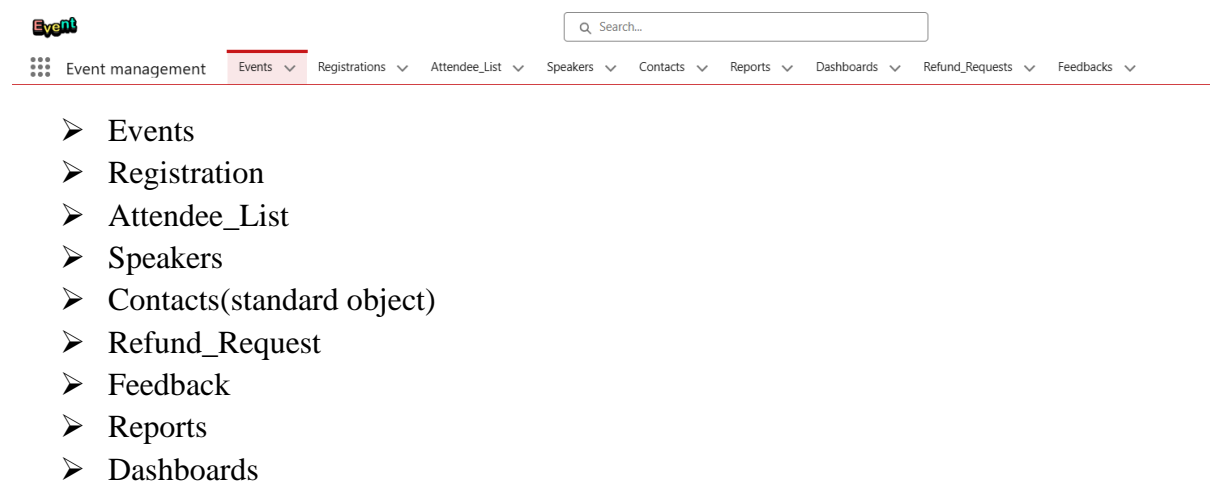# SALESFORCE EVENT MANAGEMENT SYSTEM

OVERVIEW:

The Salesforce Event Management System is a comprehensive solution designed to automate and streamline event organization processes within Salesforce. This system manages event creation, attendee and speaker registrations, payment verification, and feedback collection through custom objects, validation rules, and automated workflows. It integrates Experience Cloud for user-friendly registration, approval processes for speaker participation, and email notifications for real-time updates. Key features include seat availability checks, discount logic, finance team verification, and role-based access control. The solution enhances operational efficiency, reduces manual errors, and improves the overall experience for event managers, attendees, and speakers.

OBJECTS:

- ➢ Events
- ➢ Registration
- ➢ Attendee_List
- ➢ Speakers
- ➢ Contacts(standard object)
- ➢ Refund_Request
- ➢ Feedback
- ➢ Reports
- ➢ Dashboards

FIELDS:

Events

FIELD	DATA TYPE
EventID	Auto Number
Basic Event fee	Number(18, 0)
Start Time Of Event	TIME
End Time of Event	TIME
Description Of Event	Text(255)
Date	Date
Total Capacity of Attendees	Formula (Number)
Available Seats for Attendees	Formula (Number)
Number_of_Attendees Registered	Roll-Up Summary (COUNT Attendee_List)
Total Capacity_of_speakers	Formula (Number)
available seat for speakers	Formula (Number)
Number_of_Speakers	Roll-Up Summary (COUNT Speaker)
Event	Text(80)

Registration

FIELD	DATA TYPE
Registration ID	Auto Number
Event	Lookup(Event)
Attendee	Lookup(Attendee_List)
Registration Date	Formula (Date)
Status ✓ Registered ✓ Attended ✓ Cancelled	Picklist

Attendee List:

SECTION: Information

SECTION : Billing and Amount

SECTION : Special Assistance

FIELD	DATA TYPE
Attendee Name	Text(80)
Company	
Attendee Type	Picklist
Events	Master-Detail(Event)

Status
  ✓ Registered
  ✓ Attended
  ✓ Cancelled
	Picklist

Attended
  ✓ Student
  ✓ Working professional
  ✓ Industry expert
  ✓ Faculty/educator
	Checkbox

Email	Emai
Phone	Phone
Contact	Lookup(Contact)
Attendee Payment Confirmed	Checkbox
Basic Fee payment	Number(18, 0)
Final Fee Payment	Number(18, 0)
cab Fee	Number(18, 0)
FoodBill	Number(18, 0)
Final Amount	Number(18, 0)
Food Accomodation	Checkbox

Food Preference
  ✓ Vegetarian
  ✓ Non-Vegetarian
  ✓ vegan
	Picklist

foods	Picklist (Multi-Select)
Need cab	Checkbox

cab type
  ✓ only pickup
  ✓ pickup + drop
	Picklist

Pickup point
  ✓ Thiruvanmiyur MRTS Station
  ✓ Indira Nagar MRTS Station
  ✓ Kandanchavadi Bus Stop
  ✓ RMZ Millennia Business Park
  ✓ Tidel Park Bus Stop
  ✓ Velachery Railway Station
  ✓ Thoraipakkam Signal
  ✓ Adyar Bus Depot
  ✓ Phoenix Market City (Velachery)
  ✓ Perungudi MRTS Station
	Picklist

Drop point
  ✓ Thiruvanmiyur MRTS Station
  ✓ Indira Nagar MRTS Station
  ✓ Kandanchavadi Bus Stop
  ✓ RMZ Millennia Business Park
  ✓ Tidel Park Bus Stop
  ✓ Velachery Railway Station
  ✓ Thoraipakkam Signal
  ✓ Adyar Bus Depot
  ✓ Phoenix Market City (Velachery)
  ✓ Perungudi MRTS Station
	Picklist

company	Text(255)

Speaker

FIELDS	DATA TYPE
Speaker Name	Text(80)
Email	Email
Phone Number	Phone
Social Media Links	URL(255)
Event	Master-Detail(Event)
Designation	Text(100)
Topic	Text(255)
One-Line Speaker Bio	Text Area(255)
Food Fee	Number(18, 0)
Cab Fee	Number(18, 0)
Accommodation Fee	Number(18, 0)
Total Amount	Number(18, 0)
Speaker_Payment_Confirm	Checkbox
Need Food and Accommodation	Checkbox
Food & Accommodation Needed • Only Food • Only Accommodation • Both • None	Picklist
Accommodation List • Full Night Stay with Meals • Full Night Stay Only • Refreshments Only • Travel Reimbursement + Refreshments	Picklist
Need Cab?	Checkbox
Cab Type Pickup Pickup + drop	Picklist
Drop point • Thiruvanmiyur MRTS Station	Picklist

• Indira Nagar MRTS Station • Kandanchavadi Bus Stop • RMZ Millennia Business Park • Tidel Park Bus Stop • Velachery Railway Station • Thoraipakkam Signal • Adyar Bus Depot • Phoenix Market City (Velachery) • Perungudi MRTS Station	
Technical Requirement 1. Microphone 2. Projector 3. Laptop 4. Internet Access 5. Speakers/Sound System 6. Laser Pointer 7. Whiteboard/Flipchart 8. HDMI/VGA Adapter 9. Charging Station 10. Recording Equipment 11. Virtual Meeting Setup 12. Technical Assistant	Picklist (Multi-Select)
Preferred language for presentation ✓ Tamil ✓ English	picklist
Can your session be delivered virtually	Checkbox
Target Audience	
I confirm information provided is true	Checkbox
backup materials (PDF, slide)?	Checkbox
Attended	Checkbox
Approved Speaker	Checkbox
Need To Refund	Checkbox
IsDraft	Checkbox
PickUp point • Thiruvanmiyur MRTS Station • Indira Nagar MRTS Station	Picklist

• Kandanchavadi Bus Stop • RMZ Millennia Business Park • Tidel Park Bus Stop • Velachery Railway Station • Thoraipakkam Signal • Adyar Bus Depot • Phoenix Market City (Velachery) • Perungudi MRTS Station	

Refund Request:

FIELD	TEXT
RecordId	Text(80)
Speaker	Lookup(Speaker)
Event	Lookup(Event)
Amount	Number(18, 0)
Refunded	Checkbox
Reason for Refund	Text(13)

Feedback

FIELD	DATA TYPE
Feedback Number	Auto Number
Attendee_List	Lookup(Attendee_List)
Event	Lookup(Event)

Speaker Rating
  ✓ 1
  ✓ 2
  ✓ 3
  ✓ 4
  ✓ 5
	Picklist

Event_Organization_Rating
  ✓ 1
  ✓ 2
	Picklist

✓ 3 ✓ 4 ✓ 5	
Overall_Experience ✓ 1 ✓ 2 ✓ 3 ✓ 4 ✓ 5	Picklist
Comments	Long Text Area(32768)
Feedback Name	Auto Number
Attendee_List	Lookup(Attendee_List)

FIELD DEPENDENCY

OBJECTS: speaker,Attendee_List

Controlling Field	Food Preference
Dependent Field	Foods

Picklist value:

- ✓ Vegetarian
- ✓ Non vegetarian
- ✓ Vegan

Vegetarian

- Paneer butter masala

- Vegetable biryani

- Dal (lentils)

- Mixed vegetable curry

- Roti/Naan

- Curd rice

- Fruit salad

- Cheese sandwiches

- Eggless pastries