

# 1.INTRODUCTION

## 1.1OVERVIEW

An event manager plans and organizes business, social and promotional events. They typically manage the design and execution of large and small events in different fields. These professionals help fulfill their clients' intentions for their parties and celebrations.

Event managers usually begin the event management process by researching and defining the objective of an event. Their tasks include choosing a location and coordinating food services for the event. Other responsibilities of an event manager include;

- Sending invitations to guests

- Securing a venue for the event

- Planning the layout of tables, chairs and other furniture

- Finalizing contracts with vendors and performers

- Designing event documents

- Finding sponsors to fund the event Organizing transportation

- Resolving issues during the event

## 1.2 PURPOSE

### Why Should I Manage Events in Salesforce?

An event management system within Salesforce allows you to access all relevant data in one centralized location-your database!

You'll be able to manage all event-related tasks without leaving Salesforce, providing you with a seamless and comprehensive event-planning experience.

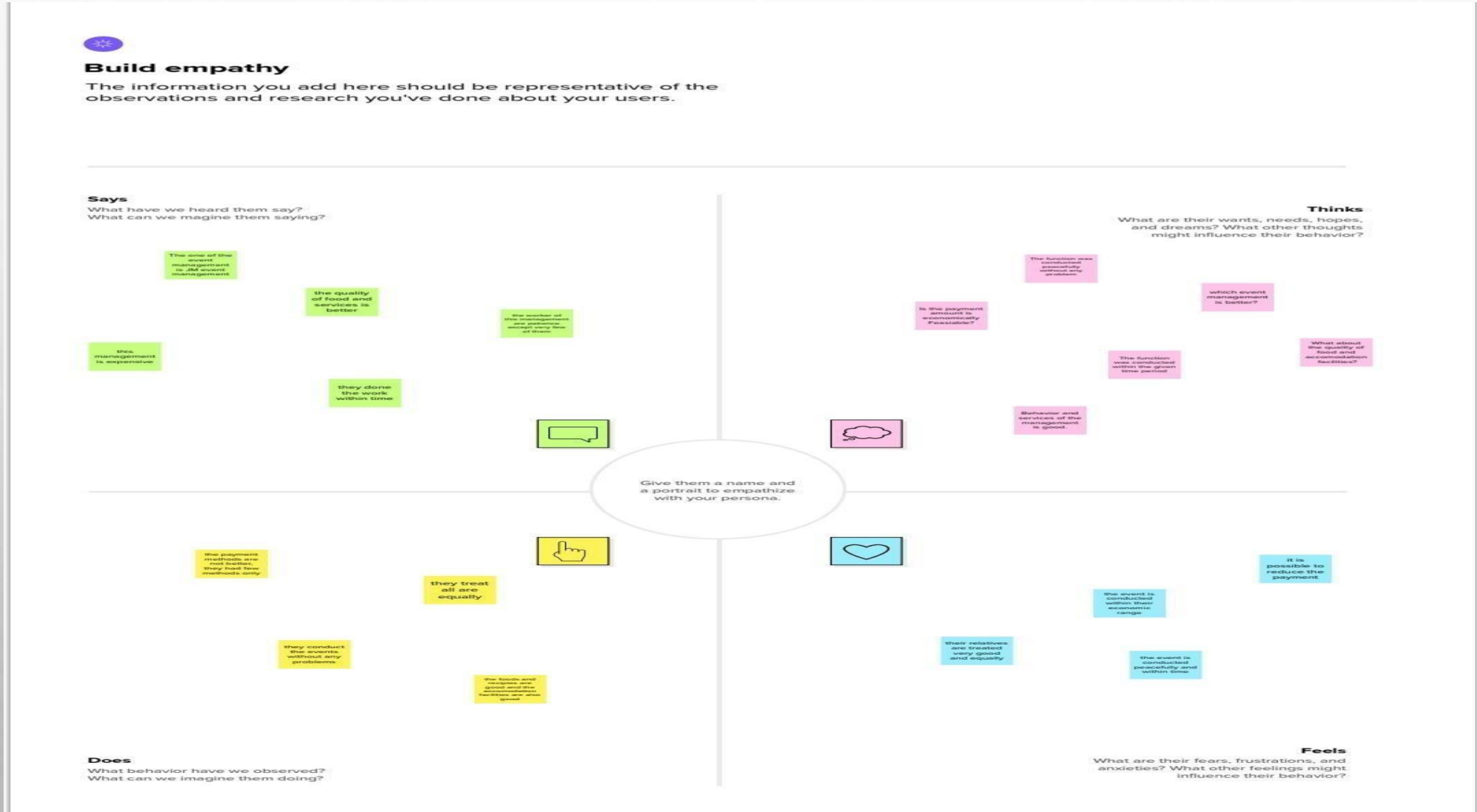
### How Can I Manage Events in Salesforce?

To manage all event data in one place, you'll need a compatible Salesforce event management app.

These platforms work together to create a holistic view of your event and constituent data, using intuitive event-planning features such as streamlined guest management, comprehensive analytics, and personalized marketing.

# 2.PROBLEM DEFINITION AND DESIGN THINKING

## 2.1 EMPATHY MAP





# 3.RESULTS

## 3.1 DATA MODEL

| Object Name | Fields in the Object |             |
|-------------|----------------------|-------------|
| Obj1        | Field label          | Data type   |
|             | Event                | Text        |
|             | Start Date           | Date/Time   |
|             |                      |             |
| Obj2        | Field label          | Data type   |
|             | Id                   | Auto Number |
|             | Phone                | Phone       |
|             |                      |             |

## 3.2 ACTIVITY AND SCREENSHOT

The screenshot displays the Salesforce Lightning Experience home page. At the top, there is a navigation bar with the Salesforce logo, a search bar, and user information (Vaishanvi M.). Below this is a secondary navigation bar with links to Home, Chatter, Libraries, Content, Subscriptions, Events, Attendees, Speakers, and Vendors. A large banner at the top reads "It's Better in Lightning" with the tagline "Move to Lightning Experience and give your users a productivity boost." and a "Tell Me More" button.

The main content area is divided into several sections:

- Quick Find / Search:** A search bar with "Expand All" and "Collapse All" options.
- Lightning Experience Transition Assistant:** A section with a "Get Started" button.
- Salesforce Mobile Quick Start:** A section with a "Home" link.
- Administer:** A list of administrative tasks including Release Updates, Manage Users, Manage Apps, Manage Territories, Company Profile, Data Classification, Privacy Center, Security Controls, Domain Management, Communication Templates, Translation Workbench, Data Management, Mobile Administration, Desktop Administration, Outlook Integration and Sync, Gmail Integration and Sync, Email Administration, Google Apps, Analytics, and Data.com Administration.
- Build:** A list of development tasks including Customize, Create, Develop, Lightning Bolt, Schema Builder, Lightning App Builder, Canvas App Previewer, Installed Packages, Package Usage, and AppExchange Marketplace.
- Deploy:** A list of deployment tasks including Deployment Settings and Deployment Status.
- Monitor:** A list of monitoring tasks including System Overview, Optimizer, Imports, Outbound Messages, Time-Based Workflow, Automated Process Actions, Case Escalations, Entitlement Processes, API Usage Notifications, Mass Emails, Email Snapshots, Jobs, and Logs.

The right sidebar contains:

- Getting Started:** Two cards for "Build App" and "Salesforce Lightning" with "Add App" and "Get Started" buttons respectively.
- System Overview:** A card with a warning icon and a message: "You have a message. Expand to see messages or go to the system overview page to see additional limits."
- Recent Items:** A table listing recent items with columns for Name, Type, and Object.
- Quick Links:** A section with links for Tools, Users, App, Security, and Data.
- Community:** A section with links for Resources, Find Answers, and Contribute Ideas.
- Recommended Apps:** A section with a "Show All" button and a card for "Highspot Sales Enablement".

| Name                    | Type                     | Object |
|-------------------------|--------------------------|--------|
| Vaishanvi M.            | User                     |        |
| hari haran              | User                     |        |
| Vendor                  | Custom Object Definition |        |
| Event                   | Custom Object Definition |        |
| Vendor Permits and Save | Permission Set           |        |
| Event Permits and Save  | Permission Set           |        |
| Event vendors profile   | Profile                  |        |
| Insights                | Custom App               |        |
| Collaboration           | Custom App               |        |
| Sites                   | Custom App               |        |



## 4. TRAILHEAD PROFILE PUBLIC URL

1. TEAM LEAD. – [HTTPS://TRAILBLAZER.ME/ID/VAIRM2](https://trailblazer.me/id/vairm2)
2. TEAM MEMBER 1 – [HTTPS://TRAILBLAZER.ME/ID/AJA77](https://trailblazer.me/id/aja77)
3. TEAM MEMBER 2 – [HTTPS://TRAILBLAZER.ME/ID/HARIE34](https://trailblazer.me/id/harie34)
4. TEAM MEMBER 3 – [HTTP://TRAILBLAZER.ME/ID/TVANAN14](http://trailblazer.me/id/tvanan14)

# 5.ADVANTAGES AND DISADVANTAGES

.It saves time, optimizes event management, boosts engagement, and thus makes event marketing more profitable.

- Event Technology Provides Analytics & Data.
- The Benefits Of Event Technology & Effective Communication
- Event Technology Supports Sustainability.
- The Security Benefits Of Event Technology.

## • DISADVANTAGES

- . Difficult to handle work manually.
- .Time consuming process.
- . More human power required.



# 6.APPLICATIONS

- COMPLETE EVENT PROCESS MANAGEMENT –

EVENTS HELPS YOU THROUGH EVERY STEP ALONG THE WAY. WITH CUSTOMIZABLE REGISTRATION FORMS, SPEAKER/SPONSOR/VENDOR AND VENUE MANAGEMENT OPTIONS, ATTENDEE MANAGEMENT CAPABILITIES, AND CONNECTIONS TO 100+ PAYMENT PROCESSORS, YOU'LL BE CONFIDENT IN YOUR EVENT AT ALL TIMES.

## Native to Salesforce –

If our organization runs on Salesforce to manage your database, having Events is great for easy data integration and management. You'll be able to access real-time event details and all customer profiles. Because all your data is centralized, Events will also generate comprehensive reports so you'll know what your event did well and where you can improve for the future. Contact Us

- Fair and predictable pricing –

Even though Events provides so much for your organization, it won't break your budget. With one fee per organization per year and a one time implementation cost, you can spend your time running your event instead of worrying about how you're going to pay for it.

# 7.CONCLUSION

- EVENT MANAGEMENT SYSTEM IS USER FRIENDLY AND COST EFFECTIVE MANAGEMENT SYSTEM.
- IT IS CUSTOMIZED WITH ACTIVITIES RELATED TO EVENT MANAGEMENT LIFECYCLE.
- IT PROVIDES A NEW EDGE TO MANAGEMENT INDUSTRIES.
- IT ALWAYS KEEP YOUR OBJECTIVES AND GOALS ON TOP PRIORITY WHILE DEVELOPING ANY PLAN OF WORK.

# 8.FUTURE SCOPES

1. EVENT MANAGEMENT AS A CAREER IS AMUTIFACETEDACTIVITY.
2. IT INVOLVES MANAGEMENT, CREATION AND DEVELOPMENT OF EVENTS SUCH AS CORPORATE CONFERENCES ,WEDDING, FESTIVITIES, FORMAL PARTIES ETC.
3. INVOLVES A LOT OF RESEARCH ABOUT THE BRAND, TARGET AUDIENCE AND THE CONCEPT OF THE EVENT BEFORE PLANNING THE ACTUAL EVENT.
4. The main objective of the Event Management System is to manage the details of Event,Employee, Booking, Venue, Package.
5. It manages all the information about Event, Enquiry, Package, Event.
6. The project is totally built at administrative end and thus only the administrator is guaranteed the access.