

GOVERNMENT ARTS COLLEGE FOR WOMEN, SALEM-08

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BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1. INTRODUCTION

1.1 Overview

Event management is the application to manage and development of a festivals, events and conferences. Proposed work Involves study of identifying the target of budget, cost and analysis. This is an online event management system, software project and serves the functionality of an event manager. The project provides most of the basic functionality required for an event. It allows the user to select from list of event types. Event Management System is very helpful for events.

This application begin as a platform to know the events, to apply for the events. Event organizer is an application under project management for managing festivals or social events like gathering, colleges, event, conference etc. By this application user can register the students, after registering, user can login, after login, event details including name, contact, address, venue of the event, date, event conducting time, cost of event etc.

1.2 Purpose

From a business perspective, event management is of great importants. Creating events occasionally provide incredible opportunity

to promote one's business. The more popular a brand is, the lesser hesitant people will be for trying out new product launched by that brand.

Event management skills are, therefore, necessary for the company to get the required exposure and build a positive image of the overall company as well as any brand in particular. They not only serve as a chance for a well-established company to regain its importance by attracting an increasing number of prospective customers but also enable a budding company to cultivate a sense of interest in the common people about the products and services they offer.

1. Problem Definition And Design Thinking

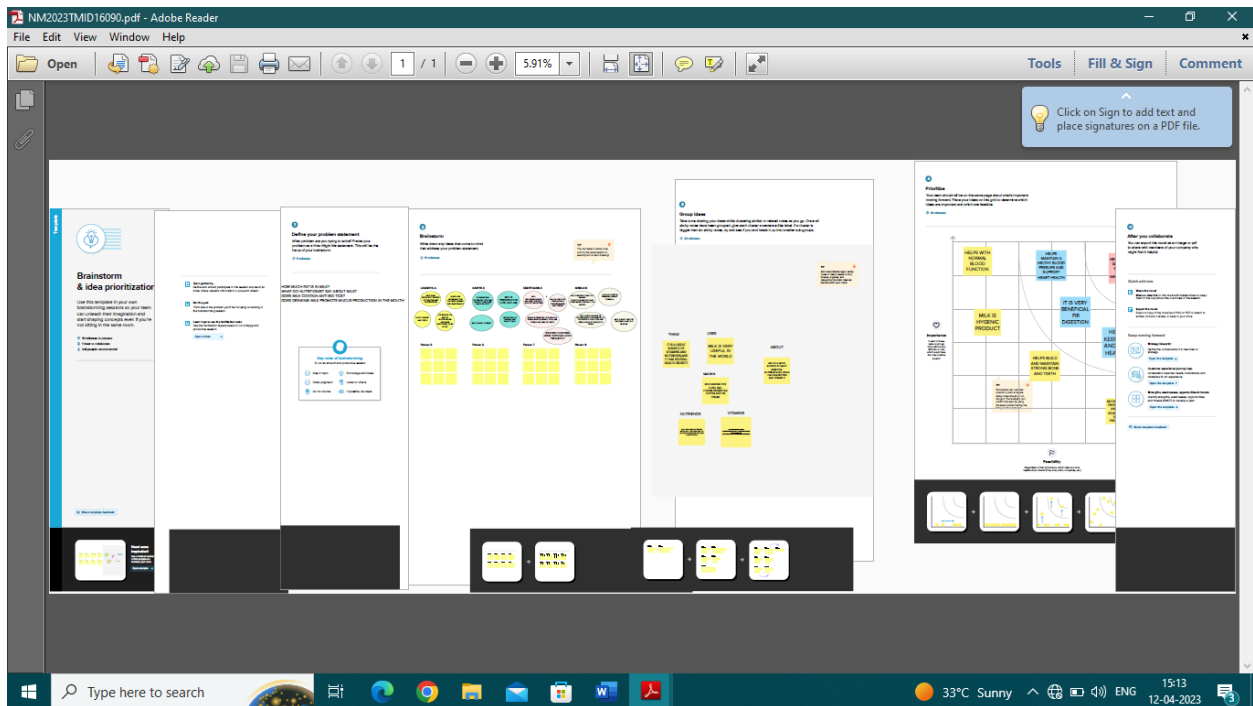
2.1 Empathy Map

The screenshot displays the Adobe Reader application window with a PDF document titled "(1).pdf". The document content features an "Empathy map" for "HATSUN MILK". The map is a circular diagram with a central purple diamond labeled "HATSUN MILK". Surrounding the center are various colored circles and squares containing user feedback and observations. The map is divided into four quadrants by a vertical line and a horizontal line, with labels "THINK AND FEEL", "HEAR", "SEE", and "SAY AND DO" at the intersections. The quadrants contain the following text:

- THINK AND FEEL (Top Left):** "I feel good when I hear I'm not buying animals", "Hatsun milk is healthier", "Hatsun milk is available all over the place", "Milk is an excellent and source of vitamins and minerals", "Hatsun milk is hygienic".
- HEAR (Top Right):** "Hatsun milk is not more expensive", "It does taste like real milk", "I agree, it's more sustainable".
- SEE (Bottom Right):** "Favorite yoga instructor uses it", "Favorite cafe uses it in their coffee and tea", "supermarket promotes it".
- SAY AND DO (Bottom Left):** (This quadrant is empty).

The Adobe Reader interface includes a top menu bar (File, Edit, View, Window, Help), a toolbar with various icons, and a right-hand sidebar with options like "Export PDF", "Convert PDF files to Word or Excel online", "Select PDF File:", "Convert To:", "Recognize Text in English(U.S.)", "Create PDF", "Edit PDF", "Send Files", and "Store Files". The Windows taskbar at the bottom shows the system clock as 15:05 on 12-04-2023, along with weather information (33°C Sunny) and several application icons.

2.2 Ideation And Brainstorming Map



3.Result

3.1 Data Model

Object name	Fields in the Object
-------------	----------------------

Event	Field label	Data type
	City	Checkbox
Attendee	Field label	Data type
	Email	Email
	Id	Auto Number
	Phone	Phone
Speaker	Field label	Data type
	bio	Text Area(255)
	Event	Lookup (Event)
Vendor	Field label	Data type
	e-mail	Email
	Event	Lookup(Event)
	Phone	Phone

Student	Field label	Data type
	Event	Master-Detail(Event)
	Tickets	Picklist

3.2 Activity & Screenshot

Milestone 2-Tab:

- Click on home tab, enter taps in Quick find and select tabs

The screenshot shows the Salesforce Custom Tabs configuration page. The left sidebar contains navigation links: Home, Chatter, Libraries, Content, Subscriptions, Events, Attendees, Speakers, and Vendors. Below these are sections for 'Lightning Experience Transition Assistant', 'Salesforce Mobile Quick Start', and 'Home'. The 'Administer' section includes links for 'Release Updates', 'Manage Users', and 'Manage Apps'. The main content area is titled 'Custom Tabs' and includes a 'Quick Find / Search' bar. Below the title, there is a brief explanation of custom tabs and a table for 'Custom Object Tabs'. The table has columns for 'Action', 'Label', 'Tab Style', and 'Description'. It lists four tabs: 'Attendees' (Cell phone style), 'Events' (Laptop style), 'Speakers' (Computer style), and 'Vendors' (Ticket style). Below this table is a section for 'Web Tabs', which currently shows 'No Web Tabs have been defined'.

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

Milestone 3-Application:

- From setup, enter App Manager in the Quick find and select App Manager.

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

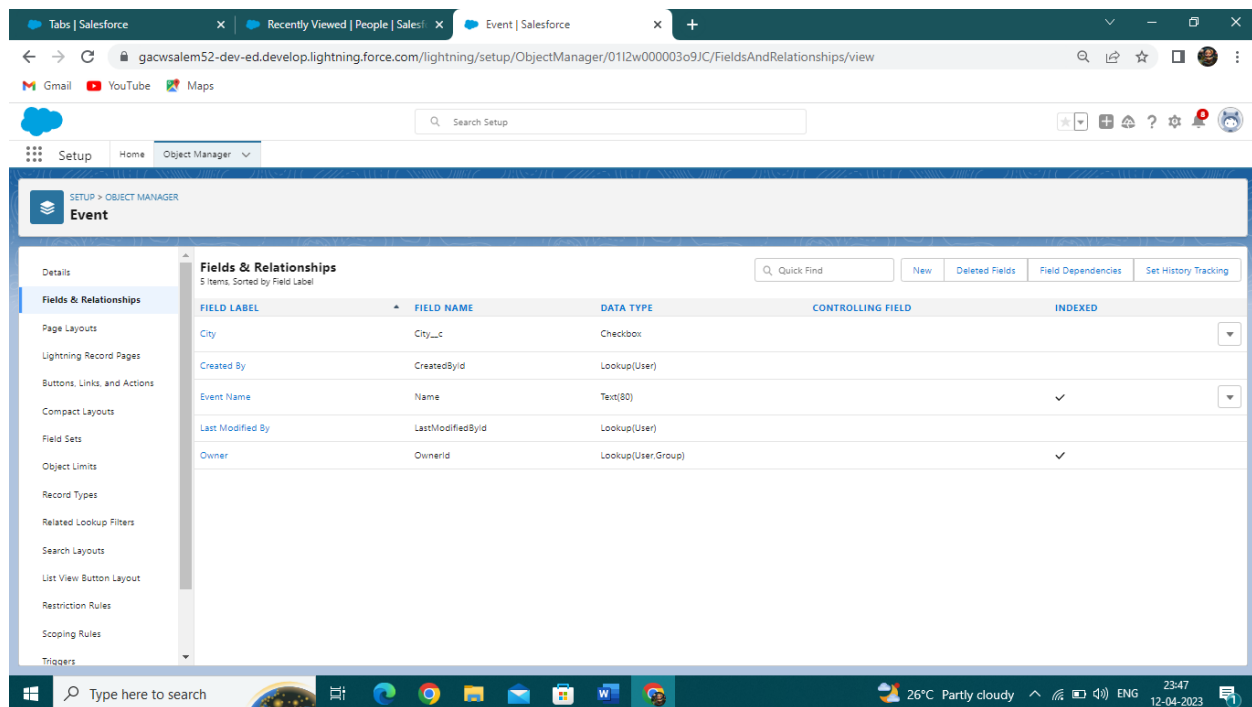
22 Items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type

App Name ↑	Developer Name	Description	Last Modified Date	App Type	Visible L...
1 All Tabs	AllTabSet		11/03/2023, 5:37 pm	Classic	
2 Analytics Studio	Insights	Build CRM Analytics dashboards and apps	11/03/2023, 5:37 pm	Classic	✓
3 App Launcher	AppLauncher	App Launcher tabs	11/03/2023, 5:37 pm	Classic	✓
4 Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your industry.	11/03/2023, 5:39 pm	Lightning	✓
5 Community	Community	Salesforce CRM Communities	11/03/2023, 5:37 pm	Classic	✓
6 Content	Content	Salesforce CRM Content	11/03/2023, 5:37 pm	Classic	✓
7 Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manage recipes.	11/03/2023, 5:37 pm	Lightning	✓
8 Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	11/03/2023, 5:37 pm	Lightning	✓
9 Event Management	Event_Management		22/03/2023, 8:24 am	Lightning	✓
10 Lightning Usage App	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Experience	11/03/2023, 5:37 pm	Lightning	✓
11 Marketing	Marketing	Best-in-class on-demand marketing automation	11/03/2023, 5:37 pm	Classic	✓
12 Platform	Platform	The fundamental Lightning Platform	11/03/2023, 5:37 pm	Classic	

Milestone 4-Fields:

- Click the object management tab next to home.
- Select event.
- Select Field & Relationship from the left navigation.

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, Search Layouts, List View Button Layout, Restriction Rules, Scoping Rules, and Triggers. 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. The fields listed are: City (City__c, Checkbox), Created By (CreatedById, Lookup(User)), Event Name (Name, Text(80)), Last Modified By (LastModifiedById, Lookup(User)), and Owner (OwnerId, Lookup(User:Group)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Checkbox		
Created By	CreatedById	Lookup(User)		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User:Group)		✓

Student

- Click the object management tab next to home.
- Select Student.
- Select Field & Relationship from the left navigation

The screenshot shows the Salesforce interface for the 'Student' object. The left navigation pane is open, showing the 'Fields & Relationships' section. The main content area displays a table of fields and relationships for the 'Student' object. The table has five columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are 'Created By', 'Event', 'Last Modified By', 'Student Name', and 'Tickets'. The 'Event' field is highlighted as the controlling field for the 'Student Name' field. The 'Tickets' field is a picklist (Multi-Select).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Event	City__c	Master-Detail(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Student Name	Name	Text(80)		✓
Tickets	Tickets__c	Picklist (Multi-Select)		

Attendee

- Click the object management tab next to home.
- Select Attendee.
- Select Field & Relationship from the left navigation.

The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The left sidebar contains a navigation menu with options like 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, Restriction Rules, Scoping Rules, and Triggers. The 'Fields & Relationships' section is selected, displaying a table of fields for the Attendee object. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are Attendee Name, Created By, Email, Id, Last Modified By, Owner, and phone. The 'Id' field is the primary key, indicated by a checkmark in the INDEXED column.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedBy	Lookup(User)		
Email	Email__c	Email		
Id	Id__c	Auto Number		✓
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
phone	phone__c	Phone		

Speaker

- Click the object management tab next to home.
- Select Speaker.
- Select Field & Relationship from the left navigation.

The screenshot shows the Salesforce Setup interface for the 'Speaker' 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, Search Layouts, List View Button Layout, Restriction Rules, and Scoping Rules. The main content area is titled 'Fields & Relationships' and displays a table with 6 items, sorted by Field Label. The table has the following columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The data rows are as follows:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
bio	bio__c	Text Area(255)		
Created By	CreatedBy	Lookup(User)		
Event	Event__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓
Speaker Name	Name	Text(80)		✓

The bottom of the screen shows the Windows taskbar with the search bar, task view button, and several application icons. The system tray on the right indicates a temperature of 22°C, haze, and the date 13-04-2023.

Vendor

- Click the object management tab next to home.
- Select Vendor.
- Select Field & Relationship from the left navigation.

The screenshot shows the Salesforce Setup interface for the 'Vendor' 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, Search Layouts, List View Button Layout, Restriction Rules, and Scoping Rules. The main content area is titled 'Fields & Relationships' and displays a table of fields for the 'Vendor' object. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By, e-mail, Event, Last Modified By, Owner, Phone, and Vendor Name. The 'Vendor Name' field is highlighted in blue. The bottom of the screen shows the Windows taskbar with the search bar and various application icons.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
e-mail	e_mail__c	Email		
Event	City__c	Lookup(Event)		✓
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓
Phone	Phone__c	Phone		
Vendor Name	Name	Text(80)		✓

Milestone 5-Profile:

- From setup enter profiles in the Quick Find box, and select Profiles.

The screenshot shows the Salesforce Profiles setup page in a web browser. The browser's address bar displays the URL: `gacwsalem52-dev-ed.develop.my.salesforce.com/00e?setupid=EnhancedProfiles&appLayout=setup&no$1Redirect=true`. The page features a top navigation bar with links to Home, Chatter, Libraries, Content, Subscriptions, Events, Attendees, Speakers, and Vendors. A prominent banner at the top reads "It's Better in Lightning" with a "Check Readiness" button. On the left, a sidebar contains a "Quick Find / Search..." box, a "Lightning Experience Transition Assistant" section with a "Get Started" button, and a "Salesforce Mobile Quick Start" section. The main content area is titled "Profiles" and includes a "New Profile" button and a "Help for this Page" link. Below this is a table listing various profiles, each with an "Action" column (containing "Edit" and "Clone" links) and a "User License" column. The profiles listed are: Analytics Cloud Integration User, Analytics Cloud Security User, Authenticated Website, Chatter External User, Chatter Free User, Chatter Moderator User, Contract Manager, Cross Org Data Proxy User, Custom Marketing Profile, and Custom Sales Profile. The "Custom Marketing Profile" and "Custom Sales Profile" are marked with a checkmark in the "User License" column. At the bottom of the table, it indicates "1-25 of 41" profiles and "0 Selected". The Windows taskbar at the bottom shows the system clock as 10:24 on 13-04-2023, with a temperature of 22°C and weather conditions of Haze.

Action	Profile Name	User License
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User
Edit Clone	Authenticated Website	Authenticated Website
Edit Clone	Authenticated Website	Authenticated Website
Edit Clone	Chatter External User	Chatter External
Edit Clone	Chatter Free User	Chatter Free
Edit Clone	Chatter Moderator User	Chatter Free
Edit Clone	Contract Manager	Salesforce
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User
Edit Del ...	Custom Marketing Profile	Salesforce
Edit Del ...	Custom Sales Profile	Salesforce

Milestone 6-User:

From setup type "Users" in quick find and select users.

The screenshot displays the Salesforce 'All Users' page. The left sidebar includes a 'Quick Find / Search...' bar, a 'Lightning Experience Transition Assistant' button, and a 'Salesforce Mobile Quick Start' button. Below these are links for 'Home' and 'Administer', with 'Manage Users' selected. The main content area is titled 'All Users' and contains instructions on how to create, view, and manage users. It also provides links to download SalesforceA for mobile devices. A table lists the current users, with columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The table includes buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users' at the top and bottom. The bottom of the screen shows a Windows taskbar with various application icons and system information like '22°C Haze' and '10:28 13-04-2023'.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatter_00d2v00000rk8vuel.1rsop8qzcoz@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	Gupta, Sanjay	Sani	guptasanjay@thesmartbridge.com		✓	Event user profile
<input type="checkbox"/> Edit	K_KAVIYA	KK	kaviya3@maths.com		✓	System Administrator
<input type="checkbox"/> Edit	kaviya k. kaviya	kavi	kaviyakavi.1805@gmail.com		✓	Standard Platform User
<input type="checkbox"/> Edit	Kosilasaakthivel, Kosila	kosi	kosilasaakthivel.072003@gmail.com		✓	Cross Org Data Proxy User
<input type="checkbox"/> Edit	Sharma, Rahul	Rahus	sharmarahul@thesmartbridge.com		✓	Standard Platform User
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2v00000rk8vuel.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightsecurity@00d2v00000rk8vuel.com		✓	Analytics Cloud Security User

Milestone 7- Permission Set:

- From setup search “permission sets” in quick find select permission set

The screenshot shows the Salesforce 'Permission Sets' page. The browser address bar displays the URL: `gacwsalem52-dev-ed.develop.my.salesforce.com/0PS?appLayout=setup&noS1Redirect=true`. The page header includes the Salesforce logo and a navigation bar with 'Permission Sets | Salesforce' and 'Permission Sets ~ Salesforce - D'. The main content area is titled 'Permission Sets' and includes a 'Quick Find / Search...' bar. Below the search bar, there is a 'Lightning Experience Transition Assistant' section with a 'Get Started' button. The 'Permission Sets' section contains a table with columns: Action, Permission Set Label, Description, and License. The table lists several permission sets, including 'Buyer', 'Buyer Manager', 'CRM User', 'Commerce Admin', 'Contact Center Admin', 'Contact Center Agent', 'Contact Center Supervisor', and 'Event Permits'. The 'Event Permits' row is highlighted. The page also includes a 'Salesforce Mobile Quick Start' section and an 'Administer' section with links to 'Release Updates', 'Manage Users', 'Users', 'Mass Email Users', 'Roles', 'Permission Sets', 'Permission Set Groups', 'User Management Settings', 'Profiles', and 'Public Groups'. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 22:54 on 13-04-2023.

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](#)

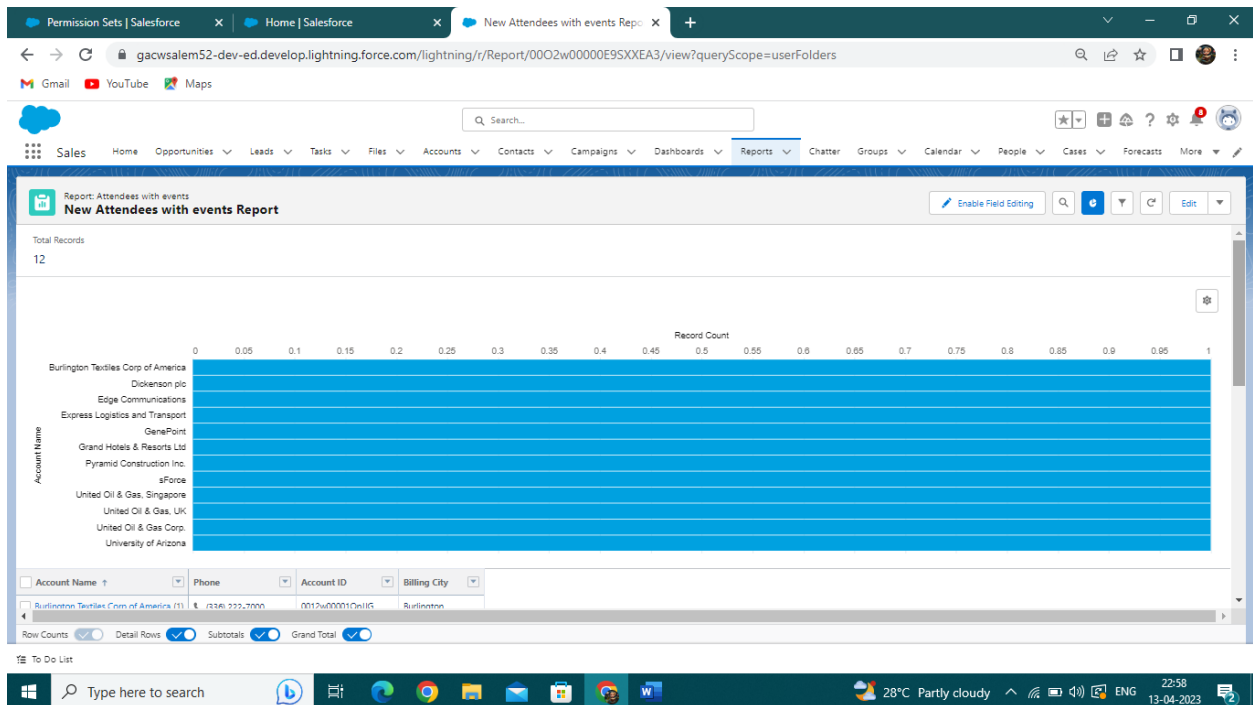
[All Permission Sets](#) | [Edit](#) | [Delete](#) | [Create New View](#)

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Buyer	Allows access to the store. Lets users see products and categories...	B2B Buyer Permission Set One Seat
<input type="checkbox"/>	Buyer Manager	Includes all Buyer capabilities, and allows access to manage carts ...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	CRM User	Denotes that the user is a Sales Cloud or Service Cloud user.	CRM User
<input type="checkbox"/>	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/>	Contact Center Admin	Manage Service Cloud Voice contact centers that use Amazon Co...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Agent	Access agent features in Service Cloud Voice contact centers that ...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Supervisor	Access supervisor features in Service Cloud Voice contact centers ...	Service Cloud Voice User
<input type="checkbox"/>	Event Permits		

1-25 of 26 | 0 Selected | Page 1 of 2

Milestone 8-Report

- ✓ Click the App Launcher. Search Report and click Project name “Attendee with event” show the report flow chart.



4 . Trailhead Profile Public URL

Team Lead - <https://trailblazer.me/id/lanandhan1>

Team Member 1 - <https://trailblazer.me/id/kaviya1805>

Team Member 2- <https://trailblazer.me/id/keere8>

Team Member 3- <https://trailblazer.me/id/ksakthivel11>

5. ADVANTAGES & DISADVANTAGE

ADVANTAGES:

- Reduce time for finding location.
- User Friendly GUI.
- This system is effective and provide best of the cost to user.
- Save Time In Communication.
- Efficiently Manager Multiple Events.

DISADVANTAGE:

- Cost: Event management systems can be expensive to develop and maintain. The costs can include hardware, software, and personnel costs. Small organizations may find it difficult to justify the cost of an event management system.

Overall, while an event management system can bring many benefits, organizations should carefully consider the potential disadvantages before implementing such a system.

6. APPLICATIONS

- Define the requirements: Determine what the application needs to accomplish, what features and

functions it should have, and what platforms it needs to run on.

Overall, an event management system application can help streamline event planning and management, improve attendee engagement, and provide valuable insights for event organizers.

7. OBJECTIVE

- Improving attendee engagement:
 - An event management system can help improve attendee engagement by providing a user-friendly interface for attendees to register, purchase tickets, and interact with event organizers.

Overall, the objective of an event management system is to simplify the process of event planning and management, improve attendee engagement and satisfaction, and provide valuable insights and data for future event planning.

8. CONCLUSION

In this project. We made attempt to effectively introduce the concept of event management systems already existing in the society. We then explain the concept of online event management systems which are

already present. We describe the proposed system and explain the features implemented by our proposed system. We also give a brief overview of the technologies used during the development of our proposed system. This project can be further refined and extended by introducing new and more innovative features.

9. FUTURE SCOPE

An event management system is a software solution that helps businesses and organizations plan and organize events, such as conferences, trade shows, product launches, and more.