Smart Event Management & Ticketing System

- **Problem Statement**

Event organizers face multiple challenges:
- Ticket sales are fragmented across different channels (online, offline, sponsors).
- No centralized system to manage seat allocation, VIP access, cancellations, and refunds.
- Sponsors don't get proper visibility into performance .
- Attendees lack a smooth digital experience (QR tickets, real-time updates, group discounts).

To solve this, we want a system to:
- Centralize event, ticket, and sponsor management.
- Automate approval workflows for VIP tickets and cancellations.
- Enable digital payments and QR-based entry passes.
- Provide real-time dashboards for ticket sales, sponsorship revenue, and attendee engagement.

- **Phase 1: Problem Understanding & Industry Analysis**

1 Requirement Gathering

- Capture event details (type, date, location, capacity).
- Manage ticket categories (General, VIP, Early Bird, Group Discounts).
- Automate seat allocation and group bookings.
- Track sponsorship deals and benefits.
- Send digital tickets/QR codes to attendees.
- Enable refunds and cancellations with approval workflows.
- Provide dashboards for ticket sales, revenue, and attendance.

2 Stakeholder Analysis

- Event Organizers: Need event setup, sponsor management, ticket monitoring.
- Attendees: Need smooth booking, payments, QR entry, and refund options.
- Sponsors: Need visibility into event reach audience size, and engagement.
- Administrators (CRM Managers): Ensure secure access, data integrity, and reporting.

3 Business Process Mapping

Current:
- Tickets sold via third-party sites or offline.
- Manual sponsor agreement tracking.
- Attendees face delays in receiving confirmation.
- No unified dashboard for revenue analysis.

Proposed:
- Centralized Event, Ticket, Sponsor objects.
- Automated VIP approvals and refund workflows.
- QR-code ticketing + calendar sync for attendees.
- Dashboards for organizers & sponsors to track revenue, seats, and engagement.

4 Industry-specific Use Case Analysis

- Concerts & Music Festivals → VIP, General, Early Bird ticketing.
- Corporate Conferences → Multi-track event scheduling, sponsor branding.
- Sports Events → Seat allocation and bulk ticket sales.
- Weddings & Private Events → Guest management with QR invitations.

5 AppExchange Exploration

- Explore apps for payment gateways (Razorpay).
- Explore apps for QR code generation.
- Check Event Management accelerators available on AppExchange and customize instead of reinventing everything.