesforce 'Permission Sets' page in a web browser. The browser's address bar shows the URL: `governmentartscollegeaut-6b-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The page header includes the Salesforce logo, a search bar, and navigation tabs for 'Setup', 'Home', and 'Object Manager'. A left-hand sidebar contains a search bar and a list of navigation items: 'Users', 'Permission Set Groups', 'Permission Sets' (highlighted), 'Custom Code', and 'Custom Permissions'. Below this is a message: 'Didn't find what you're looking for? Try using Global Search.'

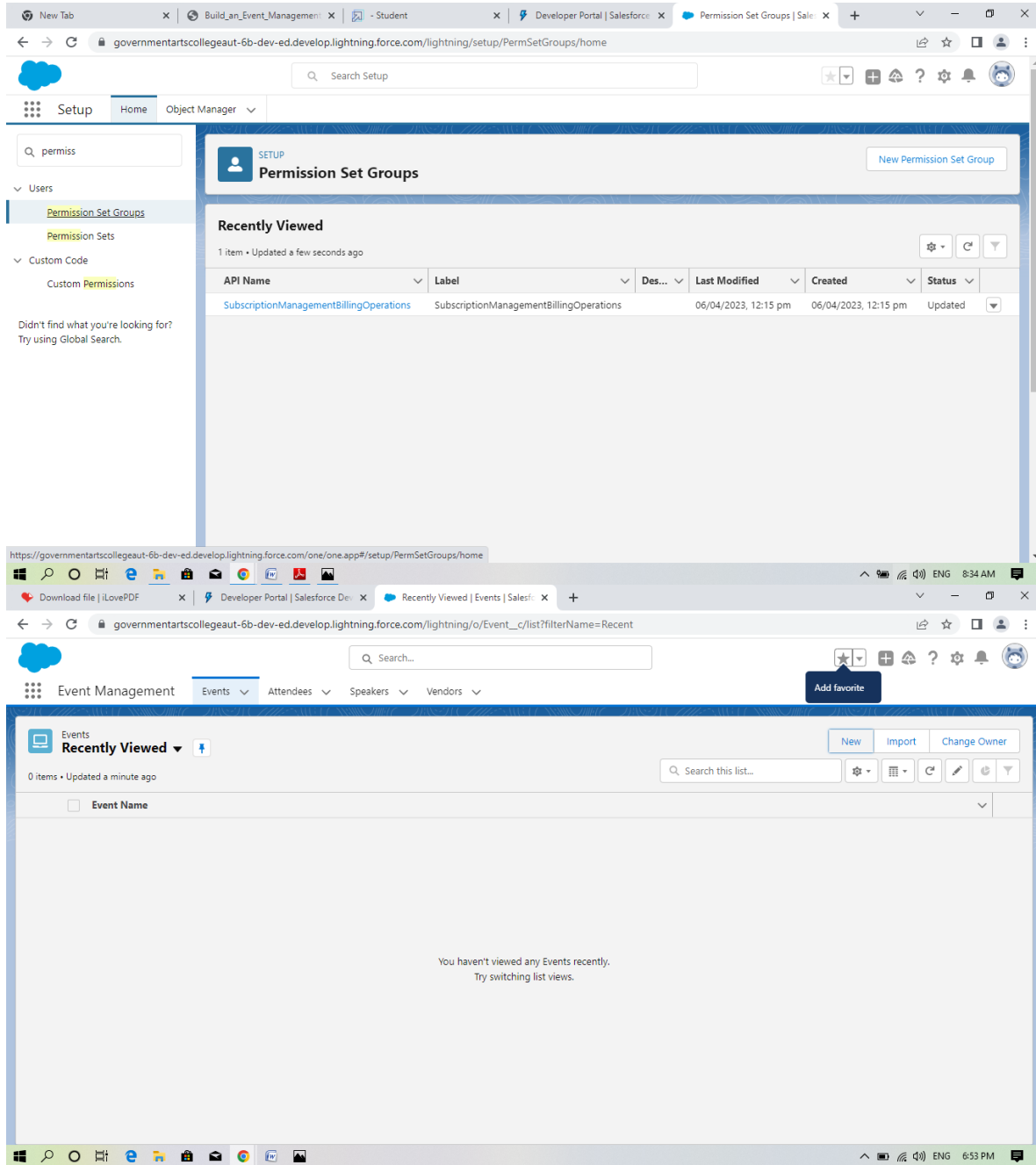
The main content area is titled 'Permission Sets' and includes a sub-header 'SETUP Permission Sets'. Below this, there is instructional text: 'On this page you can create, view, and manage permission sets. In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: [iOS](#) | [Android](#)'.

A table titled 'All Permission Sets' is displayed, with options to 'Edit', 'Delete', and 'Create New View'. The table has columns for 'Action', 'Permission Set Label', 'Description', and 'License'. The table contains 28 rows of data, with the first few rows visible as follows:

Action	Permission Set Label	Description	License
Clone	Contact Center Agent	Access agent features in Service Cloud Voice contact cent...	Service Cloud Voice User
Clone	Contact Center Supervisor	Access supervisor features in Service Cloud Voice contact...	Service Cloud Voice User
Del Clone	Event permits		
Del Clone	Event permits and save		
Del Clone	Experience Profile Manager		Salesforce
Clone	Facility Manager	Lets users create, read, edit, and delete locations, subloca...	Facility Manager
Clone	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service mo...	Field Service Mobile
Clone	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License Se...
Clone	Order Management Agent	Read Access to all entities enabled by Order Management	Lightning Order Management User
Clone	Order Management Operations Manager	Access to all features enabled by Order Management	Lightning Order Management User

The table footer indicates '1-25 of 28' items, '0 Selected', and navigation links for 'Previous' and 'Next'. The page number 'Page 1 of 2' is also shown.

The bottom of the screenshot shows the browser's taskbar with various application icons and the system clock displaying '8:32 AM'.



The screenshot displays two screenshots of the Salesforce Developer Portal interface. The top screenshot shows the 'Permission Set Groups' page under the 'Setup' tab. The bottom screenshot shows the 'Events' page under the 'Event Management' tab.

Top Screenshot: Permission Set Groups

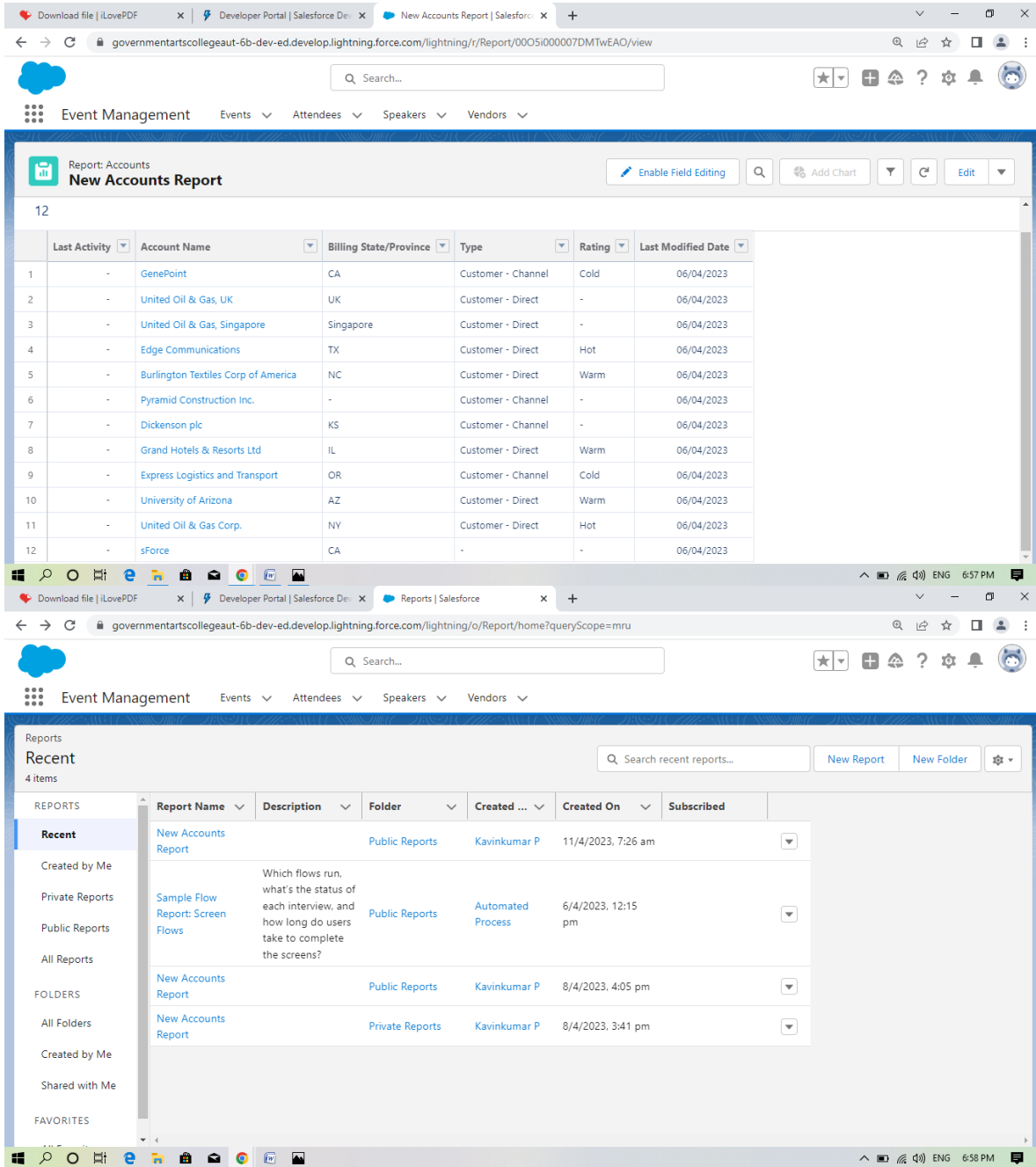
The 'Permission Set Groups' page is located under the 'Setup' tab. The left sidebar shows a search bar and a list of items: 'Users', 'Permission Set Groups' (selected), 'Permission Sets', and 'Custom Code'. The main content area has a 'Recently Viewed' section with 1 item. The table below shows the details of the recently viewed item.

API Name	Label	Des...	Last Modified	Created	Status
SubscriptionManagementBillingOperations	SubscriptionManagementBillingOperations		06/04/2023, 12:15 pm	06/04/2023, 12:15 pm	Updated

Bottom Screenshot: Events

The 'Events' page is located under the 'Event Management' tab. The left sidebar shows a search bar and a list of items: 'Events' (selected), 'Attendees', 'Speakers', and 'Vendors'. The main content area has a 'Recently Viewed' section with 0 items. The table below shows the details of the recently viewed items.

Event Name
You haven't viewed any Events recently. Try switching list views.



The screenshot displays the Salesforce Developer Portal interface. The top navigation bar includes 'Event Management', 'Events', 'Attendees', 'Speakers', and 'Vendors'. The main content area shows a 'Report: Accounts' titled 'New Accounts Report'. Below the title is a table with 12 rows of account data.

	Last Activity	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	GenePoint	CA	Customer - Channel	Cold	06/04/2023
2	-	United Oil & Gas, UK	UK	Customer - Direct	-	06/04/2023
3	-	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	06/04/2023
4	-	Edge Communications	TX	Customer - Direct	Hot	06/04/2023
5	-	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	06/04/2023
6	-	Pyramid Construction Inc.	-	Customer - Channel	-	06/04/2023
7	-	Dickenson plc	KS	Customer - Channel	-	06/04/2023
8	-	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	06/04/2023
9	-	Express Logistics and Transport	OR	Customer - Channel	Cold	06/04/2023
10	-	University of Arizona	AZ	Customer - Direct	Warm	06/04/2023
11	-	United Oil & Gas Corp.	NY	Customer - Direct	Hot	06/04/2023
12	-	sForce	CA	-	-	06/04/2023

Below the report, the 'Recent Reports' section is visible, showing a list of reports with columns: Report Name, Description, Folder, Created By, Created On, and Subscribed. The list includes reports like 'New Accounts Report', 'Sample Flow Report: Screen Flows', and 'New Accounts Report'.

4 Trailhead Profile Public URL

Team Lead -

<https://trailblazer.me/id/kavip45>

TeamMember 1 –

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

Team Member 2 -

<https://trailblazer.me/id/murali63>

Team Member 3 –

<https://trailblazer.me/id/nirmala6>

5 ADVANTAGES & DISADVANTAGE

Event managers usually begin the event management process by researching and defining the objective of an event. Their tasks include choosing a location and coordinating food services for the event. Other responsibilities of an event manager include:

Advantages:

- Sending invitations to guests
- Securing a venue for the event
- Planning the layout of tables, chairs and other furniture
- Finalizing contracts with vendors and performers
- Designing event documents
- Finding sponsors to fund the event
- Organizing transportation
- Resolving issues during the event

Disadvantages:

- Unconventional work hours
- Time away from family and friends
- Experience requirements
- Job instability
- Multiple events at the same time

6 APPLICATION

The project aim is to provide real-time knowledge for all the students who have basic knowledge of Salesforce and Looking for a real-time project. This project will also help to those professionals who are in cross-technology and wanted to switch to Salesforce with the help of this project they will gain knowledge and can include into their resume as well.

7 CONCLUSION

This Project helps in managing the on-going and upcoming events in an organization. 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.

8 FUTURE SCOPE

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.