

Project Report Template

Introduction

1.1 Overview

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

At the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you could be in the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and execution is event management.

1.2 Purpose

The MAX FIT project's first objective is to create, identify events, and determine appropriate control measures. Multiple updates or changes may be made to a service or configuration item. In the MAX FIT event, business owners can create events for their clients. Some of these configurations can be critical, while some configurations may be minor without impacting other aspects of the IT service. After creating the events, if the owner of the event wants to cancel the event, then the owner can remove or delete it directly from the event object, and all the corresponding configurations will get deleted automatically. Categorizing these events and defining appropriate control actions for these various events is the goal of the event management process. Attendees that have registered for an event will receive an email alert regarding this event.

Problem Definition and Design thinking

2.1 Empathy Map

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Does

What behavior have we observed?
What can we imagine them doing?

Feels

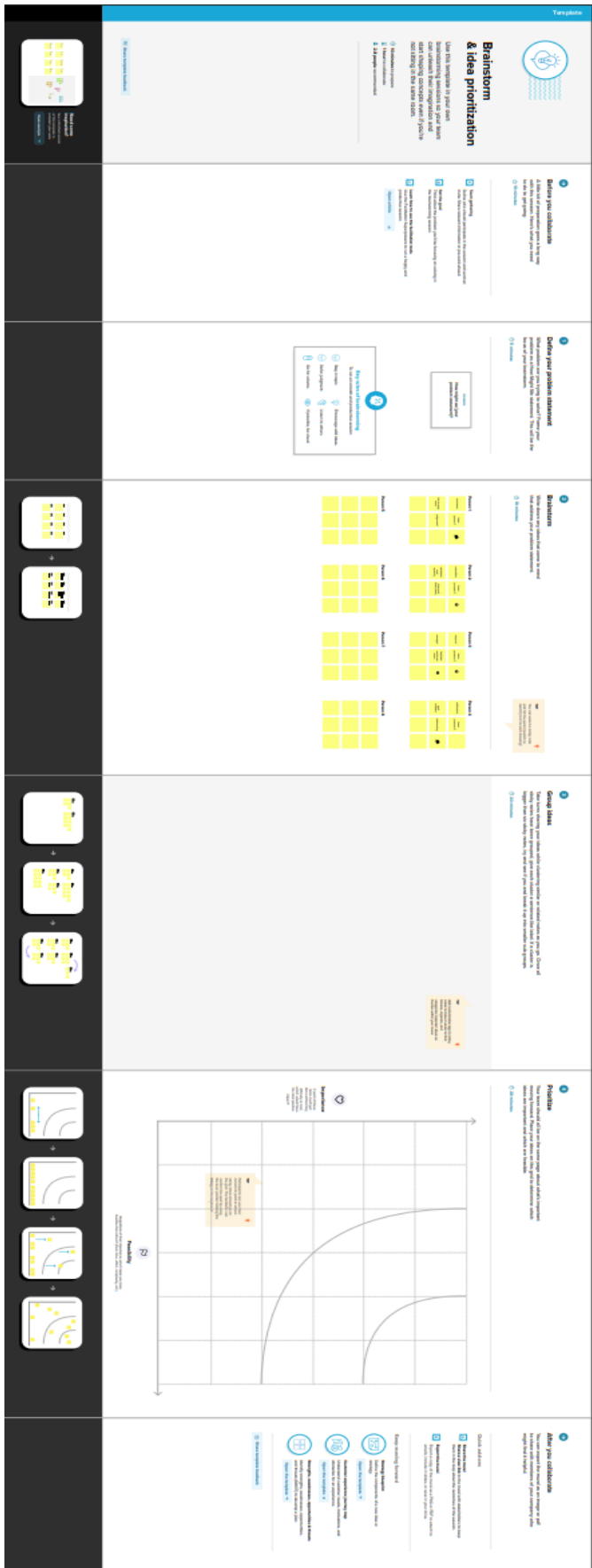
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

2.2 Ideation and Brainstorming map



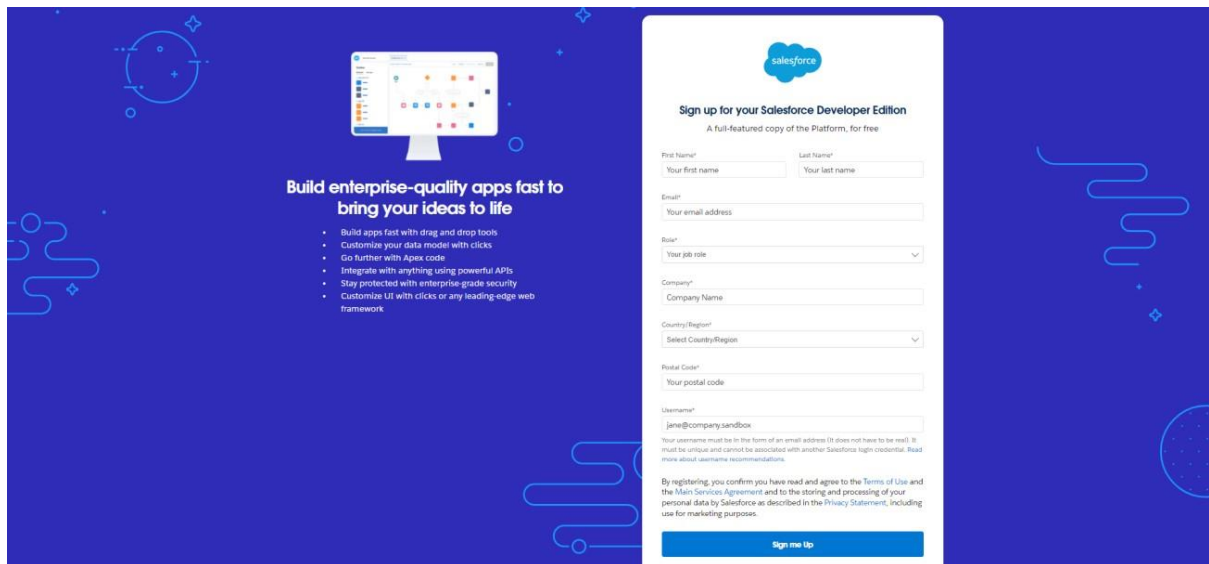
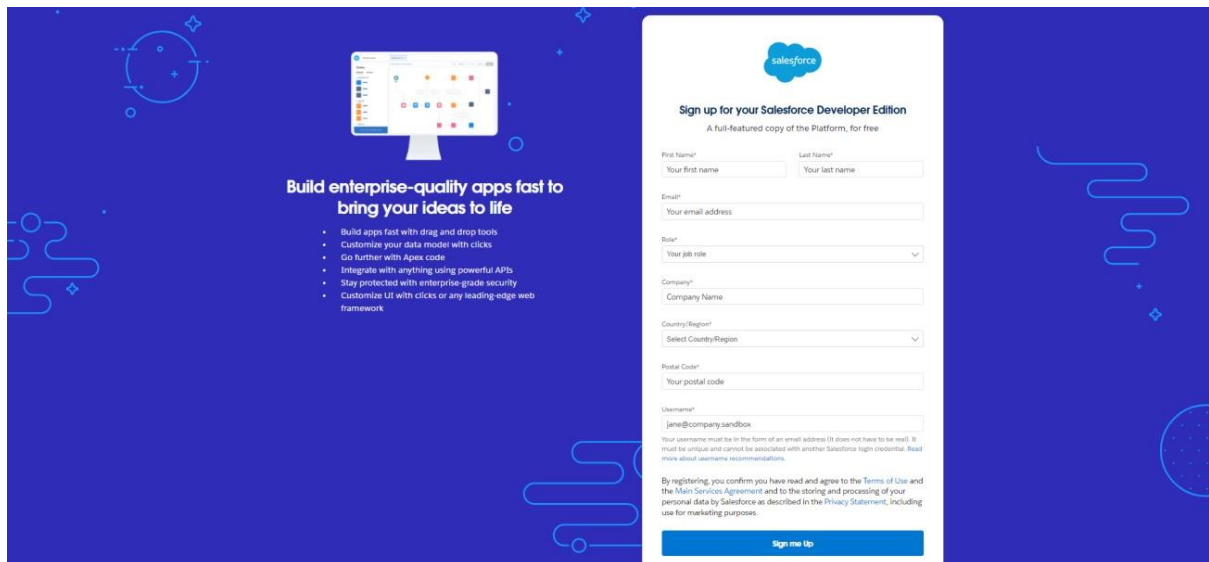
Result

3.1 Data Model

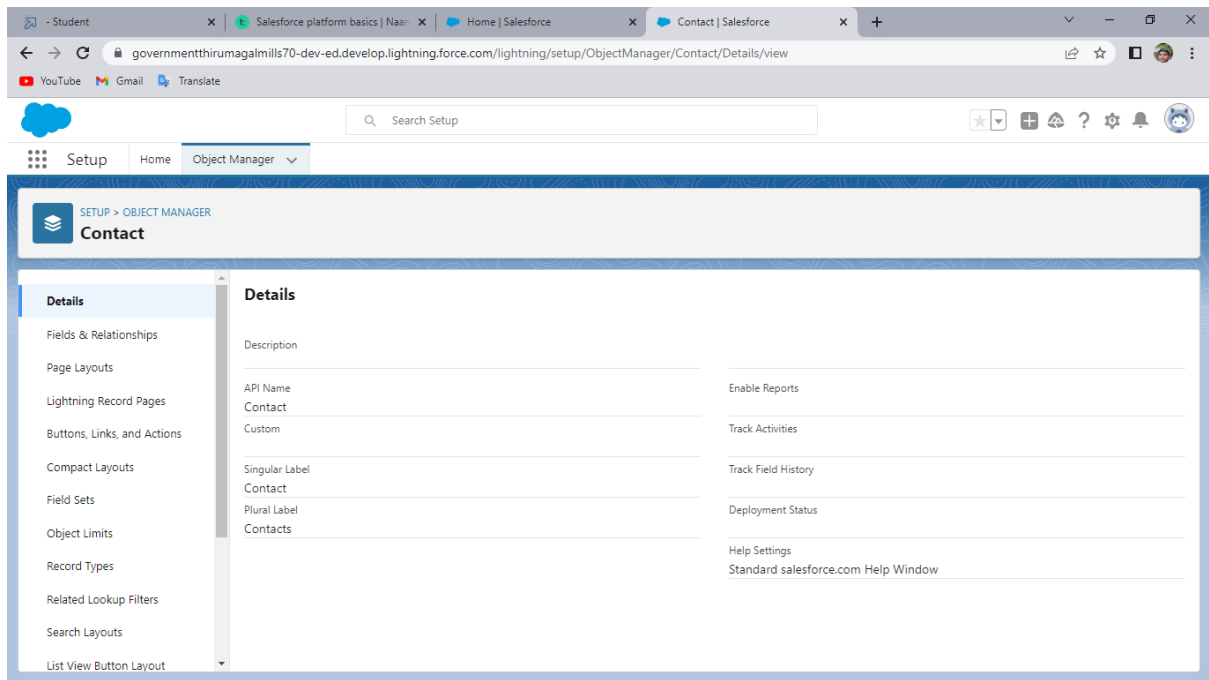
Object name	Fields in the Object	
Object 1 Department	Field label	Data type
	Field & Relationships	currency
Object 2 Travel approval	Field label	Data type
	Field & Relationships	Master-Detail Relationship

3.2 Activity and Screenshot

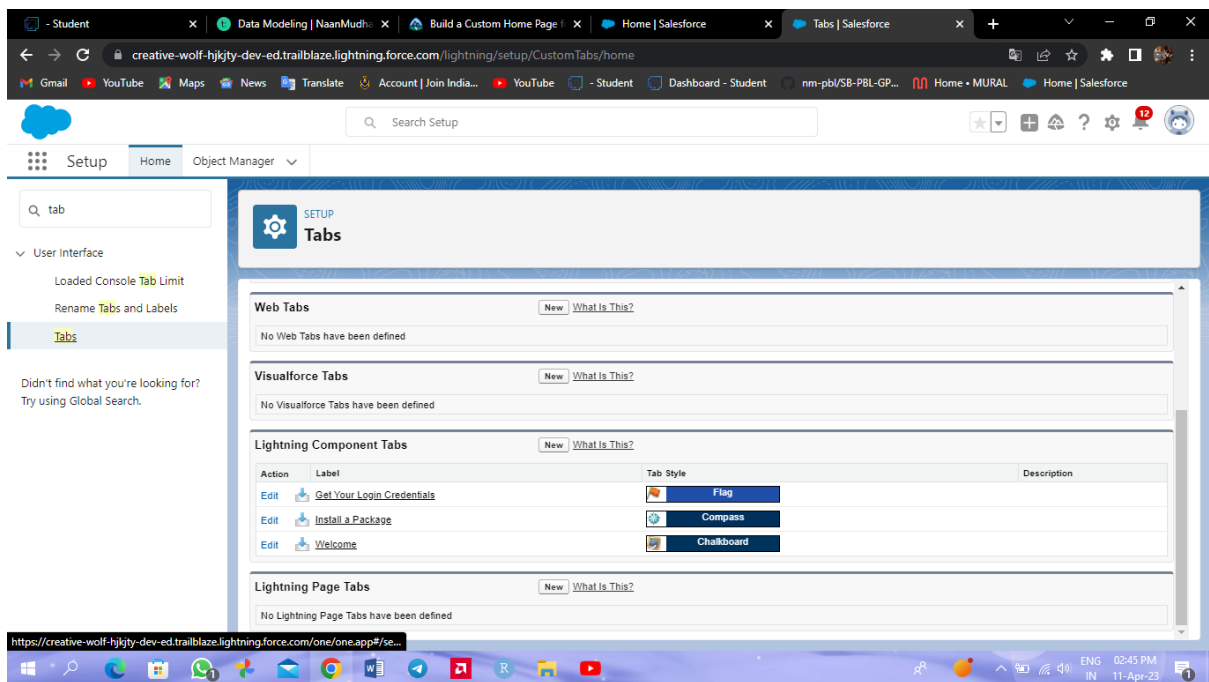
Creating a Salesforce Developer Org:



Object:



Tab:



Application:

Salesforce Setup page showing the "Apps" section. The "Enable App Cloning" toggle is turned on. A table lists 21 items, sorted by App Name, filtered by All appmenuitems - TabSet Type.

	App Name ↑	Developer Name	Description	Last Modified ...	Ap...	Vi...
1	All Tabs	AllTabSet		24/03/2023, 2:45 pm	Classic	
2	Analytics Studio	Insights	Build CRM Analytics dashboards and apps	24/03/2023, 2:45 pm	Classic	✓
3	App Launcher	AppLauncher	App Launcher tabs	24/03/2023, 2:45 pm	Classic	✓
4	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your in...	24/03/2023, 2:47 pm	Lightning	✓
5	Community	Community	Salesforce CRM Communities	24/03/2023, 2:45 pm	Classic	✓
6	Content	Content	Salesforce CRM Content	24/03/2023, 2:45 pm	Classic	✓
7	Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manage...	24/03/2023, 2:45 pm	Lightning	✓
8	Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	24/03/2023, 2:45 pm	Lightning	✓
9	Lightning Usage App	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Experience	24/03/2023, 2:45 pm	Lightning	✓
10	Marketing	Marketing	Best-in-class on-demand marketing automation	24/03/2023, 2:45 pm	Classic	✓
11	Platform	Platform	The fundamental Lightning Platform	24/03/2023, 2:45 pm	Classic	
12	Queue Management	QueueManagement	Create and manage queues for your business.	24/03/2023, 2:45 pm	Lightning	✓

Salesforce Setup page showing the "Apps" section. The "Enable App Cloning" toggle is turned on. A table lists 21 items, sorted by App Name, filtered by All appmenuitems - TabSet Type.

	App Name ↑	Developer Name	Description	Last Modified ...	Ap...	Vi...
10	Marketing	Marketing	Best-in-class on-demand marketing automation	24/03/2023, 2:45 pm	Classic	✓
11	Platform	Platform	The fundamental Lightning Platform	24/03/2023, 2:45 pm	Classic	
12	Queue Management	QueueManagement	Create and manage queues for your business.	24/03/2023, 2:45 pm	Lightning	✓
13	Sales	Sales	The world's most popular sales force automation (SFA) solution	24/03/2023, 2:45 pm	Classic	
14	Sales	LightningSales	Manage your sales process with accounts, leads, opportunitie...	24/03/2023, 2:48 pm	Lightning	✓
15	Sales Console	LightningSalesConsole	(Lightning Experience) Lets sales reps work with multiple reco...	24/03/2023, 2:45 pm	Lightning	✓
16	Salesforce Chatter	Chatter	The Salesforce Chatter social network, including profiles and f...	24/03/2023, 2:45 pm	Classic	✓
17	Salesforce Schedul...	LightningScheduler	Set up personalized appointment scheduling.	24/03/2023, 2:47 pm	Lightning	✓
18	Service	Service	Manage customer service with accounts, contacts, cases, and ...	24/03/2023, 2:45 pm	Classic	✓
19	Service Console	LightningService	(Lightning Experience) Lets support agents work with multiple...	24/03/2023, 2:45 pm	Lightning	✓
20	Site.com	Sites	Build pixel-perfect, data-rich websites using the drag-and-dro...	24/03/2023, 2:45 pm	Classic	
21	Subscription Mana...	RevenueCloudConsole	Get started automating your revenue processes	24/03/2023, 2:45 pm	Lightning	✓

Fields:

Student | Salesforce

sbcom-5e-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000002W/jz/FieldsAndRelationships/view

Setup Home Object Manager

SETUP - OBJECT MANAGER Student

Details Fields & Relationships Quick Find New Deleted Fields Field Dependencies Set History Tracking

Fields & Relationships

11 items. Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Id no	Name	Auto-Number		✓
Age	Age__c	Number(1, 0)		
Created By	CreatedById	Lookup(User)		
Date of Birth	Date_of_Birth__c	Date		
Date of Joining	Date_of_Joining__c	Date/Time		
Gender	Gender__c	Picklist		
Last Modified By	LastModifiedDate	Lookup(User)		
Name	Name__c	Text(20)		
Owner	OwnerId	Lookup(User Group)		✓
Phone no	Phone_no__c	Phone		
Record Type	RecordTypeId	Record Type		✓
Teacher	Teacher__c	Lookup(Teacher)		✓

Profile:

Salesforce Setup - Profiles

Search Setup

Setup Home Object Manager

prof

Users Profiles

Didn't find what you're looking for? Try using Global Search.

Profiles

All Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Chatter External User	Chatter External	<input type="checkbox"/>
Edit Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit Clone	Contract Manager	Salesforce	<input type="checkbox"/>
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit Del ...	Custom: Marketing Profile	Salesforce	<input checked="" type="checkbox"/>
Edit Del ...	Custom: Sales Profile	Salesforce	<input checked="" type="checkbox"/>

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Salesforce Setup - Profiles

Search Setup

Setup Home Object Manager

prof

Users Profiles

Didn't find what you're looking for? Try using Global Search.

Profiles

All Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
Edit Clone	Customer Community Login User	Customer Community Login	<input type="checkbox"/>
Edit Clone	Customer Community Plus Login User	Customer Community Plus Login	<input type="checkbox"/>
Edit Clone	Customer Community Plus User	Customer Community Plus	<input type="checkbox"/>
Edit Clone	Customer Community User	Customer Community	<input type="checkbox"/>
Edit Clone	Customer Portal Manager Custom	Customer Portal Manager Custom	<input type="checkbox"/>
Edit Clone	Customer Portal Manager Standard	Customer Portal Manager Standard	<input type="checkbox"/>
Edit Clone	External Apps Login User	External Apps Login	<input type="checkbox"/>
Edit Clone	External Identity User	External Identity	<input type="checkbox"/>
Edit Clone	Force.com - App Subscription User	Force.com - App Subscription	<input type="checkbox"/>
Edit Clone	Force.com - Free User	Force.com - Free	<input type="checkbox"/>
Edit Clone	Gold Partner User	Gold Partner	<input type="checkbox"/>

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User:

Screenshot of the Salesforce Setup page for Users. The browser address bar shows the URL: `governmentthirumagalmills70-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/home`. The left sidebar shows the navigation menu with "Users" selected. The main content area displays "All Users" with a table of user records.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	S. Sivamoorthy	sc	moorthysiva491@gmail.com		✓	System Administrator
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00d2v00000rghmeafefbeadneackt@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2v00000rghmeaf.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightsecurity@00d2v00000rghmeaf.com		✓	Analytics Cloud Security User

Permission sets:

Screenshot of the Salesforce Setup page for Permission Sets. The browser address bar shows the URL: `governmentthirumagalmills70-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The left sidebar shows the navigation menu with "Permission Sets" selected. The main content area displays "Permission Sets" with a table of permission set records.

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 mana...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Service Cloud u...	CRM User
<input type="checkbox"/> Clone	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seats
<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 cent...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Supervisor	Access supervisor features in Service Cloud Voice contact...	Service Cloud Voice User
<input type="checkbox"/> Del Clone	Experience Profile Manager		Salesforce
<input type="checkbox"/> Clone	Facility Manager	Lets users create, read, edit, and delete locations, subloca...	Facility Manager

Screenshot of the Salesforce Setup page for Permission Sets. The browser address bar shows the URL: `governmentthirumagalmills70-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The page title is "Permission Sets". The left sidebar shows the navigation menu with "Setup" selected. The main content area displays the "Permission Sets" page. It includes a search bar, a "New" button, and a table of permission sets. The table has columns for "Action", "Permission Set Label", "Description", and "License". The table lists several permission sets, including "FieldServiceMobileStandardPermSet", "Merchandiser", "Order Management Agent", "Order Management Operations Manager", "Order Management Shopper", "Order Management Store Associate", "Queue Manager", "Sales Cloud User", and "Salesforce CMS Integration Admin".

Action	Permission Set Label	Description	License
<input type="checkbox"/>	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service m...	Field Service Mobile
<input type="checkbox"/>	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License Se...
<input type="checkbox"/>	Order Management Agent	Read Access to all entities enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Operations Manager	Access to all features enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Shopper	Limited access to Order Management features for Self Ser...	Lightning Order Management User
<input type="checkbox"/>	Order Management Store Associate	Access to limited features enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Queue Manager	Lets users create, read, edit, and delete queued parties as...	Queue Manager
<input type="checkbox"/>	Sales Cloud User	Denotes that the user is a Sales Cloud user.	Sales User
<input type="checkbox"/>	Salesforce CMS Integration Admin	Gives the admin data access and the permissions to integ...	Cloud Integration User

Screenshot of the Salesforce Setup page for Permission Sets, showing a different view of the permission sets table. The browser address bar shows the URL: `governmentthirumagalmills70-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The page title is "Permission Sets". The left sidebar shows the navigation menu with "Setup" selected. The main content area displays the "Permission Sets" page. It includes a search bar, a "New" button, and a table of permission sets. The table has columns for "Action", "Permission Set Label", "Description", and "License". The table lists several permission sets, including "Sales Cloud User", "Salesforce CMS Integration Admin", "Salesforce Console User", "Security Center Integration User", "Service Cloud User", "Shopper", "Slack Service User", "Standard Einstein Activity Capture", and "Subscription Management: Collections Dashboard User".

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Sales Cloud User	Denotes that the user is a Sales Cloud user.	Sales User
<input type="checkbox"/>	Salesforce CMS Integration Admin	Gives the admin data access and the permissions to integ...	Cloud Integration User
<input type="checkbox"/>	Salesforce Console User	Enable Salesforce Console User	Sales Console User
<input type="checkbox"/>	Security Center Integration User	Access Security Center for Integration	Cloud Integration User
<input type="checkbox"/>	Service Cloud User	Denotes that the user is a Service Cloud user.	Service User
<input type="checkbox"/>	Shopper	Allow access to B2C Commerce features.	Commerce User
<input type="checkbox"/>	Slack Service User	Lets users run the flows for swarming with Service Cloud f...	Slack Service User
<input type="checkbox"/>	Standard Einstein Activity Capture	Access to Standard Einstein Activity Capture	Standard Einstein Activity Capture User
<input type="checkbox"/>	Subscription Management: Collections Dashboard User	Give users visibility into collection status in a given timefra...	Analytics View Only Embedded App

Reports:

Report: Accounts
New Accounts Report

Total Records: 14

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	sivamoorthy c	Get Cloudy	-	-	-	24/03/2023
2	-	sivamoorthy c	United Oil & Gas, UK	UK	Customer - Direct	-	24/03/2023
3	-	sivamoorthy c	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	24/03/2023
4	-	sivamoorthy c	GenePoint	CA	Customer - Channel	Cold	24/03/2023
5	-	sivamoorthy c	sForce	CA	-	-	24/03/2023
6	-	sivamoorthy c	Edge Communications	TX	Customer - Direct	Hot	24/03/2023
7	-	sivamoorthy c	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	24/03/2023
8	-	sivamoorthy c	Pyramid Construction Inc.	-	Customer - Channel	-	24/03/2023
9	-	sivamoorthy c	Dickenson plc	KS	Customer - Channel	-	24/03/2023
10	-	sivamoorthy c	United Oil & Gas Corp.	NY	Customer - Direct	Hot	24/03/2023
11	-	sivamoorthy c	Express Logistics and Transport	OR	Customer - Channel	Cold	24/03/2023
12	-	sivamoorthy c	University of Arizona	AZ	Customer - Direct	Warm	24/03/2023

Reports
All Folders

3 items

	Name	Created By	Created On	Last Modified By	Last Modified Date
RECENT	Einstein Bot Reports	Automated Process	24/3/2023, 2:45 pm	Automated Process	24/3/2023, 2:45 pm
Created by Me	Einstein Bot Reports Summer '22	Automated Process	24/3/2023, 2:45 pm	Automated Process	24/3/2023, 2:45 pm
Private Reports	Einstein Bot Reports Winter '23	Automated Process	24/3/2023, 2:45 pm	Automated Process	24/3/2023, 2:45 pm
Public Reports					
All Reports					
FOLDERS					
All Folders					
Created by Me					
Shared with Me					
FAVORITES					
All Favorites					

Trailhead Profile Public URL

Team Lead- <https://trailblazer.me/id/ramyr25>

Team Member 1- <https://trailblazer.me/id/saths49>

Team Member2- <https://trailblazer.me/id/rkumar4907>

Team Member 3- <https://trailblazer.me/id/sivac50>

Advantages and Disadvantage

5.1 Advantages

- Promotion of new products or services
- Achieving the desired exposure and brand awareness
- Attracting more prospects and clients from exhibitions and trade shows
- Improving brand positioning through professional events and conferences
- Creative solutions to drive the highest level of satisfaction from the guests
- Handling all permissions, permits, insurance and security concerns
- Saving valuable time, efforts and money when hiring experience event managers
- Gaining more experience for your business internal public relation and marketing teams when collaborating with professional event planning companies
- Reducing the possibility of any incidents that harm the professional atmosphere
- Reducing the stress of planning and managing your business events internally

5.2 Disadvantage

- The first disadvantage and probably the biggest one of energy conservation is nature itself.
- Many organization decide to use alternative energy but then back out right away due to the high cost that they will bear.
- Alternative energy is also hard to setup in structures already and most require brand new setup systems.
- They are expensive in general they are more expensive then fossil fuels. Fossil fuels are readily available and can be used right on site while these alternative energy changes variously and needs a huge investment to produce any type of benefits.

Applications

- Creative solutions to drive the highest level of satisfaction from the guests
- Handling all permissions, permits, insurance and security concerns
- Saving valuable time, efforts and money when hiring experience event managers
- Gaining more experience for your business internal public relation and marketing teams when collaborating with professional event planning companies
- Adding a social network to the app where people can connect with each other.

- Adding a shipment feature to the application like UPS or FedEx by buying their subscription.
- Providing a platform for the event managers in the city to publish and advertise their events and also sell their products

Conclusion

The role of event and festival management on a large scale is the integration of a series of plans and their management by means of identifying deliverables and their monitoring.

Risk is embedded in each of these plans and their management and provides the agent to control the dynamic, evolving complex system.

Event planning is a rising profession and since Americans are getting more organized in what we do, we need event planners to help us get organized and coordinated in all occasions like weddings, meetings, conferences, spring and winter games, and all other professional and personal events.

Future Scope

1. Using Lightning Web Component, and developers can develop this application in a more efficient way.
2. Incorporating a consumer complaint section where people can get help from the authority quickly.
3. Adding a social network to the app where people can connect with each other.
4. Adding a shipment feature to the application like UPS or FedEx by buying their subscription.
5. Providing a platform for the event managers in the city to publish and advertise their events and also sell their products.