📄 Phase 1 – Problem Understanding & Industry Analysis

Project Title:
Event Management Portal – Salesforce CRM

Domain:
Corporate Event Management

Objective:
Replace manual spreadsheets with a unified Salesforce CRM to handle event registrations, vendor coordination, ticketing, reminders and analytics.

Problem / Pain Points:

- Event registrations are collected via email/Excel with no real-time status.

- Vendors and sponsorships are tracked ad hoc with no approvals.

- Tickets and seat availability are not updated instantly.

- Reminders are manual and prone to errors.

- Management lacks dashboards to measure attendance and revenue.

Stakeholder Analysis:

Stakeholder	Role	Key Needs
Admin / Owner	Controls all events	Real-time dashboards, revenue & attendance insight
Event Manager	Creates & runs events	Manage events, vendors, sponsorships, ticketing
Vendor Manager	Handles vendor contracts	Assign vendors to events, track payments
Attendee	Registers & attends events	Simple online registration, confirmations & reminders

Business Process Mapping:

1. Admin creates an Event with capacity, dates and pricing.

2. Vendors/Sponsors are linked to the Event and approvals taken if required.

3. Public registration form collects attendee info → Lead → Ticket.

4. System assigns seat & sends confirmation (email/SMS).

5. Reminders go out before the event.

6. Dashboards show attendance, ticket sales, vendor spend and sponsorship revenue.

Use Cases:

- Register for event online.

- Approve high-value sponsorships.

- Track ticket availability in real time.

- Send automated reminders to attendees.

- See dashboards of event performance.