

# **BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE**



# PROJECT REPORT TEMPLATE

## 1.INTRODUCTION

### 1.1 OVERVIEW

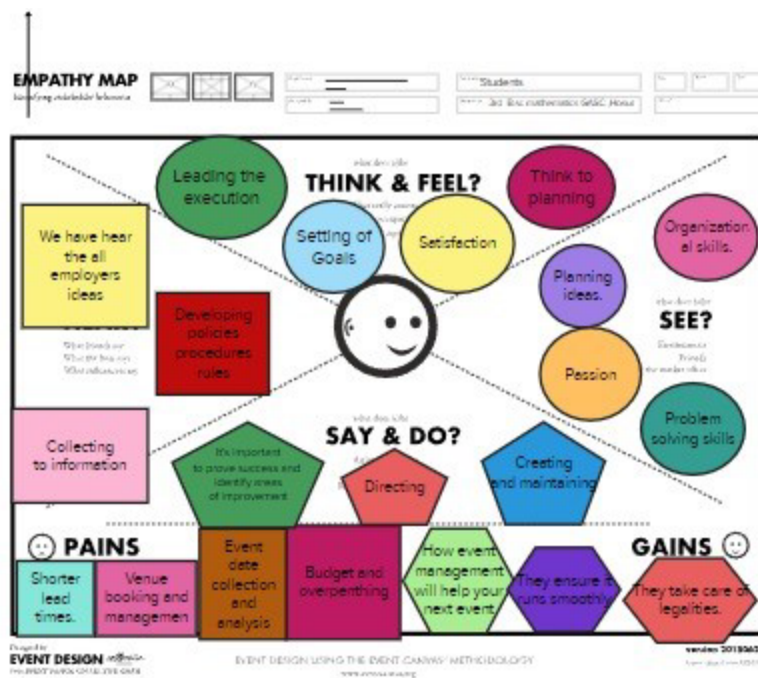
Event create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to come alive and provide an opportunity for a destination to showcase its tourism experience and increase 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 sun and vibrancy, resulting in a strong sense of community Connectivity, pride and a sense of place.

### 1.2 PURPOSE

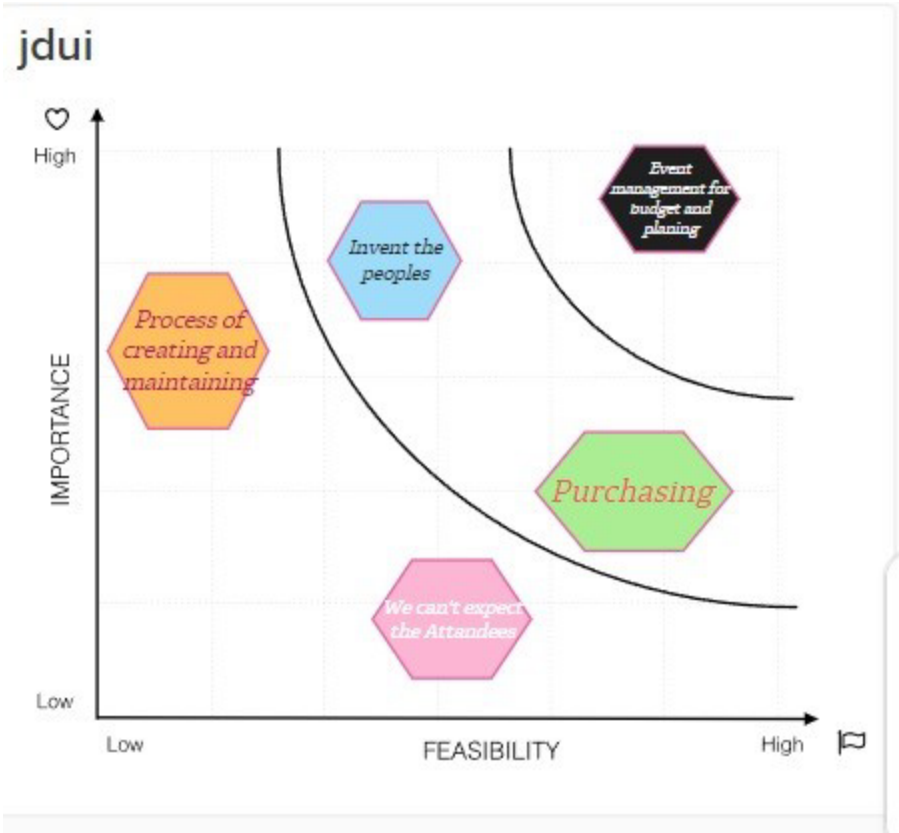
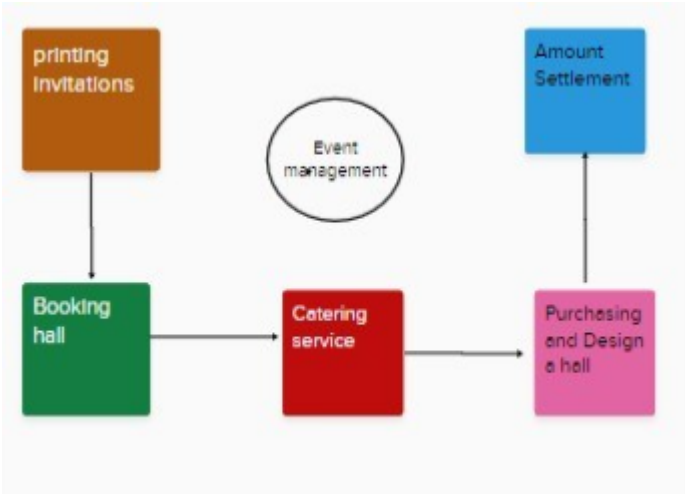
Create and maintaining an event. This process spans from the very beginning of planning all the way to post-event manager makes planning decisions, such as the time, location, and theme of their event.

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMAPATHYMAP



2.2 IDEATION & BRAINSTORMING THINKING



3. RESULT

3.1 DATE MODEL:

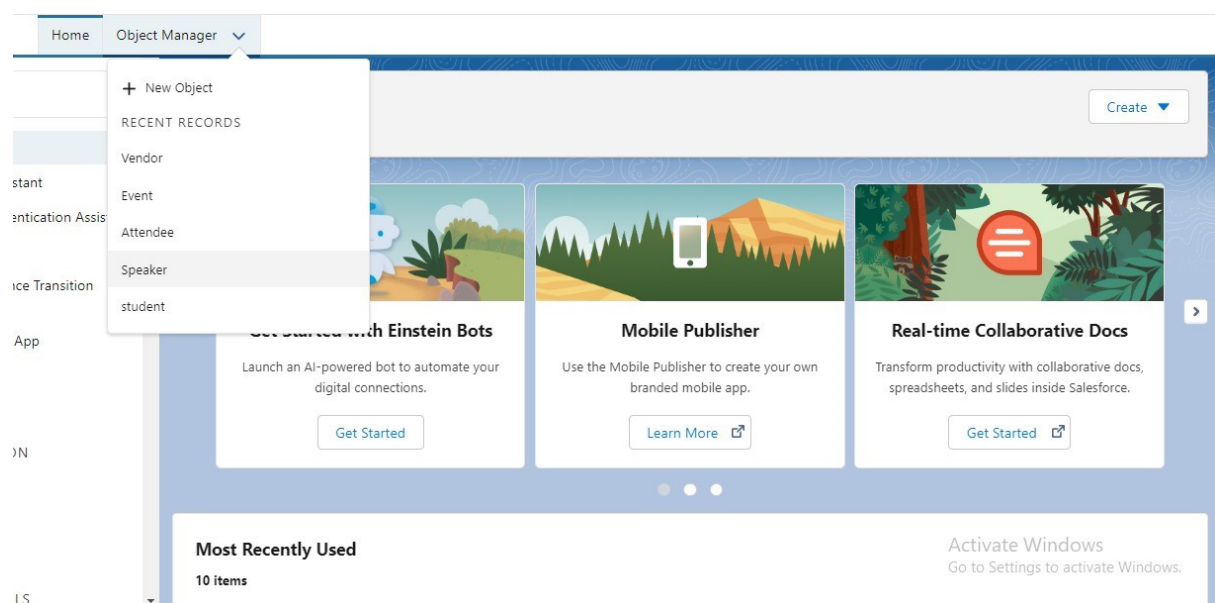
Object name	Filed in the object	
	Data type	Text
	Filed label	Enter city
	Data type	Master- detail relationship
	Filed type	Event



2. Attendees	Data type	Auto number
	Filed label	ID
	Data type	Phone
	Filed label	Phone
	Data type	Email
	Filed label	Email
	Data type	Pick list
	Filed label	Tickets
3. speaker	Data type	Text area
	Filed label	Bio
	Data type	Email
	Filed label	Email
	Data type	Look- up relationship
	Filed label	Event
4.Vendors	Data type	Email
	Filed label	Email
	Data type	Phone
	Filed label	Phone
	Data type	Text
	Filed label	Service provider
	Data type	Look-up relationship
	Filed label	Event

## 3.2 ACTIVITY & SCREENSHOTS

Create objects:



## Tabs:



### Custom Tabs





Help for this Page ?

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

#### Custom Object Tabs

[New](#) [What Is This?](#)

Action	Label	Tab Style	Description
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Attendees</a>	 <b>Bell</b>	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Events</a>	 <b>Building</b>	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Speakers</a>	 <b>Headset</b>	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Vendors</a>	 <b>Heart</b>	

#### Most Recently Used

10 items

NAME	TYPE	OBJECT
<a href="#">Attendee</a>	Custom Object Definition	
<a href="#">Vendor</a>	Custom Object Definition	
<a href="#">Event</a>	Custom Object Definition	
<a href="#">Speaker</a>	Custom Object Definition	
<a href="#">System Administrator</a>	Profile	
<a href="#">Bio</a>	Custom Field Definition	<a href="#">Speaker</a>
<a href="#">e-mail</a>	Custom Field Definition	<a href="#">Speaker</a>

Activate Windows

Go to Settings to activate Windows



Edit with WPS Office

Field s:

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

Fields & Relationships

9 Items, Sorted by Field Label

Q 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	Email__c	Email		
Event	Event__c	Lookup(Event)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		
Phone	Phone__c	Phone		

Activate Windows  
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Profiles:

Setup

Home

Object Manager

Data

Mass Transfer Approval Requests

Feature Settings

Data.com

Prospector Preferences

Prospector Users

Functions

Marketing

Lead Processes

Sales

Products

Asset Settings

Product Schedules Settings

Product Settings

Sales Processes

SETUP

Profiles

Profiles

Help for this Page

All Profiles

Edit | Delete | Create New View

New Profile

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

Action	Profile Name	User License	Custom
<input type="checkbox"/> Edit   Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Chatter External User	Chatter External	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Contract Manager	Salesforce	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Cross Ora Data Proxv User	XOra Proxv User	<input type="checkbox"/>

Activate Windows  
Go to Settings to activate Windows

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Previous Next

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## Users:

Q user

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Roles

User Management Settings

Users

Feature Settings

Data.com

Prospector Users

User Interface

Action Link Templates

SETUP

Users

All Users

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: All Users Edit Create New View

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

New User Reset Password(s) Add Multiple Users

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00d2w00000rie2zeax.krt8ztuctx@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	L. Nivedhitha	nivi	nnivedhitha408@gmail.com		✓	System Administrator
<input type="checkbox"/> Edit	L. Nivedhitha	Nivi	nivedhitha@lakshmaoqa.com		✓	Chatter External User
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2w00000rie2zeax.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightssecurity@00d2w00000rie2zeax.com		✓	Analytics Cloud Security User

New User Reset Password(s) Add Multiple Users

Activate Windows  
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## Permission sets:

SETUP

Permission Sets

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

New

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

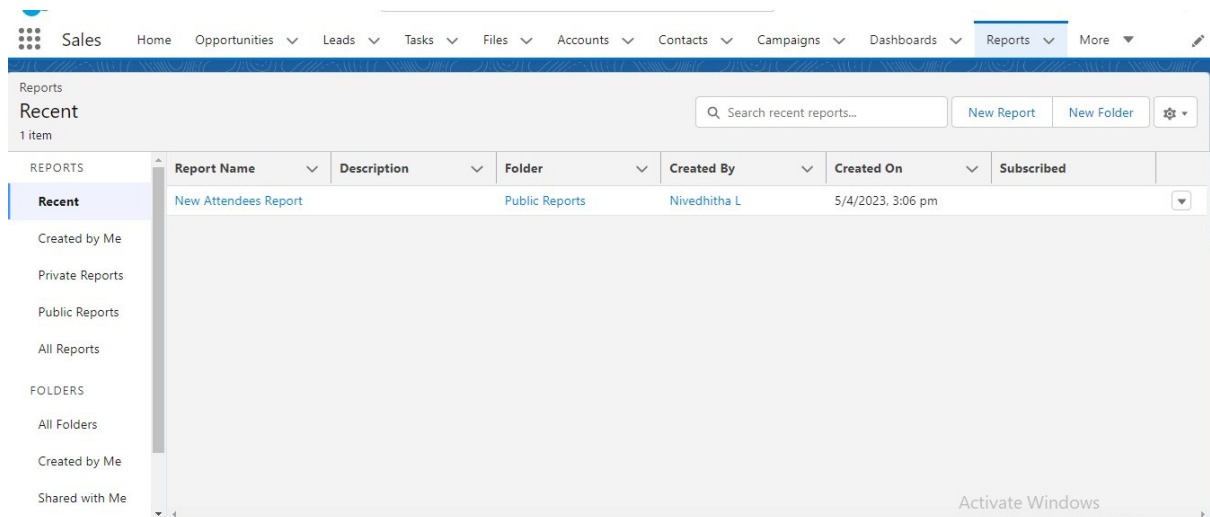
Action	Permission Set Label	Description	License
<input type="checkbox"/> Clone	Buyer	Allows access to the store. Lets users see prod...	B2B Buyer Permission Set One Seat
<input type="checkbox"/> Clone	Buyer Manager	Includes all Buyer capabilities, and allows acce...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Servi...	CRM User
<input type="checkbox"/> Clone	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/> Clone	Contact Center Admin	Manage Service Cloud Voice contact centers that ...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Agent	Access agent features in Service Cloud Voice cont...	Service Cloud Voice User

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Page 1 of 2

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## Reports:



## 4. TRAILHEAD PROFILE PUBLIC URL

Team lead - <https://trailblazer.me/id/nive17>

Team member1- <https://trailblazer.me/id/moniv19>

Team member2- <https://trailblazer.me/id/jaikv2>

Team member – <https://trailblazer.me/id/mmohann2>

## 5. ADVANTAGES & DISADVANTAGES

### Advantages:

- Opportunities for creativity.
- Ability to work on different events.
- Chance to work with diverse clients.
- Collaborative work environment.
- High projections for job growth.
- Few educational requirements.
- Unconventional work hours.

### Disadvantages:

- One of the most common challenges that event planners face is budgeting.
- Understaffing problems.
- Picking the right venue.
- Technological challenges.
- Keeping track of event plan for bad weather.
- Lack of event planning experience.
- Time management.

## 6. APPLICATION

Studying event management enhances the management techniques in organizing success events like brand launch promotional events, music concerts, fashion



shows, personal events, press conference, exhibitions, etc. These require approach and skill that is learnt in the media college.

## **7.CONCLUSION**

A successful event holds the execution of a lot of little processes. All the tasks are aligned and executed by a plan. An expert event planner defines the plan according to the requirement of the host. The main reasons for organizing events are to create awareness, build reputation, and effectively convey your message. It provides great exposure to your ceremony or product launch, which can be beneficial for your business in more than one way.

## **8. FUTURE SCOPE**

Event management is the process of planning various types of events. These events can be from small networking meetings to a social event. Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of Research about the brand, target audience and the concept of the event before planning the actual event.

