Project Title: Campus Event Management System using Salesforce

Industry: Education, Event Management
Project Type: Event Scheduling, Registration & Management using Salesforce CRM
Target Users: Students, Faculty Coordinators, Event Organizers, Salesforce Admins, and Business Managers (indirectly)

Problem Statement

Universities and colleges conduct numerous events, workshops, and seminars every year. Managing these events manually through spreadsheets, emails, or paper-based registrations often leads to **miscommunication, duplication of data, low participation tracking, and lack of proper reporting**.

The goal of this project is to implement a **Salesforce-powered Campus Event Management System** that will:

- Centralize event creation, registration, and tracking in one system

- Provide automated notifications and reminders to participants

- Enable role-based dashboards for organizers and faculty

- Improve participation monitoring with real-time reports

- Ensure transparency and efficiency in event handling

Requirement Gathering

- **Event Data** → Event Name, Date/Time, Venue, Type (Workshop, Seminar, Fest, Webinar)

- **User Data** → Student/Faculty ID, Name, Department, Contact Information

- **Registration Data** → Registered Participants, Payment Status (if applicable), Confirmation status

- **Communication Data** → Reminder emails, SMS notifications, Feedback forms

- **Report Data** → Event summary, participant count, attendance reports

---

Objectives

- Centralized event scheduling & registration

- Automated notifications and reminders

- Real-time dashboards for participation tracking

- Feedback collection for continuous improvement

- Reports for academic & administrative decision-making

Stakeholder Analysis

- **Students** → Register for events and receive updates

- **Faculty Coordinators** → Approve events, monitor participation

- **Event Organizers** → Manage schedules, resources, and registrations

- **Salesforce Admins/IT Team** → Manage data security, user access, and integrations

- **College Management** → Track event outcomes, budgets, and student engagement

---

Business Process Mapping

1. Event is created in Salesforce

2. Students register through portal/form

3. Confirmation and reminders sent automatically

4. Attendance tracked during event

5. Post-event feedback collected

6. Reports generated for management

Industry Use Cases

- **Education Institutes** → Workshops, guest lectures, career fairs

- **Corporate Training** → Employee development programs

- **Festivals & Cultural Events** → End-to-end participation tracking

- **Webinars/Seminars** → Online event registrations and attendance monitoring

---

AppExchange Exploration

- **Salesforce Scheduler** → Event scheduling & appointment booking

- **Marketing Cloud / Pardot** → Automated event reminders & engagement campaigns

- **Survey Apps** → Collecting student & faculty feedback

- **Reports & Dashboard Add-ons** → Enhanced visualization of event performance