**Project Design Phase - Part 2**

**Determine the Requirements**

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| **NM ID** | **8073B6FD2C609D2A026419D64F1FD32** |
| **PROJECT TITTLE** | **BUILD IN EVENT MANAGEMENT USING SALESFORCE** |

**Logistics —**How do you make sure your event space is ready for the event? From security to catering to facilities staff, there are many moving parts that need to align, and they’re usually time-sensitive. Plus, you may have a range of equipment coming into the space, from technical and A/V components to industrial kitchen tools and catering appliances.

**Communication —**How do you communicate with the right people at the right times? Your communications serve as the foundation of your entire event. Every event organizer’s worst nightmare is running an event where no one shows up. Every event organizer’s second-worst nightmare is running an event where a group of people get the wrong message and forget to show up / show up at the wrong time / go to the wrong place, etc. But with so many stakeholders, from staff to speakers to attendees, event communications are often more complicated than sending out the occasional email.

**Marketing —**Most event organizers don’t have a native place for event listings, so they use third-party platforms like Eventbrite or Splash or Eventzilla. These platforms are all perfectly decent, but they don’t allow for much customization. What if your event requires attendees to apply and be accepted only after their application is reviewed? What if you want to feature your logo or other partner logos prominently on the event listing? Marketing an event is more challenging when you’re unhappy with your customization capabilities.

**Personalization —**Every business is unique. You probably want to see your events info in the context of your leads, contacts, opportunities, etc. which means you’ll need to integrate any event management apps you use with your database. In doing so you might run into compatibility issues, certain apps might not be available in Salesforce’s AppExchange, or you might not have the resources on your team to build a custom integration if it’s needed. Ultimately, the time, effort, or cost of piecing together a bunch of different tools might not be worth it. Instead, it’s likely you’ll require some personalization that can tailor Salesforce to your business’ unique event management needs.