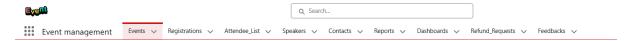
SALESFORCE EVENT MANAGEMENT SYSTEM

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	Picklist
✓ pickup + drop	
Pickup point	Picklist
✓ Thiruvanmiyur MRTS Station	Teknot
✓ 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	
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	
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	Picklist
Accommodation List	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	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	Picklist
√ 1	
√ 2	
√ 3	
√ 4	
✓ 5	
Event_Organization_Rating	
√ 1	Picklist
✓ 2	

√ 3	
√ 4	
✓ 5	
Overall_Experience	
√ 1	Picklist
√ 2	
√ 3	
✓ 4	
✓ 5	
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

Non vegetarian

- Chicken curry
- Fish fry
- Mutton biryani
- Egg curry
- Butter chicken
- Grilled chicken sandwiches
- Chicken noodles
- Seafood rice
- Omelette

Vegan

- Vegetable stir-fry with tofu
- Vegan biryani (no ghee or dairy)
- Lentil soup
- Chickpea salad
- Coconut milk-based curries
- Vegan wraps (with hummus, veggies)
- Fruit bowls
- Plant-based desserts (no milk or eggs)

PROFILE USER AND ROLE:

PROFILE	USER	ROLE
Attendee Event Manager Profile	Charu	Attendee Event Management
Speaker Event manager profile	Dharnesh	Speaker Event manager
Speaker Event Management	Varthini	FinanceTeamManager
Representative		
Finance Team Event Management	Saarmila	Speaker Event Management
		Representative
CEO	Thaslina	CEO Event management

Attendee Event Manager Profile

- can edit the Attended, status and name of the attende_list (ATTENDEE_LIST OBJECT)
- > can see all the Attendee_List Record(ATTENDE_LIST OBJECT)

Speaker Event manager profile

➤ Can read and edit the speaker object (SPEAKER OBJECT)

Speaker Event Management Representative

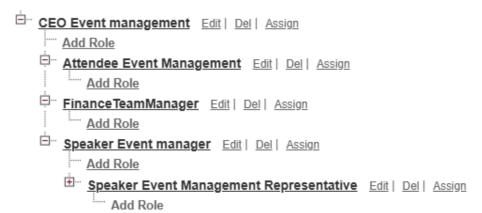
> Can read Not edit the record(SPEAKER OBJECT)

Finance Team Event Management

Can read the finance related Fields

- **EVENT OBJECT:** Event name, Basic Event Fee
- ➤ ATTENDEE_LIST OBJECT: Attendee Name, Event name, Email, Phone, Contact(Lookup), Attendee Type, Attendee Type(checkbox), status(PICKLIST), Attended(CheckBox), Basic Fee payment, Final Fee Payment, CabFee, FoodBill, Final Amount
- > SPEAKER OBJECT: Speaker Name, Email, Phone Number, Event, Food Fee, Cab Fee, Accomodation Fee, Total Amount, Speaker_Payment_Confirm(CHECKBOX), Need to Refund(CHECKBOX)

ROLE HIERARCHY:

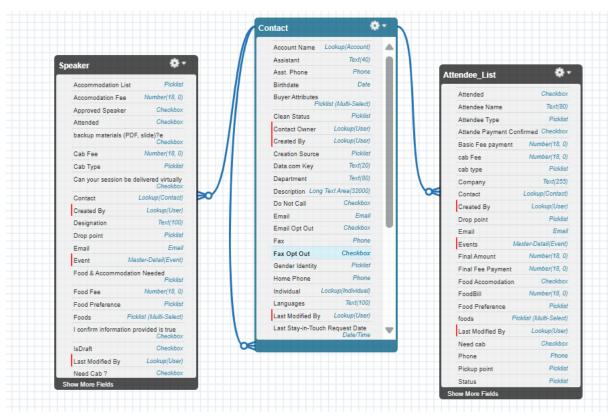


RELATIONSHIP

Lookup Relationship

PARENT → Contact

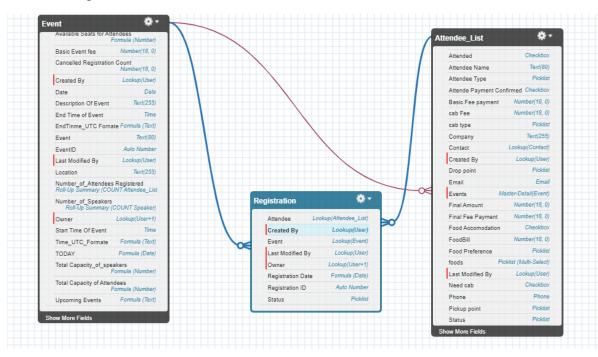
 $CHILD \rightarrow Speaker$, Attendee List



Created lookup field to store all the speaker and attendee details in contact for future use

PARENT: EVENT, ATTENDEE LIST

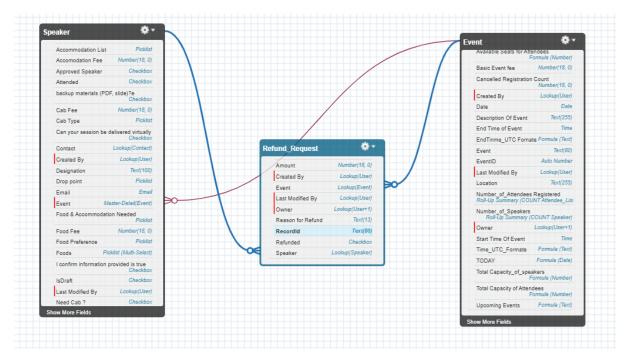
CHILD: Registration



CREATED To Track which attendee has signed up for which event.

PARENT: Event, Speaker

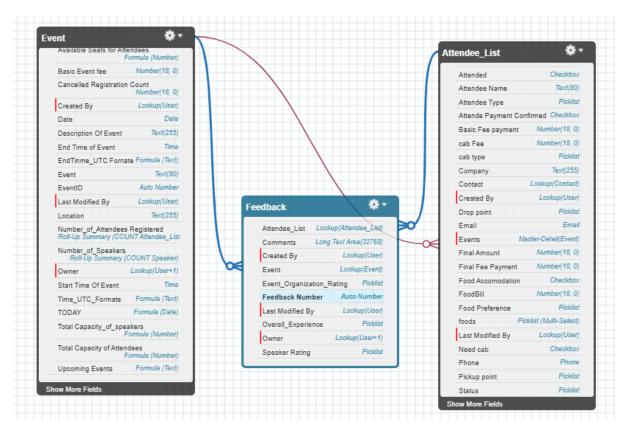
CHILD: Refund request



It is used to **track payments made to speakers** and whether any **refunds** were issued.

PARENT: Event, Attendee List

CHILD: Feedback



It is used to **collect and store feedback from attendees** about an event.

MASTER DETAILS RELATIONSHIP

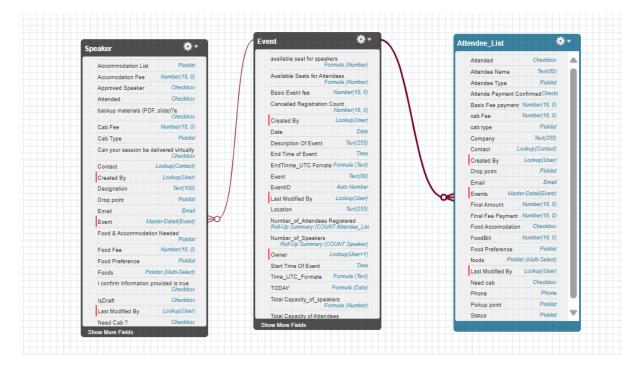
OBJECT: EVENT, SPEAKER, ATTENDEE LIST

PARENT → EVENT

CHILD → SPEAKER, ATTENDEE LIST

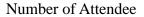
Speaker to Event

Attendee List to Event



Here we created Master Detail Relationship to count available seat for attendee and Speaker in the event object

Created RollUp summary in the Parent Object Event





Number of Speaker



EXPERIENCE CLOUD

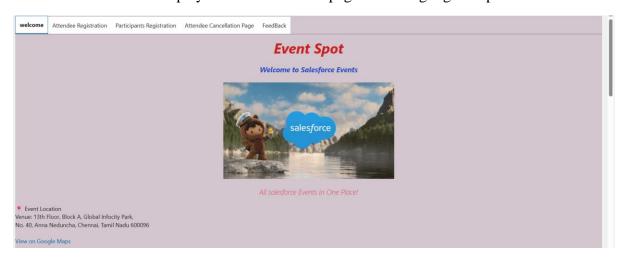
MILESTONE 1:

WELCOME PAGE:

This is the welcome page for the salesforce Event

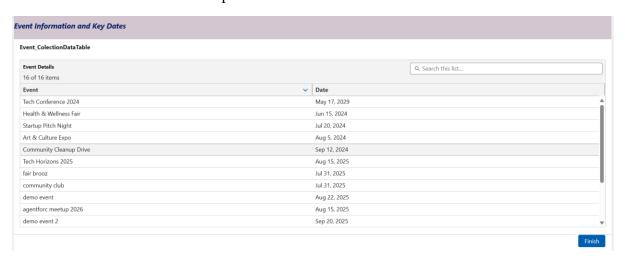
All salesforce event will be done in 1 place

Event location will be displayed in the welcome page with the google map link

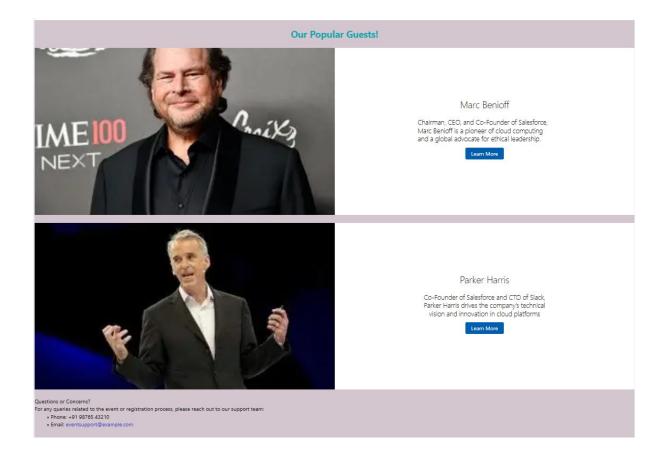


All the upcoming and the Fined Salesforce event will be displayed in the welcome page according to their date.

We can search the event at the top



In the welcome page the popular guest with their name and designation will be displayed At the bottom of the welcome page there is the phone number and mail of the Event spot support team to ask any queries



MILESTONE 2:

Attendee Registration Process:

In the next tab there is the attendee registration



When even the attendee register the form in the experience cloud they will be automatically stored in the salesforce org

MILESTONE 2.1:

Seat Availabitily:

Can check the availability of the set of the particular event by entering their name



DEMO:

ENTER THE EVENT NEED THE ATTENDEE NEED TO PARTICIPATE TO CHECK THE SEAT AVAILABILITY



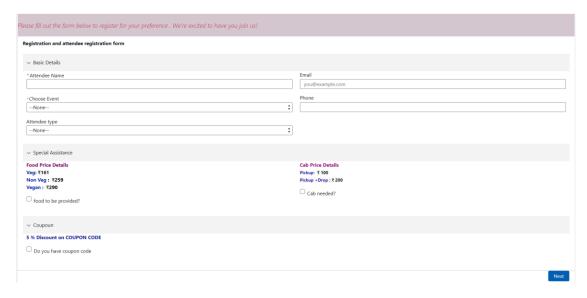
It is displaying the total seat availability of the particular event



MILESTONE 2.2

ATTENDEE REGISTRATION FORM:

This the blank attendee registration form



DEMO:

The attendee should enter the details mention in the form

MANDATORY FIELDS:

- ➤ *Attendee Name
- ➤ *Choose Event
- ➤ Email
- > Phone



If not enter the mandatory field it will throw an error



➤ When the attendee type is other than student then the company name field is mandatory

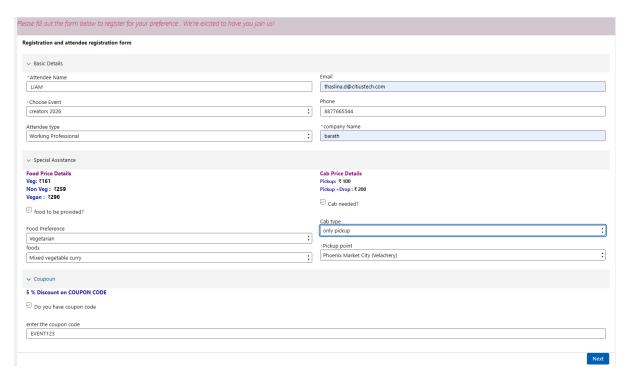
DISCOUNT PERCENTAGE BASED ON ATTENDEE TYPE:

Student: 50%

Working Professional: 10%

Faculty / Educator: 30%

- ➤ When food to be provided?, Cab needed? Check box is checked then they should enter the food details and cab details
- ➤ When Do you have coupon code Check box is checked then they should enter the coupon code



The payment details screen will be displayed when click next



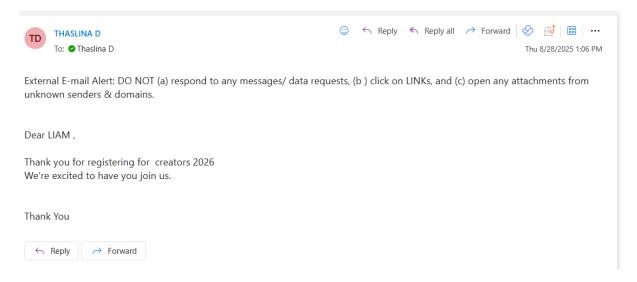
Final screen of registered attendee



MILESTONE 2.2.1

EMAIL NOTIFICATION:

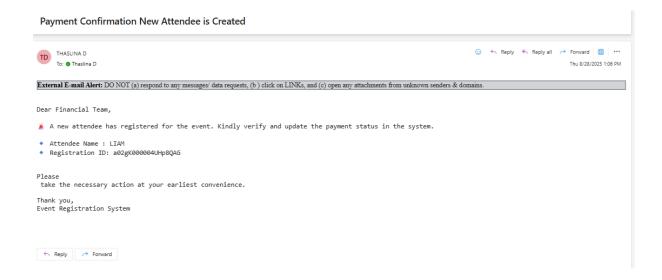
Attendee will receive an email regarding they registered the event



Follow up with that they will receive another email like payment details

Thank You for Registering – Awaiting Payment Confirmation External E-mail Alert: DO NOT (a) respond to any messages/ data requests, (b) click on LINKs, and (c) open any attachments from unknown senders & domains. Dear **LIAM**, Thank you for registering for the event! We've received your registration details. Your spot is currently reserved, and will be confirmed once your payment is verified by our finance team. Kindly pay your total amount of ₹1,211 to confirm your registration. Payment Breakdown: Basic Event Fee: 1,000 Final Event Fee: 950 cabFee: 100 Food Bill: 161 Bank Details for Payment: Account Holder Name: Event Spot Pvt. Ltd. Bank Name: State Bank of India Account Number: 123456789012 IFSC Code: SBIN0001234 Branch: Sholinganallur Branch Payment Reference: Use your Registration ID (e.g., REG2025-0456) Please complete the payment and share the transaction reference with us. If you have any questions, feel free to contact our support team. Thank you! Event Spot Pvt. Ltd.

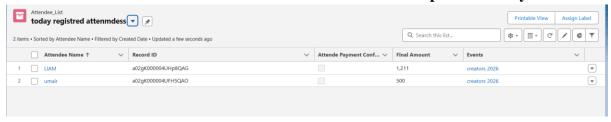
The finance team will receive the email like new attendee is created and need to verify the payment details



MILESTONE 2.2.2

Finance team:

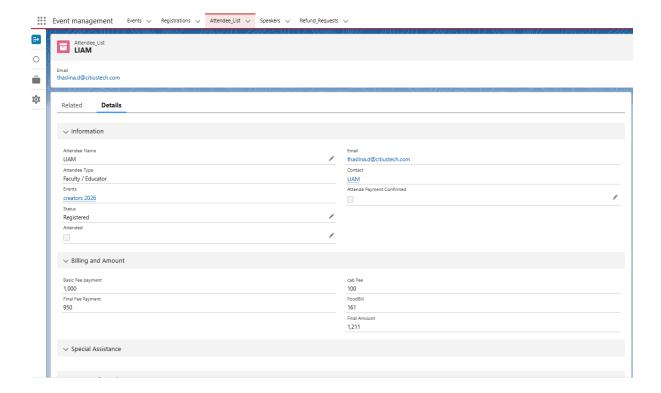
Created list view to see all the attendee record created on that particular day



Now the Finance team will check whether the payment is receive or not.

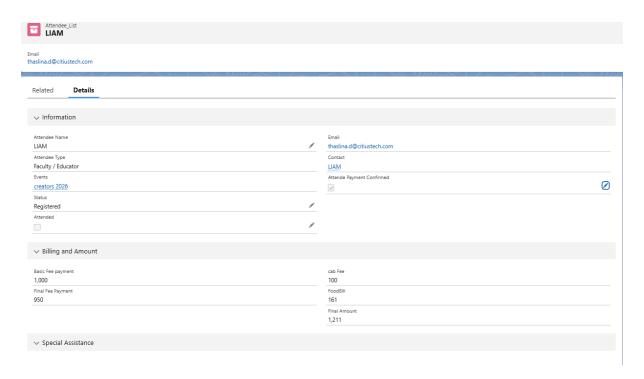
If receive then then will change the attendee payment confirmed check box to true

The finance team has restriction that they cannot see all the fields, they can see only the payment details field and has the privileged to change the attendee payment confirm checkbox.

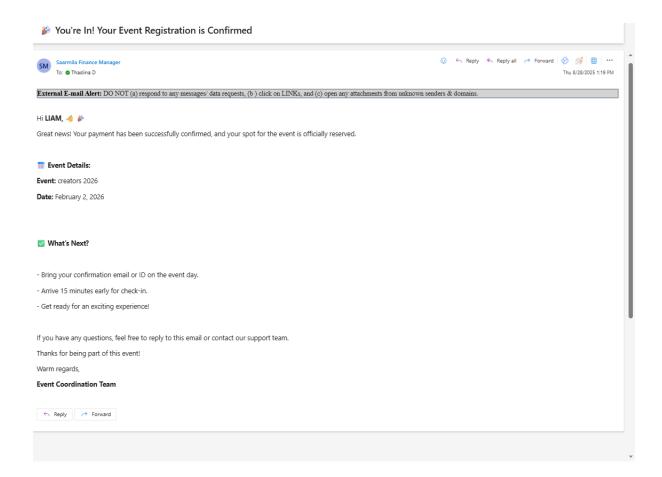


DEMO:

Finance team change the attendee payment confirm checkbox to true

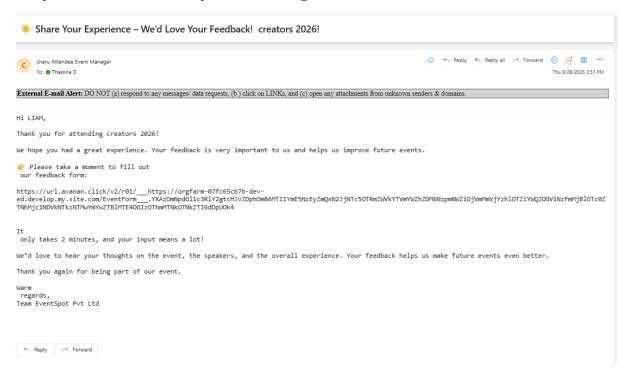


After they confirm, the attendee seat will be confirmed and receive the email regarding to the event



WHEN Attendee Attended the EVENT:

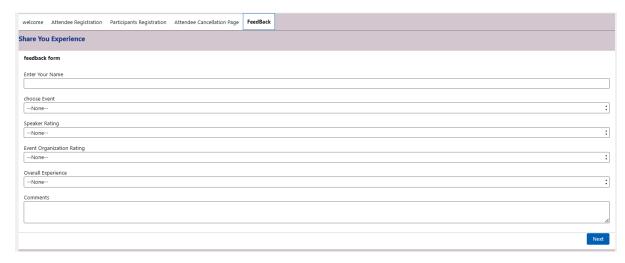
They will receive the thankyou email along with the feedback link



MILESTONE 2.2.3:

FEEDBACK:

With the link provided the user will navigate to the website , by clicking the feedback tab they will get the below page

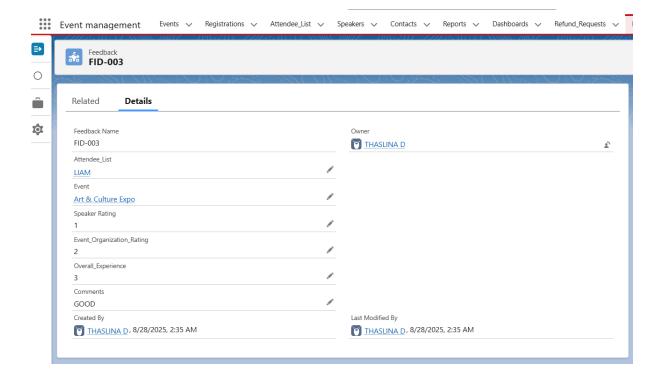


While choosing the event they can see only the completed event

After finishing the Feedback form the next page will be displayed like this

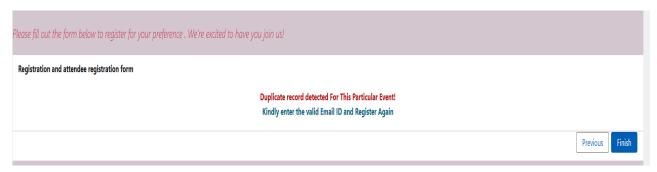


the records will be stored in the salesforce org in the feedback object



MILESTONE 2.3

CASE: When the attendee register with the same email for the same event



The user cannot register they will show the page like this

CASE: When the attendee register with the same email with the different event then they are allowed to register

They will receive the page like bellow mentioned



MILESTONE 3:

ATTENDEE CANCELATION:

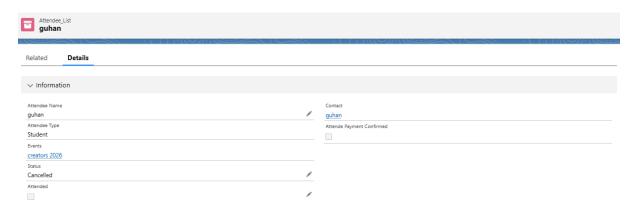
The Attendee without the payment completed can cancel the registration:



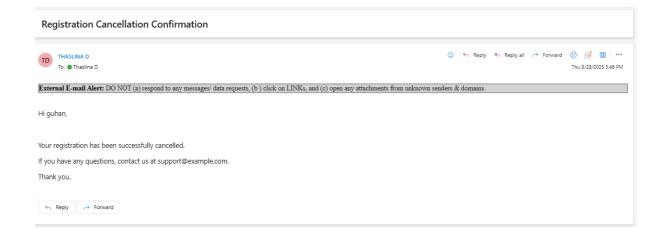
By clicking the attendee cancellation page the attendee can cancel their registration By entering the emailID and Phone number their registration will be cancelled



The status will be automatically changed as cancelled in the Salesforce org attendee_list object



After cancellation the attendee will receive and email



MILESTONE 4:

Speaker Registration:



MILESTONE 4.1:

Similar to the attendee

The speaker can check the event seat availability details



MILESTONE 4.2:

Speaker Registration form

- **CASE 1:** IF ne wuser ten allow to register
- CASE 2: If old user with the different event, then it will show the bellow page

lease fill out the form below to register for your preference . We're excited to have you join us!		
speaker session flow Welcome again! Go ahead and complete the Registration.		
	Previous Next	

CASE 3: If the old use with the same event then he will not allowed to register then it will show the below page

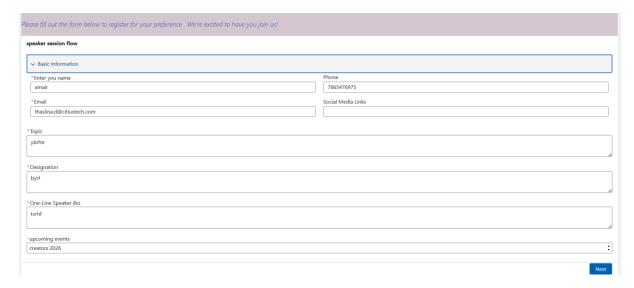
Please fill out the form below to register for your preference . We're excited to have y	form below to register for your preference . We're excited to have you join us!		
speaker session flow			
	Duplicate record detected For This Particular Event! Kindly enter the valid Email ID and Register Again		
		Previous	inish

MANDATORY FIELD:

*Enter you name

PHONE(Validation)

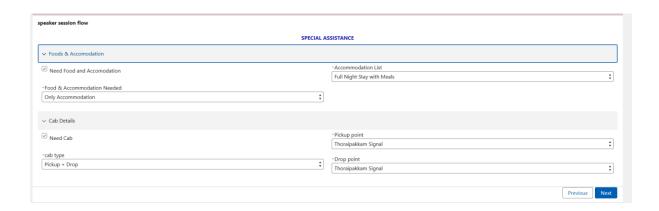
- *Email(validation)
- *Designation
- *One-Line Speaker Bio
- *upcoming events
- *Topic



Next Move to Special Assistance page

Here when Need Food and Accomodation checkbox is checked then *Food & Accommodation Needed and *Accommodation List will be the mandatory field

When need cab checkbox is checked then *cab type , *Pickup point And *Drop point are mandatory field



Next Presentation Logistics and Technical Needs page will be displayed

MANDATORY FIELD:

Language

Presentation Logistics and Technical Needs				
Technical Requirement				
Microphone		<u> </u>		
Projector				
Laptop				
Internet Access				
Speakers/Sound System		v		
*Preferred language for presentation	Target Audience			
English	Students	*		
∨ Billing				
Accomodation Fee : 999				
Food Fee: 0				
Cab Fee : 200.00				
Total Amount : 1,199.00				
$\ensuremath{ ullet}$ Can your session be delivered virtually				
☑ backup materials (PDF, slide)?e				
Please confirm that all the information you've provided is accurate.				
☑ I confirm information provided is true				
NOTE: Once Registered Cannot Cancel!				
☑ I agree to the terms and conditions. I understand that once registered, cancellation is not allowed				

Please confirm that all the information you've provided is accurate.

I confirm information provided is true(checkbox)

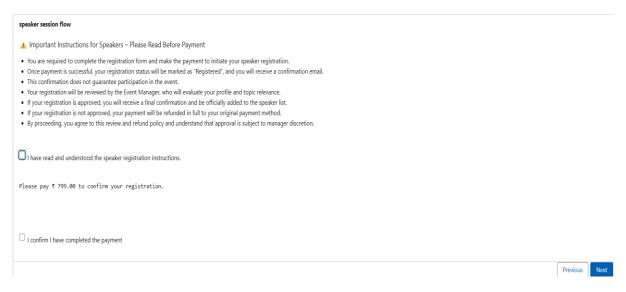
NOTE: Once Registered Cannot Cancel!

I agree to the terms and conditions. I understand that once registered, cancellation is not allowed(checkbox)

The checkbox is mandatory and need to be checked to complete the registration

X You Are Not Registered
You must agree to the privacy policy before proceeding with registration.
Please review the terms, check the box, and try registering again.

If Not the above page will be displayed



Here the speaker should complete the payment while registering and the speaker once registered they cannot cancel the registration

I have read and understood the speaker registration instructions(checkbox) I confirm I have completed the payment(checkbox)

The above mentioned checkbox should be checked to complete the registration successfully

FINAL SCREEN:

☑ Registered Successfully

Previous Finish

MILESTONE 4.3:

Email Notification

Event Coordination Team

After the speaker completed the registration successfully then they will receive an email

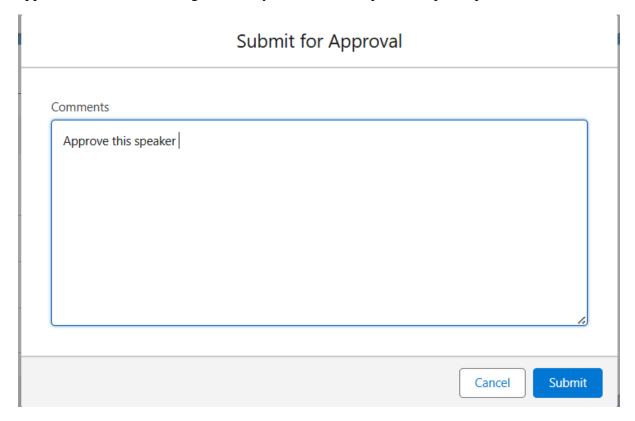
You're Registered! Speaker Confirmation

External E-mail Alert: DO NOT (a) respond to any messages/ data requests, (b) click on LINKs, and (c) open any attachments from unknown senders & domains.
Hi amair, 🤚
Thank you for registering as a speaker for creators 2026! 📸
We're excited to have you on board.
✓ What Happens Next
★ Your registration status is now "Registered".
A confirmation of your payment has been received.
4 Your profile will now be reviewed by our Event Manager.
■ What You Should Know
▲ Approval is not guaranteed.
The manager will assess your topic, profile, and relevance to the event.
If not approved, your payment will be refunded to your original method 10 days before the event date.
Need Help?
If you have any questions or need assistance, feel free to reply to this email or contact our team.
Thank you once again for your interest and enthusiasm!
Contact Number: +91 98765 43210 ■
Email: [support@eventspot.com]support@eventspot.com
We look forward to reviewing your submission. 🙌
Warm regards,

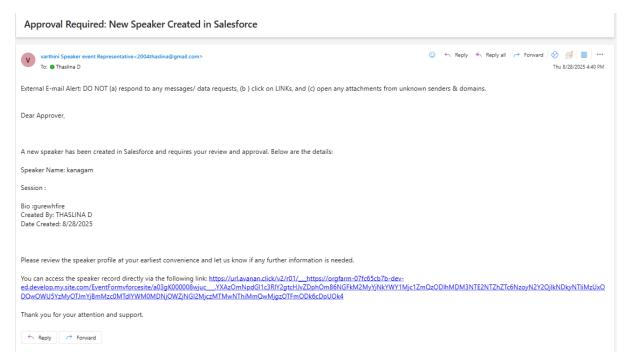
MILESTONE 4.4

APPROVAL PROCESS

After Registering the speaker event management representative will give the submit for approval to the event manager to verify and allow the speaker to participate in the event

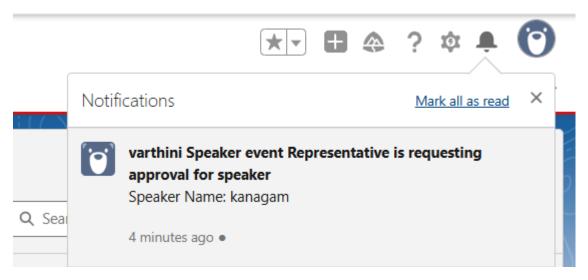


Once submitted the manager will get the email notification

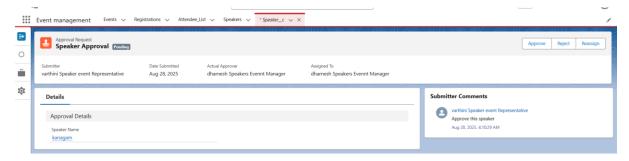


By clicking the link it will redirect to the specific record

They will get the notification the the org also

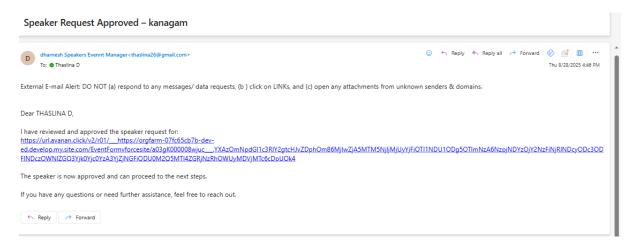


Here they can approve or reject the speaker according to the details provided

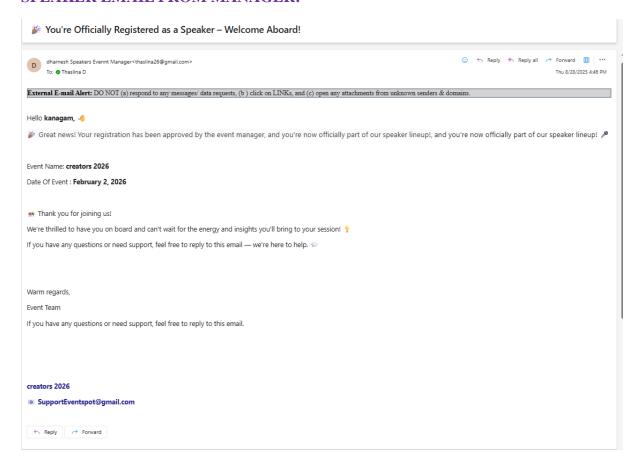


Once approved the Speaker will get and email and the event representative will get and email

REPRESENTATIVE EMAIL FROM MANAGER:

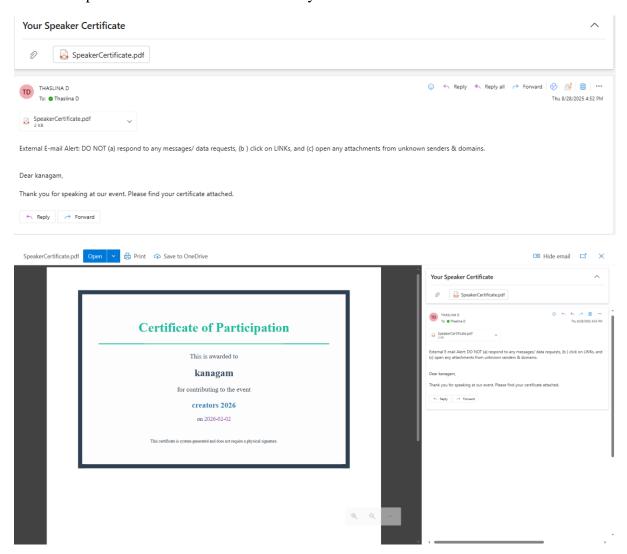


SPEAKER EMAIL FROM MANAGER:



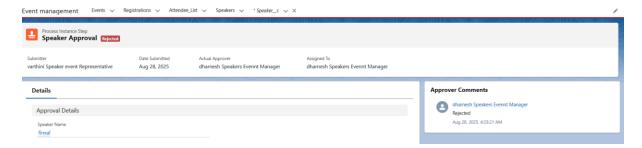
MILESTONE 4.5:

When the speaker Attended the event then they will receive and email with the certificate

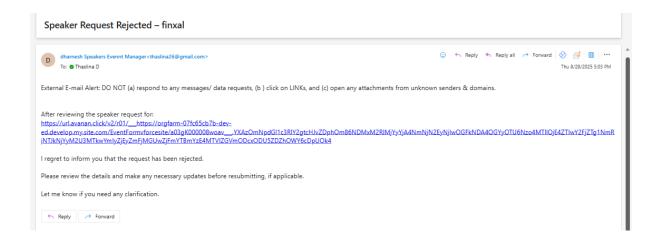


MILESTONE 4.6:

When the speaker is Rejected



The event manager will send and email like Speaker is Rejected



Before 10 days the event start the TASK will be assigned to the Finance team and notification will be received to the finance team

