**AURA EVENTS & SPONSOR**:  
College Events & Sponsor Management  
  
The **Event Management Cell of a college** currently tracks:

Phase I

* Event details (venue, date, budgets)
* Vendor contracts (sound systems, food stalls, stage setup)
* Sponsor commitments (financial sponsors, brand collaborations)

These are tracked **manually** in spreadsheets, WhatsApp groups, and emails  
  
**Proposed solution**:  
  
✅ **Centralized System in Salesforce**  
All event details, vendors, and sponsorship data stored in one place.

✅ **Sponsorship Pipeline**  
Sponsors tracked from **Prospect → Negotiation → Closed**, ensuring no missed follow-ups.

✅ **Automation**

* Automated reminders for vendor payments, sponsorship deadlines, and task approvals.
* Notification workflows for event changes.

✅ **Real-Time Analytics**

* ROI calculation for each event/fest.
* Dashboards showing sponsor contributions, expenses, and engagement.
* Marketing campaign analysis for student participation.

### ✅ ****Improved Collaboration**** Event coordinators, sponsors, and marketing heads share the same updated information. Requirement Gathering:

This is the step where the team collects detailed information from all stakeholders. The goal is to identify all the features and functionalities needed for the Salesforce application.

* **Process:** Interviews and workshops are conducted with key users, including event coordinators, marketing teams, sales/sponsorship teams, and finance personnel.
* **Key Questions:**
  + What specific data points are currently tracked in spreadsheets?
  + What are the biggest pain points with the current manual system? (e.g., miscommunication, missed deadlines, inability to calculate ROI).
  + What reports and dashboards are needed to get a clear view of events and sponsorships?
  + What automation would save the most time? (e.g., reminders for payments, notification for event changes).

## Outcome: A comprehensive document outlining the functional and non-functional requirements for the AURA EVENTS & SPONSOR Salesforce application.

## Stakeholder Analysis

This step identifies all individuals and groups affected by the project and determines their roles, interests, and influence. Understanding each stakeholder's perspective is vital for gaining project buy-in and ensuring the solution meets everyone's needs.

* **Stakeholders:**
  + **Event Coordinators:** Need a centralized system to track event details, budgets, and vendor contracts.
  + **Graphics Team:** Need a user experience champion, for the creation of reports and visually consistent work.
  + **Sponsorship/Sales Team:** Need a structured pipeline to manage leads, track follow-ups, and secure commitments.
  + **Marketing Team:** Need to link promotional campaigns to events and measure their effectiveness.
  + **College Administration/Finance:** Need clear ROI reports and dashboards to justify budget and analyze event profitability.
  + **IT Department:** Concerned with security, scalability, and integration with existing systems.
* **Outcome:** A stakeholder map that clarifies roles, expectations, and communication strategies for each group.

### Business Process Mapping

This activity involves visually documenting the current manual processes and designing the future, optimized processes within Salesforce. This helps identify inefficiencies and opportunities for automation.

* **Current Process:** A diagram would show the manual flow: event details in one spreadsheet, vendor contracts in email, sponsor contacts in another spreadsheet, and communications happening over WhatsApp.
* **Future Process:** A new diagram would show the streamlined, automated flow within Salesforce: a single Event record is created, related Vendor records are added, and a Sponsorship Pipeline tracks deals from prospect to closure, all in one system.

**Outcome:** A clear "before and after" picture of the business process, highlighting how Salesforce will centralize information and improve efficiency.

### Industry-Specific Use Case Analysis:

### Use Case 1: Event Creation & Management

**Goal:** To create a new event record and centralize all associated details, budgets, and requirements.

**Problem Solved:** Disorganized planning and fragmented information tracking.

* **Use Case 2: Vendor Contract & Payment Tracking**

**Goal:** To track vendor contracts, deadlines, and payments in an organized manner.

**Problem Solved:** Manual tracking in spreadsheets and missed deadlines for payments.

* **Use Case 3: Sponsor Prospecting & Deal Closure**

**Goal:** To manage the entire sponsorship lifecycle from initial contact to a signed deal.

**Problem Solved:** Lack of a structured pipeline, missed follow-ups, and difficulty in securing sponsorships.

* **Use Case 4: Real-Time ROI Analysis**

**Goal:** To view the financial performance of an event in real-time.

**Problem Solved:** Inability to calculate ROI (Revenue vs. Expenses) and poor reporting.

* .**Use Case 5: Marketing Campaign Performance Measurement**

**Goal:** To link marketing activities to a specific event and measure their effectiveness.

**Problem Solved:** Inability to analyze which marketing efforts led to student participation and engagement.

### AppExchange Exploration:

Salesforce's AppExchange is a marketplace for pre-built applications that can extend the platform's functionality. This step involves researching existing apps to see if any can be leveraged instead of building everything from scratch.

* **Exploration Focus:**
  + **Event Management Apps:** Are there apps that offer pre-built event record objects, vendor management features, or a check-in system?
  + **Sponsorship/Fundraising Apps:** Are there apps with robust lead and opportunity management tailored for sponsorship or fundraising?
  + **Automation Apps:** Are there tools for sending automated reminders or generating documents? (e.g., vendor contracts)

**Outcome:** A list of potential AppExchange solutions that could accelerate development and provide pre-packaged functionality, saving time and resources. This helps inform a build-or-buy decision.