

## Project Report Template

### Introduction:

Event management refers to the process of planning, organizing, and executing various types of events, such as conferences, meetings, trade shows, concerts, weddings, and festivals. The goal of event management is to create a memorable and successful experience for attendees, while meeting the objectives and requirements of the event organizers.

Event management typically involves various tasks, such as selecting and booking the venue, hiring vendors and contractors, arranging transportation and accommodations, coordinating food and beverage service, managing logistics, marketing and promoting the event, and managing the budget and finances.

### 1.2 PURPOSE

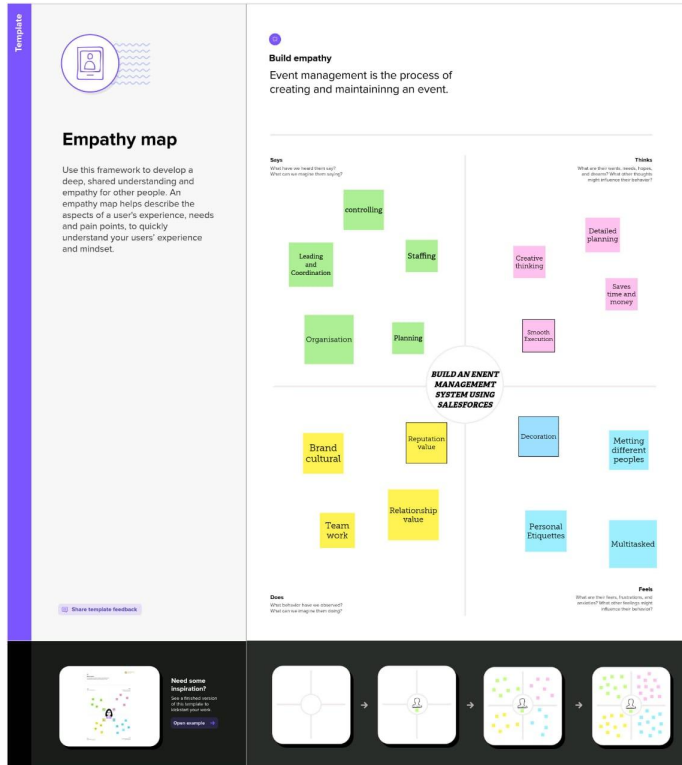
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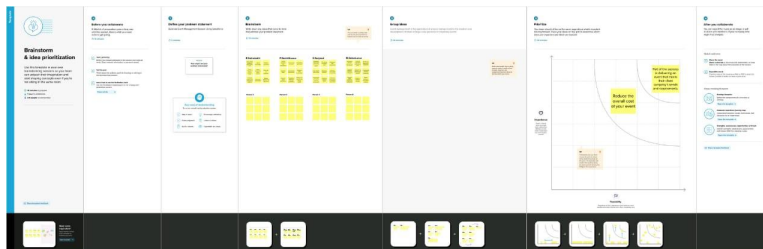
Event managers are responsible for overseeing all aspects of an event and ensuring that everything runs smoothly and according to plan. They must be skilled in communication, organization, problem-solving, and time management, as well as have a strong understanding of the event industry and its trends.

Overall, event management plays a critical role in creating successful and memorable events that meet the needs and expectations of both attendees and event organizers.

### EMPATHY MAP.



## BAINSTORM MAP.

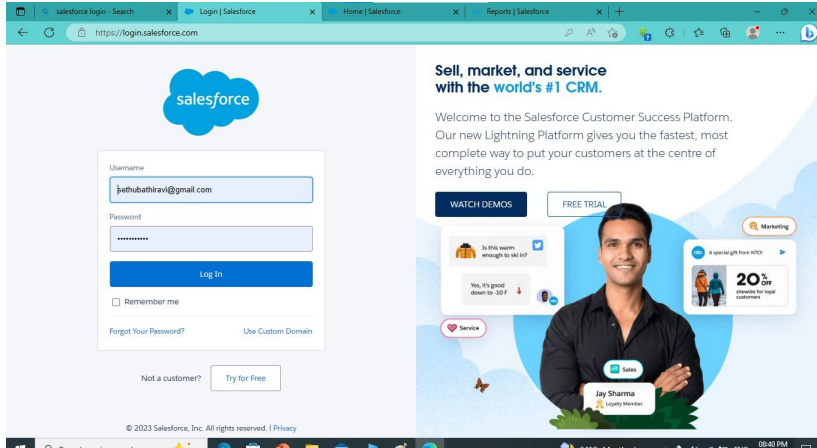


### 3 RESULT

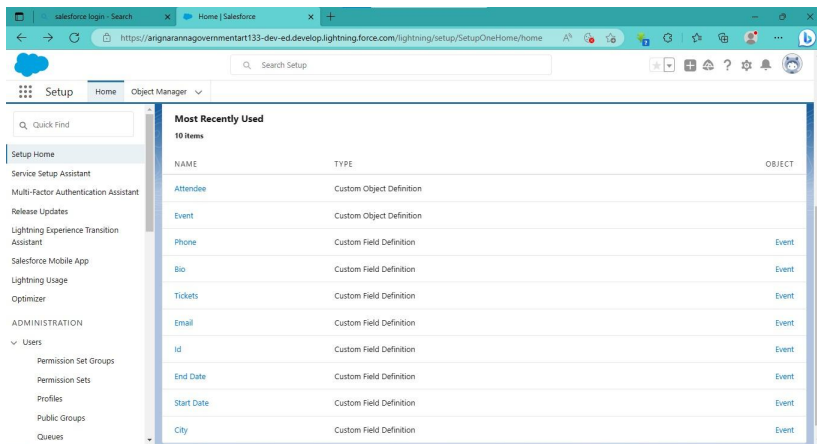
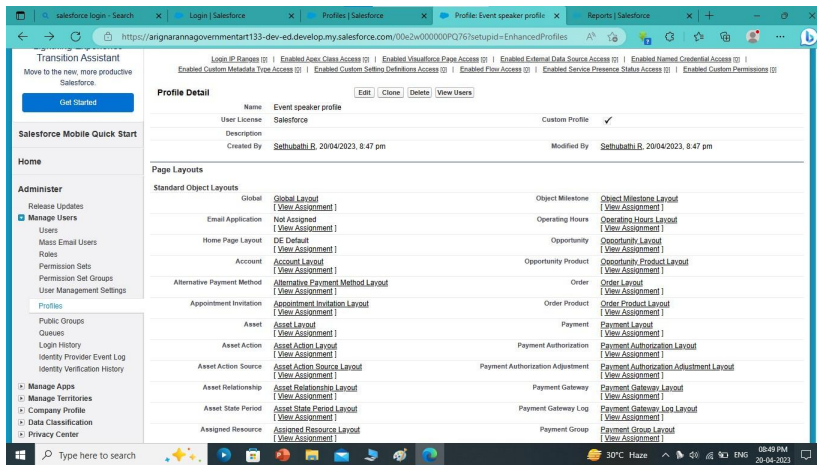
#### 3.1 Data Model:

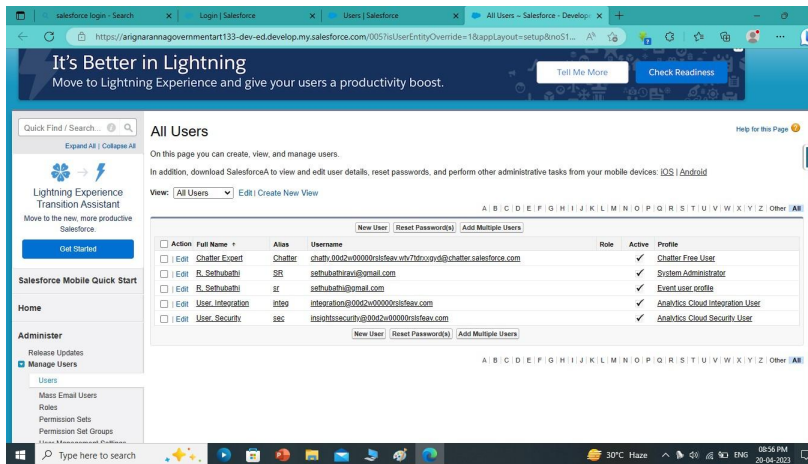
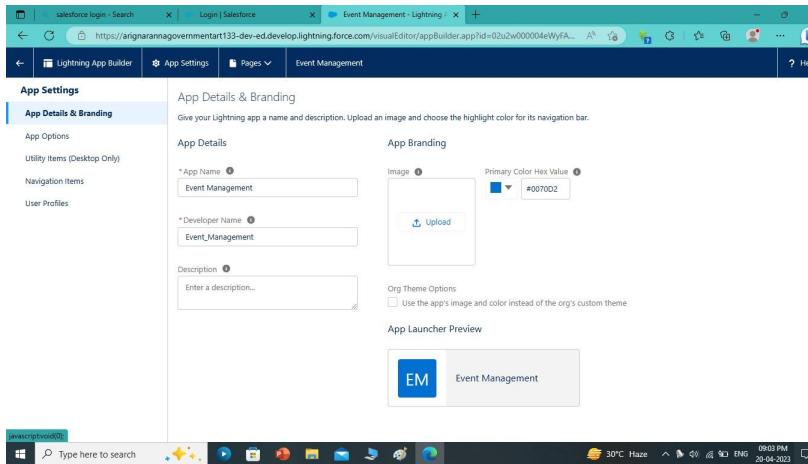
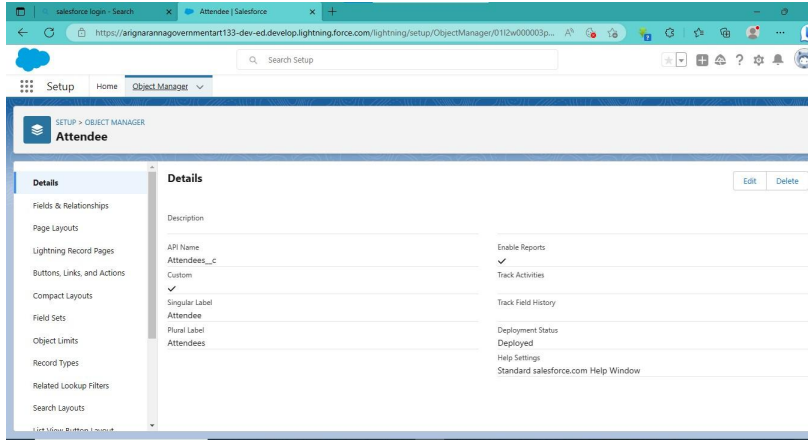
Object Name	Field in the Object
Display/Tracking	Field Label
	Created by
	Created by
	Created by
	Created by
Warehouse	Field Label
	Created by
	Created by
	Created by
	Created by
Account	Field Label
	Created by
	Created by
	Created by
	Created by
Accounts	Field Label
	Created by
	Created by
	Created by
	Created by

## Activity1: Salesforce Login.



## Milestone 2: Objects





salesforce login - Search | Vendor | Salesforce

https://anjanannagovernmentar133-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003p...

Search Setup

Setup Home Object Manager

### Vendor

Details Edit Delete

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Link More Buttons Layouts

Description

API Name: Vendor\_\_c

Enable Reports: ☒

Vendor\_\_c

Track Activities: ☒

Singular Label: Vendor

Track Field History: ☐

Plural Label: Vendors

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Type here to search

35°C Haze

07:44 PM 20-04-2023

salesforce login - Search | Event | Salesforce

https://anjanannagovernmentar133-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003p...

Search Setup

Setup Home Object Manager

### Event

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Enable Reports: ☒

Event\_\_c

Track Activities: ☒

Singular Label: Event

Track Field History: ☐

Plural Label: Events

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Type here to search

Game

07:43 PM 20-04-2023

salesforce login - Search | Speaker | Salesforce

https://anjanannagovernmentar133-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003p...

Search Setup

Setup Home Object Manager

### Speaker

Details

Fields & Relationships

4 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User.Group)		<input checked="" type="checkbox"/>
Speaker Name	Name	Text(80)		<input checked="" type="checkbox"/>

Type here to search

31°C Mostly clear

08:29 PM 20-04-2023

Reports | Salesforce

Search recent reports...

1 item

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	New Attendees Report		Private Reports	Sethubathi R	12/4/2023, 5:18 pm	

Event Management | Events | Attendees | Speakers | Vendors | Reports | Dashboards

Setup | Home | Object Manager

Search Setup

Most Recently Used 10 Items

NAME	TYPE	OBJECT
Vendor	Custom Object Definition	
Event	Custom Object Definition	
Phone	Custom Field Definition	Event
Bio	Custom Field Definition	Event
Tickets	Custom Field Definition	Event
Email	Custom Field Definition	Event
Id	Custom Field Definition	Event
End Date	Custom Field Definition	Event
Start Date	Custom Field Definition	Event
City	Custom Field Definition	Event

Setup | Email | Apex Exception Email | Classic Email Templates | Classic Letterheads | Compliance BCC Email | DKIM Keys | Deliverability | Email Address Internationalization | Email Attachments | Email Delivery Settings | Email Footers | Email to Salesforce | Enhanced Email | Filter Email Tracking | Gmail Integration and Sync | Lightning Email Templates | Mail Merge Templates

Permission Sets | Salesforce

Switch to Lightning Experience | Sethubathi R | Setup | Help | Contact

Home | Chatter | Libraries | Content | Subscriptions | Events | Attendees | Speakers | Vendors

It's Better in Lightning  
Move to Lightning Experience and give your users a productivity boost.

Quick Find / Search... | Expand All | Collapse All

Lightning Experience Transition Assistant  
Move to the new, more productive Salesforce.

Salesforce Mobile Quick Start

Home

Administrator

Release Updates

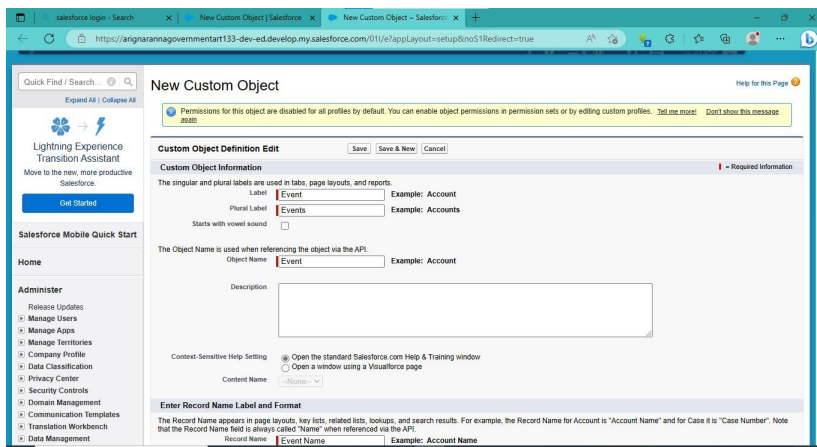
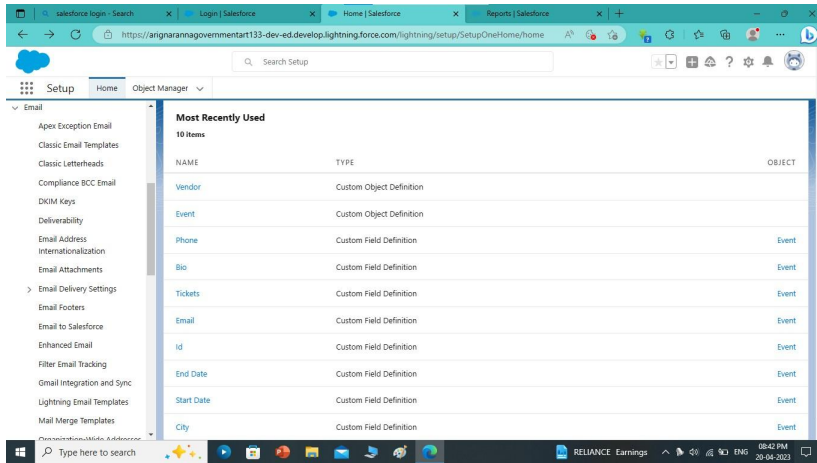
Permission Sets

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"/> Clone	Buyer	Allows access to the store. Lets users see products and c...	B2B Buyer Permission Set One Seat
<input type="checkbox"/> Clone	Buyer Manager	Includes all buyer capabilities, and allows access to man...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Service Cloud ...	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 use Am...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Agent	Access agent features in Service Cloud Voice contact ce...	Service Cloud Voice User
<input type="checkbox"/> Clone	Product Partner Representative	Access representative features in Salesforce Cloud Voice calls.	Representative Cloud Voice User

1:25 of 27 | 0 Selected | Page 1 of 2



#### 4. Trailhead profile public URL

Team lead: SETHUBATHI. R  
<https://trailblazer.me/id/sethr28>

Team member 1: SANJEEVI. S  
<https://trailblazer.me/id/sanjeevi06>

Team member3. SELVAKUMAR. M  
<https://trailblazer.me/id/selva6369>

Teammember 3. SENTHILKUMARAN. P  
<https://trailblazer.me/id/senthil29>

#### ADVANTAGES

Professionalism: Event managers are trained professionals who can ensure that your event runs smoothly and successfully. They have the skills and knowledge to handle all aspects of event planning, including logistics, scheduling, vendor management, and more.

Time-saving: Event management companies can handle all aspects of the event planning process, from initial planning to post-event cleanup. This saves you time and allows you to focus on other important tasks.

## DISADVANTAGES

High stress and pressure: Event management can be very demanding and stressful, as the success of an event often rests on the shoulders of the event manager. The pressure to ensure everything runs smoothly can be overwhelming, especially for large or high-profile events.

Tight deadlines: Events are often scheduled for specific dates, which means that event managers must work within tight deadlines to plan and execute them. This can be challenging, especially when unexpected obstacles arise.

## APPLICATION

Corporate events: Event management is widely used in the corporate world for organizing conferences, product launches, seminars, and team-building activities. These events help businesses to communicate with their stakeholders, showcase their products or services, and build their brand image.

Social events: Event management is also used for organizing social events, such as weddings, birthday parties, and anniversaries. These events require meticulous planning and coordination to ensure that everything runs smoothly on the day of the event.

Cultural events: Event management is used for organizing cultural events, such as music festivals, art exhibitions, and theater performances. These events help to promote the arts and cultural heritage of a community.

Sports events: Event management is also used for organizing sports events, such as marathons, triathlons, and athletic competitions. These events require detailed planning and coordination to ensure the safety and security of the participants and spectators.

## COCLUSION



The conclusion of event management involves a comprehensive evaluation of the event's success in achieving its objectives. This evaluation should focus on key performance indicators such as attendance, revenue, participant satisfaction, and social media engagement. Based on the evaluation, event managers can identify areas for improvement and make necessary changes for future events.

In conclusion, event management is a complex process that requires careful planning and execution. A successful event can have a significant impact on the reputation and success of an organization. Therefore, it is crucial to evaluate the event's success and learn from any mistakes to improve future events.

## FUTURE SCOPE

Virtual and Hybrid Events: The COVID-19 pandemic has accelerated the trend towards virtual and hybrid events. The future of event management will likely see a continued emphasis on online and hybrid events, as they provide more flexibility and accessibility for attendees.

Sustainability: Sustainability is becoming an increasingly important consideration for event organizers, and this trend is expected to continue in the future. Organizers will need to find ways to minimize the environmental impact of events, reduce waste, and promote sustainable practices.