

EVENT MANAGEMENT SYSTEM

A PROJECT REPORT

TEAM ID : NM2023TMID04647

Submitted by

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BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1. INTRODUCTION :

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to thrive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, life style and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fund raising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

1.1 OVERVIEW :

In this project we explored “Build an event management system using salesforce”. Initially we created salesforce login Id using salesforce .com website. Afterwards we completed course videos. Created empathy map ideation and Brainstorming using mural account. Then we created objects, tabs, applications, fields, profiles, user and permission sets and finally reports. Finally, we created GitHub account and submitted project through GitHub.

1.2 PURPOSE :

At the start, an event manager makes planning decision , such as the time, location , and theme of their event. During an event, event managers observes the events 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.

2.PROBLEM DEFINITION & DESIGN THINKING :

2.1 EMPATHY MAP

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

- 1) create a shared understanding of user needs, and
- 2) aid in decision making



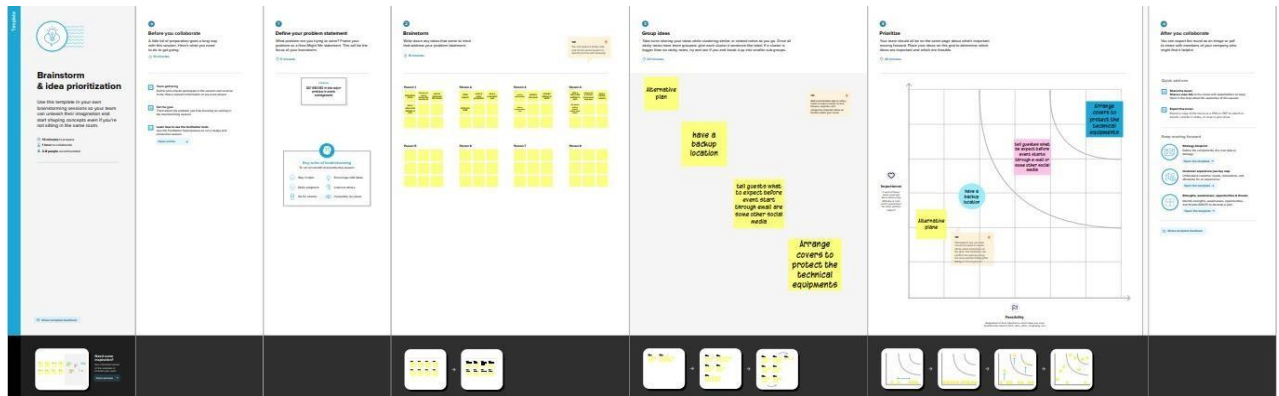
Build empathy

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

Says	Thinks
<p>What have we heard them say? What can we imagine them saying?</p> <p>I Heard Event Management Is Creating a Beautiful Moment From THE PEOPLE</p> <p>Educate us about People and place, The value of community and What we hold our city, even Worldwide</p>	<p>What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?</p> <p>Establishing your event budget is one of the importance of planning an event. Creating a solid budget enables you team to generate ideas within realistic parameters</p> <p>Thoughts are aim broken down into specific targets, to facilitate event delivery and evaluation</p>
Does	Feels
<p>What behavior have we observed? What can we imagine them doing?</p> <p>*Flexibility *Listening Skills *Passion *Communication skills *Ability to keep calm under pressure</p> <p>which type Of event people are imagine we Are put our best event Organaising</p>	<p>What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?</p> <p>*Weather and natural disasters *Strong competition *Rising COSTS *LACK of time</p> <p>An emotion is a feeling produced in response to life event. Emotions are caused by chemical changes in the brain that affect how the body feels</p>

2.2 BRAINSTORMING :

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.



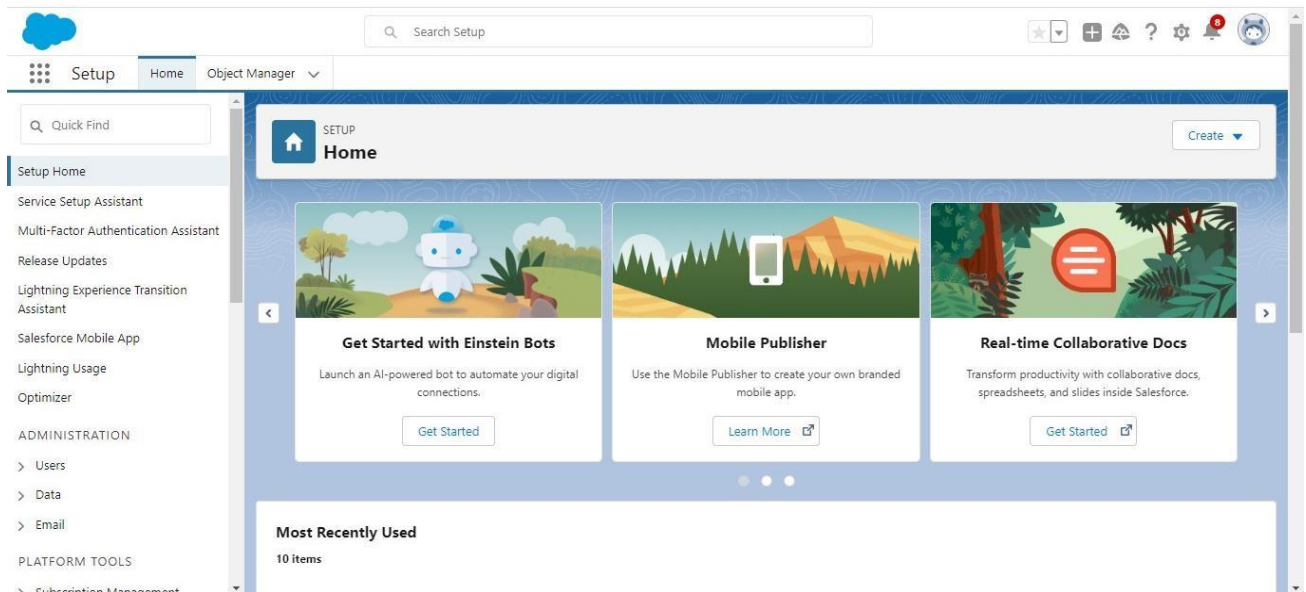
3. RESULT

3.1 DATA MODEL

Object Name	Fields in the Object	
Obj 1 : EVENT	Field Label	Data type
	City	Text
	Start Date	Date/Time
Obj 2 : ATTENDEE	Field Label	Data type
	Id	Auto number
	Phone	Phone
Obj 3 : SPEAKER	Field Label	Data type
	Bio	Text Area
	E-mail	Email
Obj 4 : VENDOR	Field Label	Data type
	E-mail	Email
	Phone	Phone

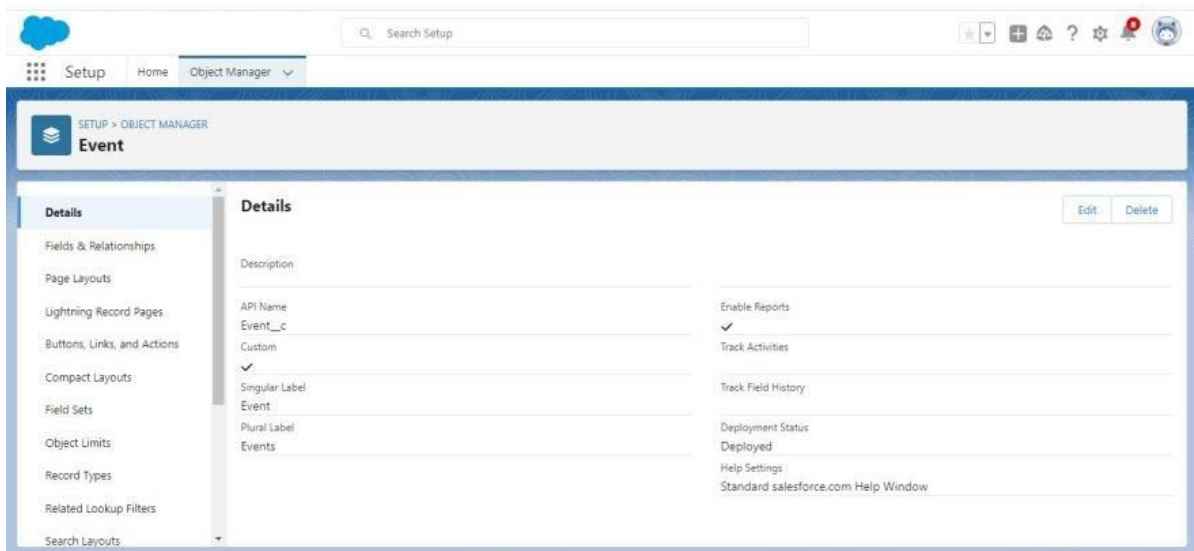
3.2 ACTIVITIES & SCREENSHOT

MILESTONE 1 :

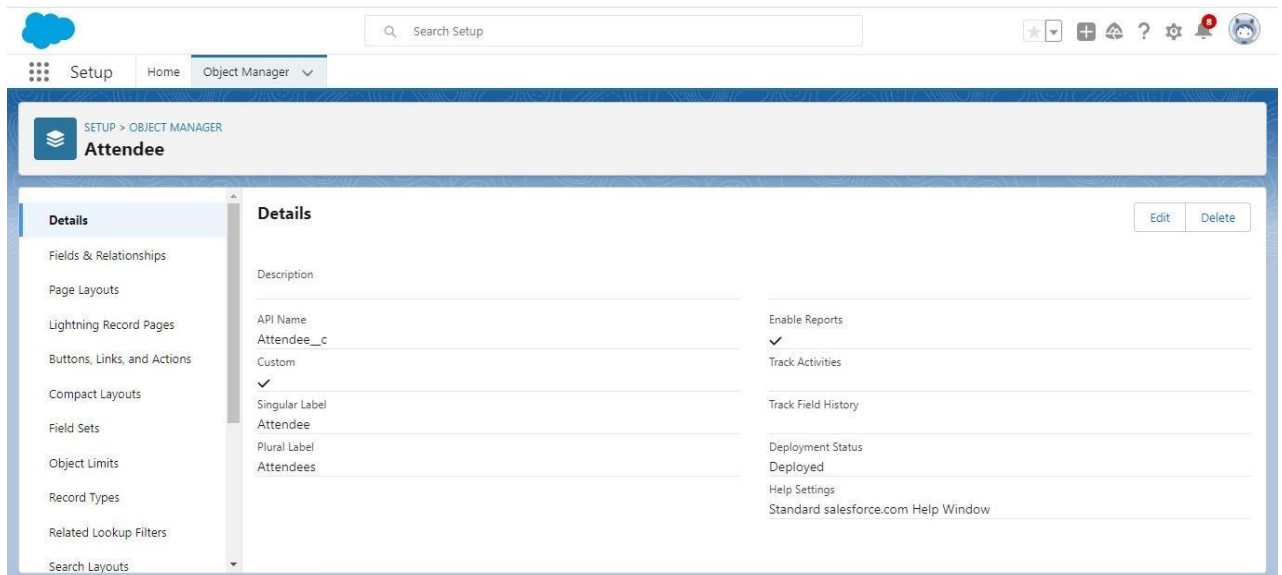


Milestone 2 : Object

Activity 1: Event Management

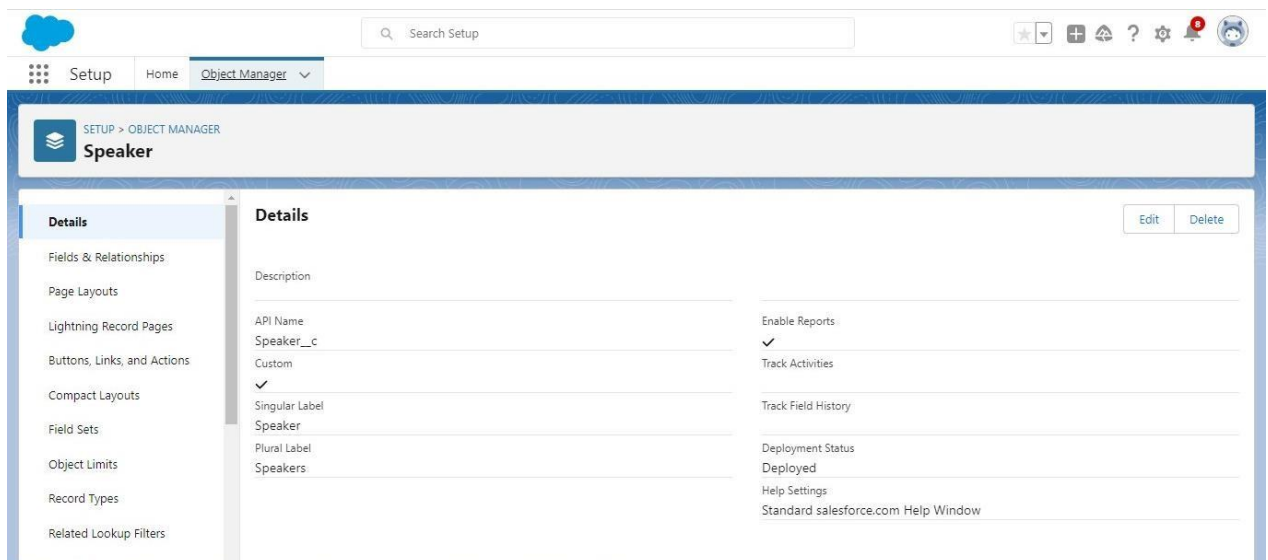


Activity 2: Attendees Object



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The top navigation bar includes the Salesforce logo, a search bar, and various utility icons. The main navigation menu on the left shows 'Setup' and 'Object Manager' selected. The 'Attendee' object is highlighted in the breadcrumb trail. The left sidebar lists configuration options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The 'Details' section is active, showing fields like Description, API Name (Attendee__c), Custom (checked), Singular Label (Attendee), Plural Label (Attendees), Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). 'Edit' and 'Delete' buttons are visible in the top right of the details section.

Activity 3: Speaker Object



The screenshot shows the Salesforce Setup interface for the 'Speaker' object. The top navigation bar includes the Salesforce logo, a search bar, and various utility icons. The main navigation menu on the left shows 'Setup' and 'Object Manager' selected. The 'Speaker' object is highlighted in the breadcrumb trail. The left sidebar lists configuration options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The 'Details' section is active, showing fields like Description, API Name (Speaker__c), Custom (checked), Singular Label (Speaker), Plural Label (Speakers), Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). 'Edit' and 'Delete' buttons are visible in the top right of the details section.

Activity 4: Vendors object

The screenshot shows the Salesforce Setup interface for the 'Vendor' object. The left sidebar contains a navigation menu with options like 'Details', 'Fields & Relationships', 'Page Layouts', 'Lightning Record Pages', 'Buttons, Links, and Actions', 'Compact Layouts', 'Field Sets', 'Object Limits', 'Record Types', and 'Related Lookup Filters'. The main content area is titled 'Details' and includes a description field, API Name (Vendor__c), Custom checkbox, Singular Label (Vendor), Plural Label (Vendors), and a list of settings: Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). 'Edit' and 'Delete' buttons are visible in the top right corner.

Milestone 3 –Tab:

Activities 1,2,3,4:

Event tab, Attendee tab, Speaker tab, vendor tab:

The screenshot shows the Salesforce Setup interface for 'Custom Tabs'. The left sidebar has a search bar for 'Tab' and a list of options under 'User Interface': 'Loaded Console Tab Limit', 'Rename Tabs and Labels', and 'Tabs'. The main content area is titled 'Custom Tabs' and includes a 'Help for this Page' link. Below the title, there is a section for 'Custom Object Tabs' with a table listing tabs for 'Attendees', 'Events', 'Speakers', and 'Vendors'. Each tab has a 'Tab Style' (Chess piece or Chip) and a 'Description'. There is also a section for 'Web Tabs' which currently shows 'No Web Tabs have been defined'.

Action	Label	Tab Style	Description
Edit Del	Attendees	Chess piece	
Edit Del	Events	Chess piece	
Edit Del	Speakers	Chess piece	
Edit Del	Vendors	Chip	

Activity:

← Lightning App Builder

⚙️ App Settings

📄 Pages ▾

Event Management

🔍 ? Help

App Settings

App Details & Branding

App Options

Utility Items (Desktop Only)

Navigation Items

User Profiles

App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

App Details

* App Name ⓘ

Event Management

* Developer Name ⓘ

Vanmathi

Description ⓘ

Build an Event Management system

App Branding

Image ⓘ

Upload

Primary Color Hex Value ⓘ

▼

#0070D2

Org Theme Options

☐ Use the app's image and color instead of the org's custom theme


App Launcher Preview

EM

Event Management
Build an Event Management system

Milestone 4-Fields:

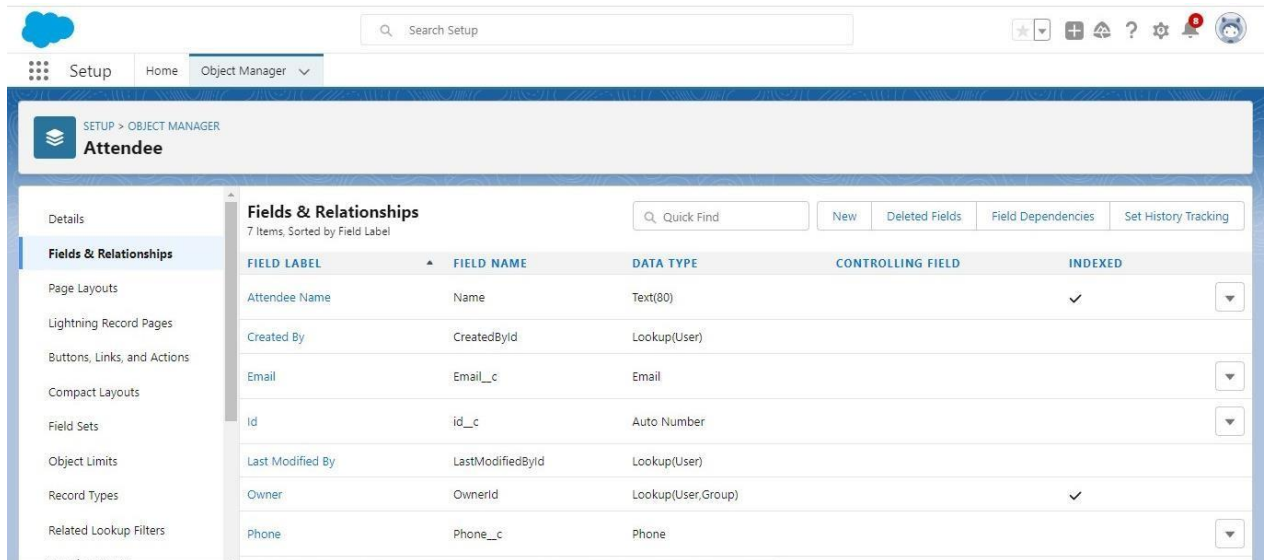
Activity 1: Fields for the Event objects



The screenshot shows the Salesforce Setup interface. The top navigation bar includes 'Setup', 'Home', and 'Object Manager'. The main header indicates 'SETUP > OBJECT MANAGER' and 'Event'. The left sidebar lists navigation options: 'Details', 'Fields & Relationships' (selected), 'Page Layouts', 'Lightning Record Pages', 'Buttons, Links, and Actions', 'Compact Layouts', 'Field Sets', 'Object Limits', 'Record Types', 'Related Lookup Filters', and 'Search Layouts'. The 'Fields & Relationships' section shows 8 items, sorted by Field Label. A table lists the fields with columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text(12)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		
Event Name	Event_Name__c	Lookup(Event)		✓
Event Name	EventName__c	Master-Detail(Entitlement)		✓
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		

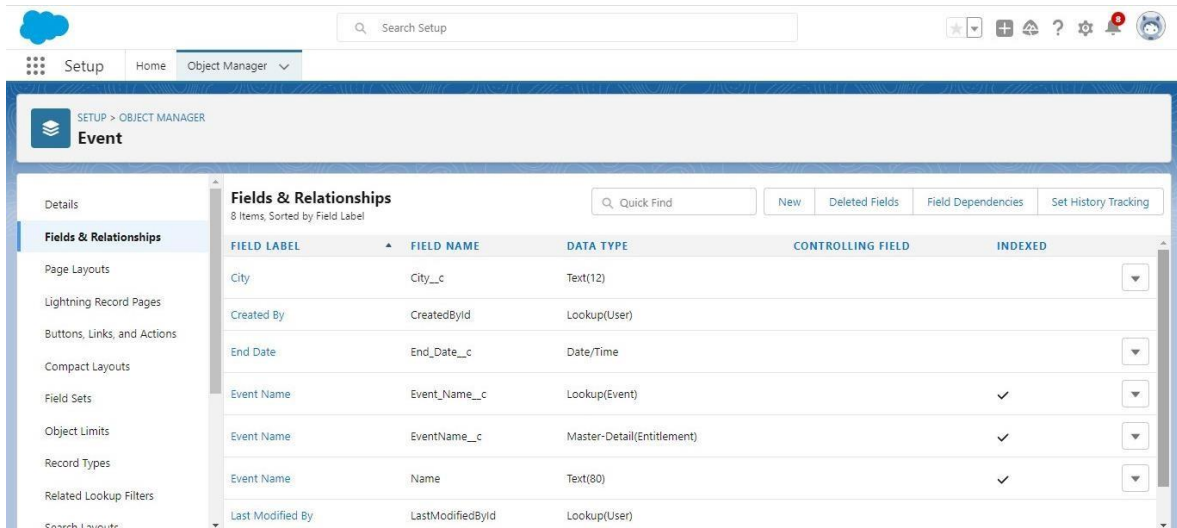
Activity 2: Fields for the Attendees object:



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The 'Fields & Relationships' section is active, displaying a list of 7 fields sorted by Field Label. The fields are:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Id	Id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

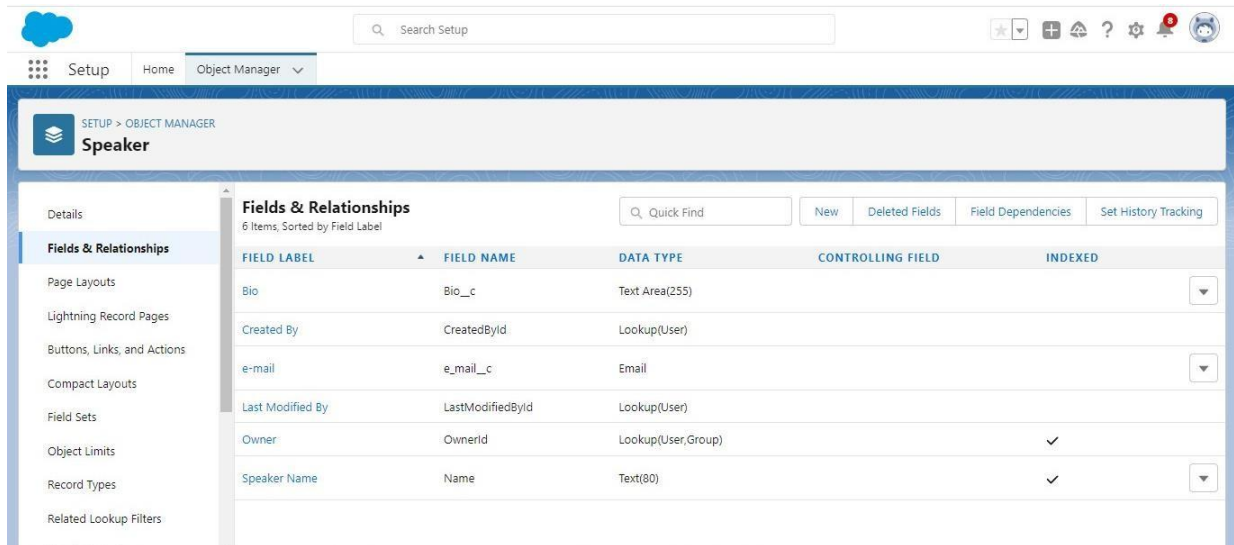
Activity 3: Master-detail relationship with Event objects:



The screenshot shows the Salesforce Setup interface for the 'Event' object. The 'Fields & Relationships' section is active, displaying a list of 8 fields sorted by Field Label. The fields are:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text(12)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		
Event Name	Event_Name__c	Lookup(Event)		✓
Event Name	EventName__c	Master-Detail(Entitlement)		✓
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		

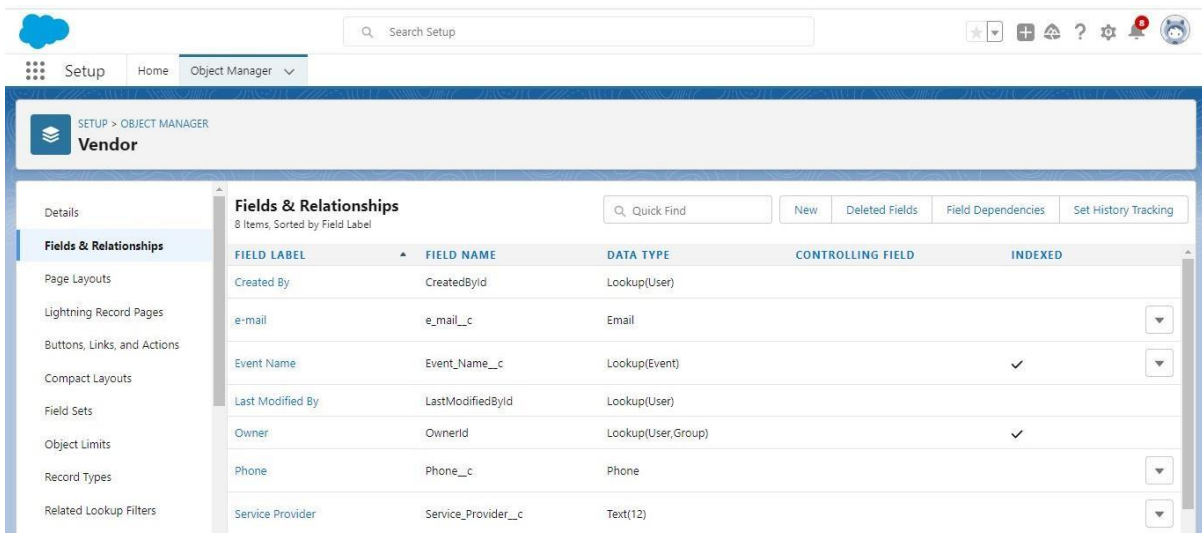
Activity 4: Fields for the Speakers object:



The screenshot shows the Salesforce Setup interface for the 'Speaker' object. The 'Fields & Relationships' section is active, displaying a table of 6 fields. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are Bio, Created By, e-mail, Last Modified By, Owner, and Speaker Name. The 'Speaker Name' field is highlighted in blue.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Activity 5: Fields for the Vendors object:



The screenshot shows the Salesforce Setup interface for the 'Vendor' object. The 'Fields & Relationships' section is active, displaying a table of 8 fields. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are Created By, e-mail, Event Name, Last Modified By, Owner, Phone, and Service Provider. The 'Event Name' field is highlighted in blue.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
Service Provider	Service_Provider__c	Text(12)		

Milestone 5 –Profile:

Activity 1: Event user profile:

The screenshot shows the Salesforce Setup interface for the 'Event user profile'. The left sidebar contains a search bar with 'profile' and a list of navigation items: 'Users' and 'Profiles'. The main content area is titled 'Event user profile' and includes a description: 'Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information. If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.'

Below the description is a list of enabled permissions, including 'Login IP Ranges', 'Enabled Apex Class Access', 'Enabled Visualforce Page Access', 'Enabled External Data Source Access', 'Enabled Named Credential Access', 'Enabled External Credential Principal Access', 'Enabled Custom Metadata Type Access', 'Enabled Custom Setting Definitions Access', 'Enabled Flow Access', 'Enabled Service Presence Status Access', and 'Enabled Custom Permissions'.

The 'Profile Detail' section shows the following information:

Name	Event user profile
User License	Salesforce
Description	
Created By	Ashmil K. 17/10/2023, 3:59 pm
Modified By	Ashmil K. 17/10/2023, 4:22 pm

The 'Page Layouts' section shows the following assignments:

Standard Object Layouts	Global	Object Milestone
Global	Global Layout [View Assignment]	Object Milestone Layout [View Assignment]
Email Application	Not Assigned [View Assignment]	Operating Hours Layout [View Assignment]
Home Page Layout	DE Default [View Assignment]	Opportunity Layout [View Assignment]

Activity 2: Event vendors profile:

The screenshot shows the Salesforce Setup interface for the 'Event vendors profile'. The left sidebar contains a search bar with 'profile' and a list of navigation items: 'Users' and 'Profiles'. The main content area is titled 'Event vendors profile' and includes a description: 'Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information. If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.'

Below the description is a list of enabled permissions, including 'Login IP Ranges', 'Enabled Apex Class Access', 'Enabled Visualforce Page Access', 'Enabled External Data Source Access', 'Enabled Named Credential Access', 'Enabled External Credential Principal Access', 'Enabled Custom Metadata Type Access', 'Enabled Custom Setting Definitions Access', 'Enabled Flow Access', 'Enabled Service Presence Status Access', and 'Enabled Custom Permissions'.

The 'Profile Detail' section shows the following information:

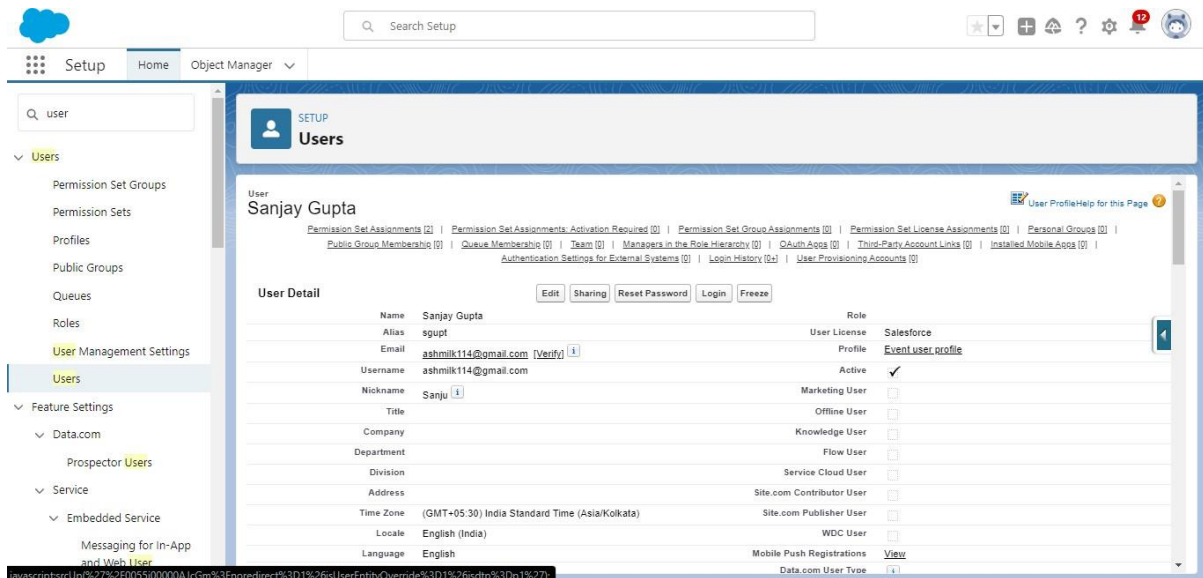
Name	Event vendors profile
User License	Salesforce
Description	
Created By	Ashmil K. 17/10/2023, 4:23 pm
Modified By	Ashmil K. 17/10/2023, 4:24 pm

The 'Page Layouts' section shows the following assignments:

Standard Object Layouts	Global	Object Milestone
Global	Global Layout [View Assignment]	Object Milestone Layout [View Assignment]
Email Application	Not Assigned [View Assignment]	Operating Hours Layout [View Assignment]
Home Page Layout	DE Default [View Assignment]	Opportunity Layout [View Assignment]

Milestone 6 –User:

Activity 1:

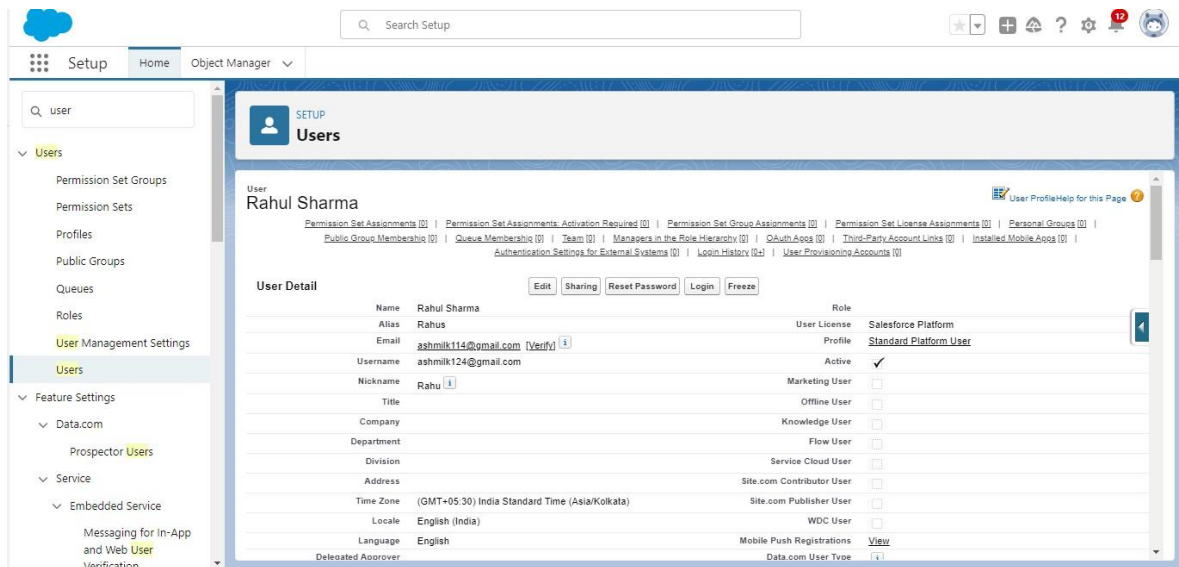


The screenshot shows the Salesforce Setup interface with the 'Users' tab selected. The left sidebar contains a navigation menu with 'Users' highlighted. The main content area displays the 'User Detail' for Sanjay Gupta. The user's email is ashmilk114@gmail.com, and the username is ashmilk114@gmail.com. The user is active and has the role of Salesforce. The user's profile is 'Event user profile'. The user's time zone is (GMT+05:30) India Standard Time (Asia/Kolkata), and the locale is English (India). The user's language is English. The user's mobile push registrations are visible, and the data.com user type is also shown.

User Detail

Field	Value	Field	Value
Name	Sanjay Gupta	Role	Salesforce
Alias	sgupt	User License	Salesforce
Email	ashmilk114@gmail.com (Verify)	Profile	Event user profile
Username	ashmilk114@gmail.com	Active	<input checked="" type="checkbox"/>
Nickname	Sanju	Marketing User	<input type="checkbox"/>
Title		Offline User	<input type="checkbox"/>
Company		Knowledge User	<input type="checkbox"/>
Department		Flow User	<input type="checkbox"/>
Division		Service Cloud User	<input type="checkbox"/>
Address		Site.com Contributor User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	<input type="checkbox"/>
Locale	English (India)	WDC User	<input type="checkbox"/>
Language	English	Mobile Push Registrations	View
		Data.com User Type	View

Activity 2:



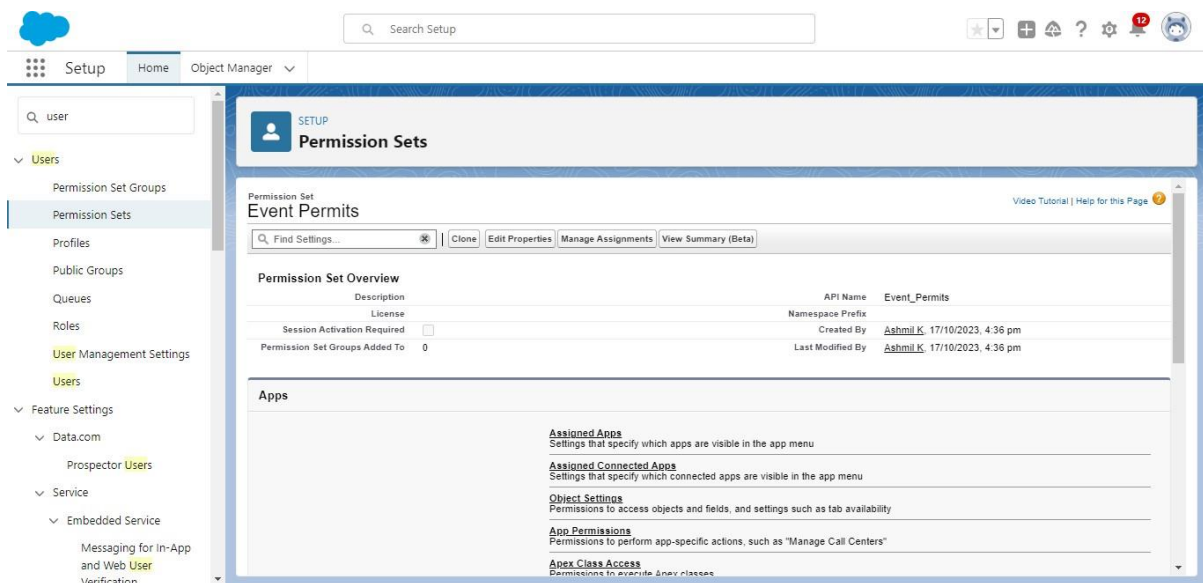
The screenshot shows the Salesforce Setup interface with the 'Users' tab selected. The left sidebar contains a navigation menu with 'Users' highlighted. The main content area displays the 'User Detail' for Rahul Sharma. The user's email is ashmilk114@gmail.com, and the username is ashmilk124@gmail.com. The user is active and has the role of Salesforce Platform. The user's profile is 'Standard Platform User'. The user's time zone is (GMT+05:30) India Standard Time (Asia/Kolkata), and the locale is English (India). The user's language is English. The user's mobile push registrations are visible, and the data.com user type is also shown.

User Detail

Field	Value	Field	Value
Name	Rahul Sharma	Role	Salesforce Platform
Alias	Rahus	User License	Salesforce Platform
Email	ashmilk114@gmail.com (Verify)	Profile	Standard Platform User
Username	ashmilk124@gmail.com	Active	<input checked="" type="checkbox"/>
Nickname	Rahu	Marketing User	<input type="checkbox"/>
Title		Offline User	<input type="checkbox"/>
Company		Knowledge User	<input type="checkbox"/>
Department		Flow User	<input type="checkbox"/>
Division		Service Cloud User	<input type="checkbox"/>
Address		Site.com Contributor User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	<input type="checkbox"/>
Locale	English (India)	WDC User	<input type="checkbox"/>
Language	English	Mobile Push Registrations	View
		Data.com User Type	View

Milestone 7- Permission sets:

Activity 1:



The screenshot shows the Salesforce Setup interface for the 'Event Permits' permission set. The left sidebar contains navigation links for Users, Feature Settings, Data.com, Service, and Embedded Service. The main content area displays the 'Permission Set Overview' for 'Event Permits', including fields for API Name, Namespace Prefix, License, Session Activation Required, and Permission Set Groups Added To. Below the overview, there are sections for 'Apps' (Assigned Apps, Assigned Connected Apps, Object Settings, App Permissions, and Apex Class Access) and a 'Find Settings' search bar.

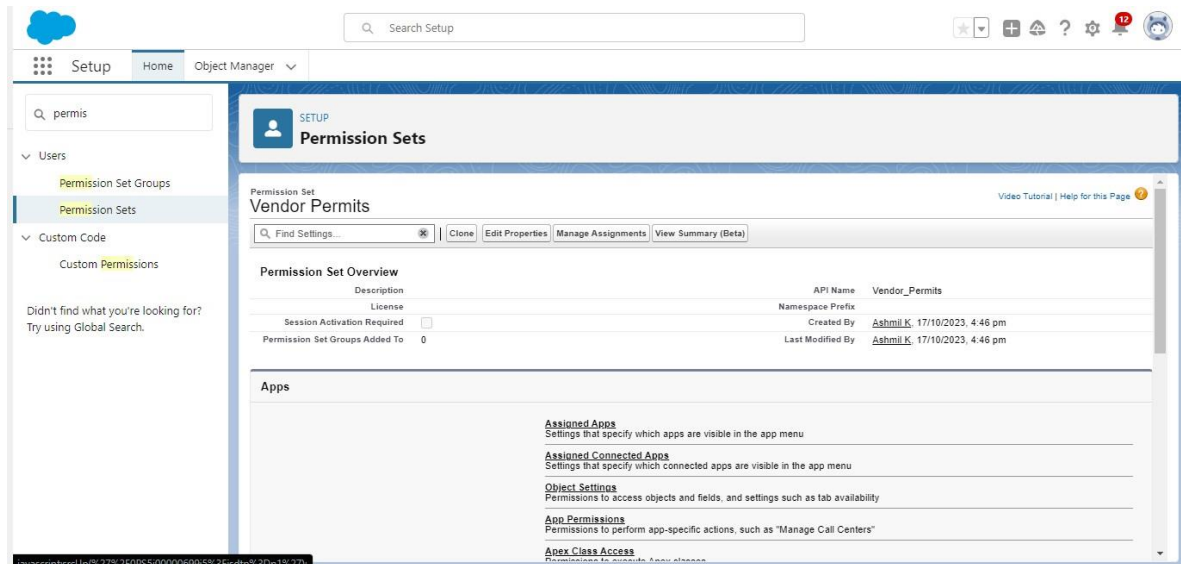
Permission Set Overview

Field	Value
API Name	Event_Permits
Namespace Prefix	
License	
Session Activation Required	<input type="checkbox"/>
Permission Set Groups Added To	0
Created By	Ashmit K. 17/10/2023, 4:36 pm
Last Modified By	Ashmit K. 17/10/2023, 4:36 pm

Apps

- Assigned Apps**
Settings that specify which apps are visible in the app menu
- Assigned Connected Apps**
Settings that specify which connected apps are visible in the app menu
- Object Settings**
Permissions to access objects and fields, and settings such as tab availability
- App Permissions**
Permissions to perform app-specific actions, such as "Manage Call Centers"
- Apex Class Access**
Permissions to execute Apex classes

Activity 2:



The screenshot shows the Salesforce Setup interface for the 'Vendor Permits' permission set. The left sidebar contains navigation links for Users, Permission Set Groups, Custom Code, and Custom Permissions. The main content area displays the 'Permission Set Overview' for 'Vendor Permits', including fields for API Name, Namespace Prefix, License, Session Activation Required, and Permission Set Groups Added To. Below the overview, there are sections for 'Apps' (Assigned Apps, Assigned Connected Apps, Object Settings, App Permissions, and Apex Class Access) and a 'Find Settings' search bar.

Permission Set Overview

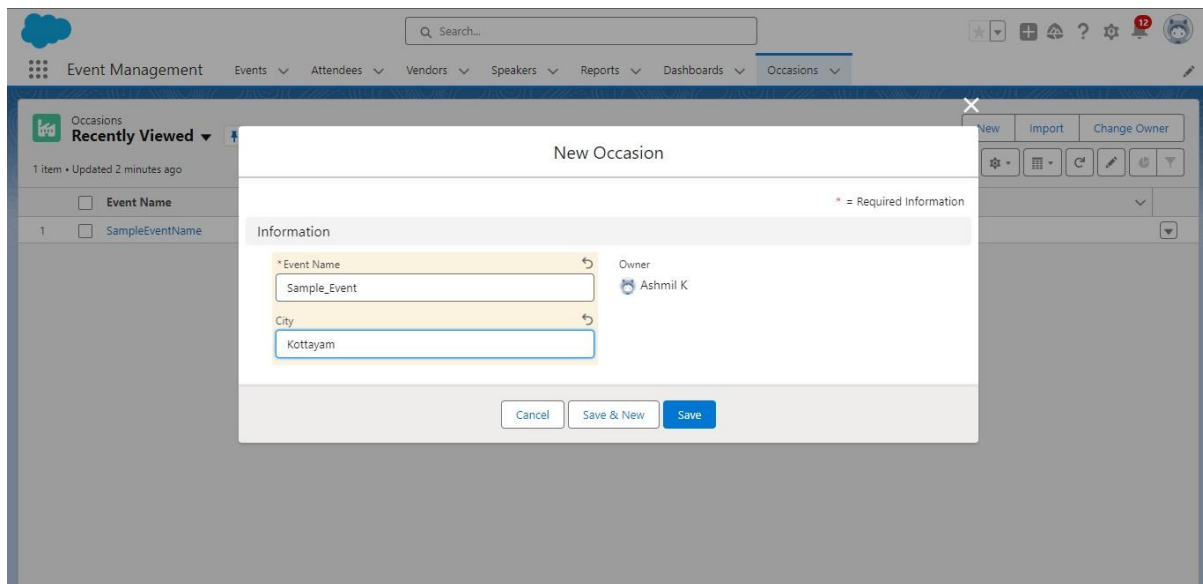
Field	Value
API Name	Vendor_Permits
Namespace Prefix	
License	
Session Activation Required	<input type="checkbox"/>
Permission Set Groups Added To	0
Created By	Ashmit K. 17/10/2023, 4:46 pm
Last Modified By	Ashmit K. 17/10/2023, 4:46 pm

Apps

- Assigned Apps**
Settings that specify which apps are visible in the app menu
- Assigned Connected Apps**
Settings that specify which connected apps are visible in the app menu
- Object Settings**
Permissions to access objects and fields, and settings such as tab availability
- App Permissions**
Permissions to perform app-specific actions, such as "Manage Call Centers"
- Apex Class Access**
Permissions to execute Apex classes

Milestone 8 – User Adoption

Activity : Create A Record



The screenshot shows the 'New Occasion' form in the Event Management system. The form is titled 'New Occasion' and includes a close button (X) in the top right corner. It features a search bar at the top and a navigation menu with options like 'Event Management', 'Events', 'Attendees', 'Vendors', 'Speakers', 'Reports', 'Dashboards', and 'Occasions'. The form itself has a 'Recently Viewed' section on the left and a main 'Information' section. The 'Information' section contains fields for 'Event Name' (with a value of 'Sample_Event'), 'City' (with a value of 'Kottayam'), and 'Owner' (with a value of 'Ashmil K'). There are also buttons for 'Cancel', 'Save & New', and 'Save'. A legend indicates that an asterisk (*) denotes required information.

Event Management

Events Attendees Vendors Speakers Reports Dashboards Occasions

Occasions Recently Viewed

1 item • Updated 2 minutes ago

Event Name

Sample_EventName

New Occasion

Information

* Event Name

Sample_Event

City

Kottayam

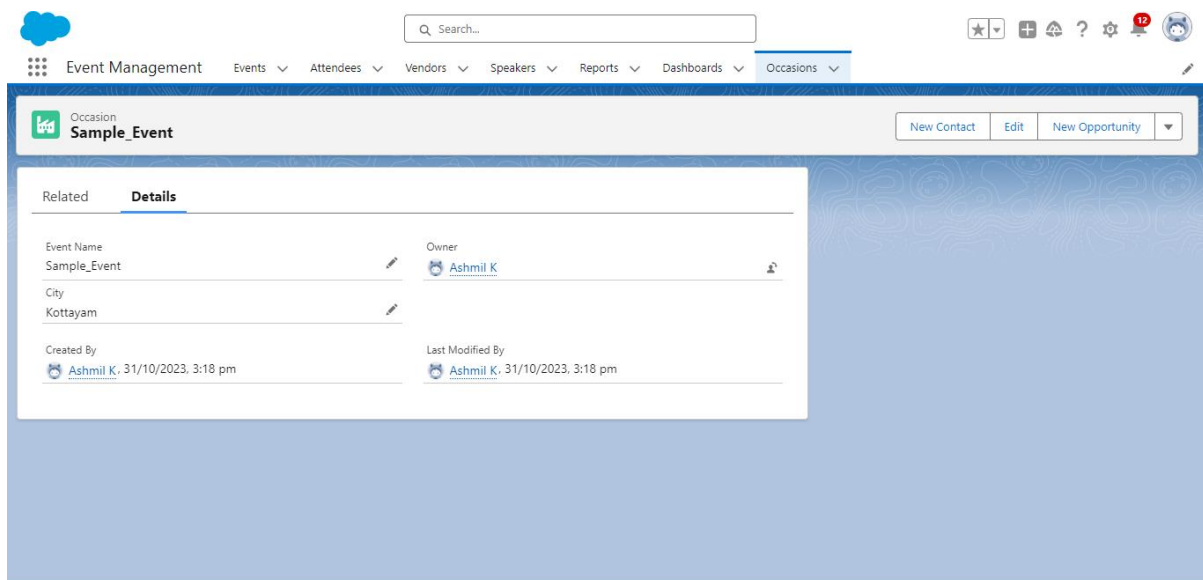
Owner

Ashmil K

Cancel Save & New Save

* = Required Information

Activity 2 : View A Record



The screenshot shows the 'Sample_Event' record view in the Event Management system. The record is titled 'Sample_Event' and includes a 'New Contact' button, an 'Edit' button, and a 'New Opportunity' button. The record is displayed in a 'Details' view, showing fields for 'Event Name', 'City', 'Owner', 'Created By', and 'Last Modified By'. The 'Event Name' field has a value of 'Sample_Event', the 'City' field has a value of 'Kottayam', the 'Owner' field has a value of 'Ashmil K', the 'Created By' field has a value of 'Ashmil K, 31/10/2023, 3:18 pm', and the 'Last Modified By' field has a value of 'Ashmil K, 31/10/2023, 3:18 pm'.

Event Management

Events Attendees Vendors Speakers Reports Dashboards Occasions

Occasion Sample_Event

New Contact Edit New Opportunity

Related Details

Event Name

Sample_Event

City

Kottayam

Owner

Ashmil K

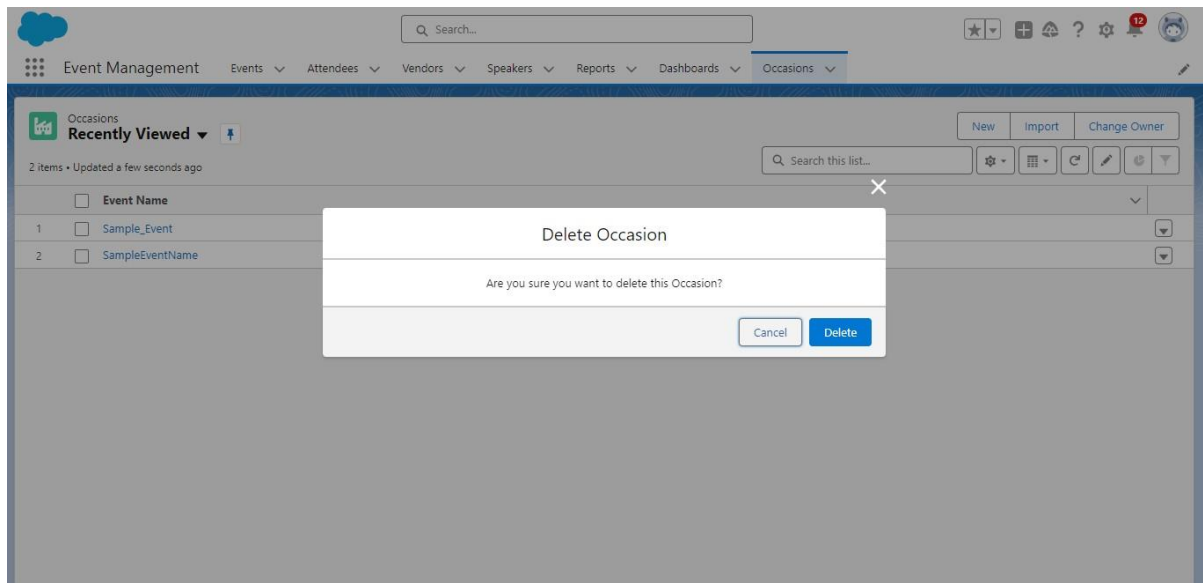
Created By

Ashmil K, 31/10/2023, 3:18 pm

Last Modified By

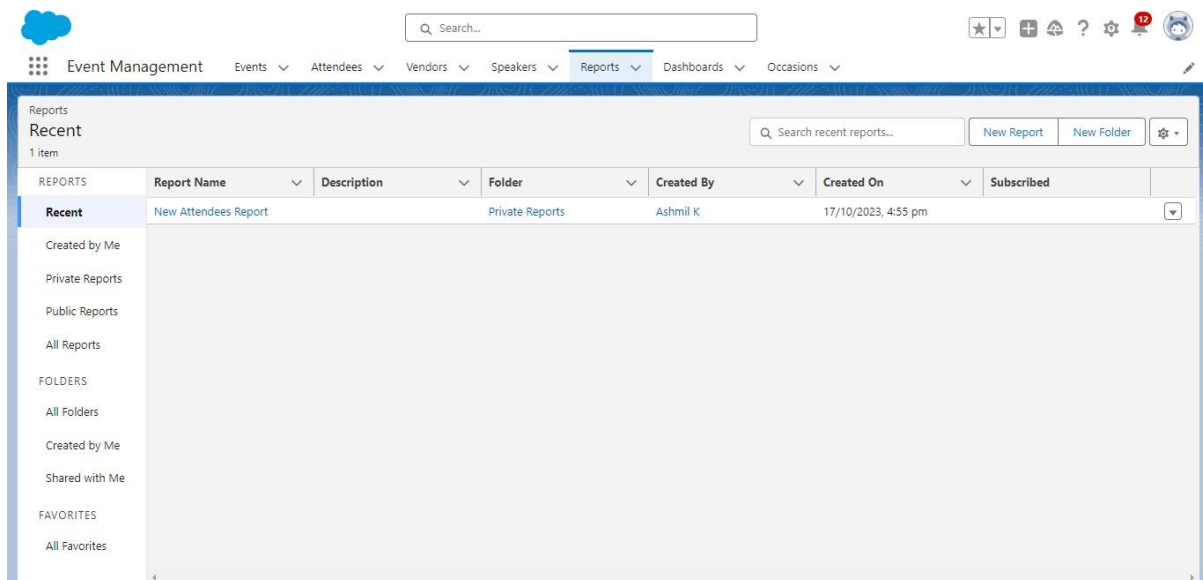
Ashmil K, 31/10/2023, 3:18 pm

Activity 3 : Delete A Record



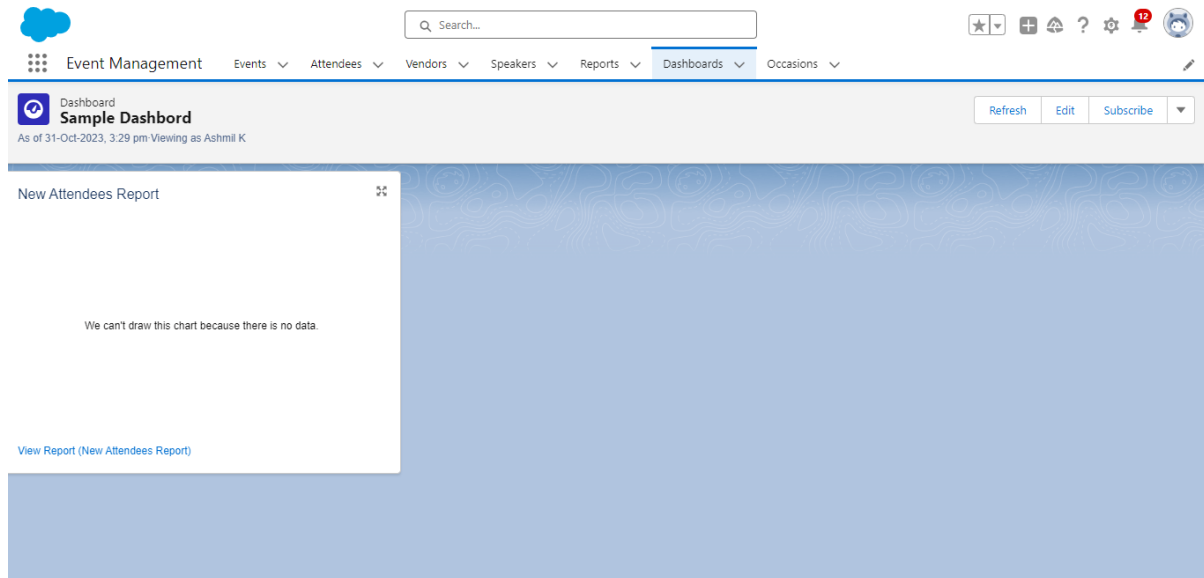
Milestone 9 –Reports:

Activity 1 :



Milestone 9 –Dashboard:

Activity 1 : Create A Dashboard



4. Trailhead Profile Public URL:

Team Members	Trailhead Profile Public URL
Team Leader (Ashmil.K)	https://www.salesforce.com/trailblazer/ashmilk
Team Member 1 (Abhiram Suresh)	https://www.salesforce.com/trailblazer/abhiramsuresh
Team Member 2 (Athul Raj)	https://www.salesforce.com/trailblazer/athulraj
Team Member 3 (Mubashir.P.A)	https://www.salesforce.com/trailblazer/mubashirpa

5 . ADVANTAGES & DISADVANTAGES

Advantages :

- 1.Opportunities for creativity
- 2.Ability to work different events
- 3.High projection job growth

Disadvantages :

- 1.Unconventional work hours
- 2.Time away from family and friends
- 3.Multiple events at the same time

6. APPLICATIONS

Event Planning and Organization: An Event Management System facilitates the entire event planning process, from conceptualization to execution. It helps in creating detailed event plans, including scheduling, budgeting, and task assignments.

Registration and Ticketing: It allows for online registration and ticketing processes, making it convenient for attendees to sign up for the event. This also streamlines the process for organizers, as they can easily track the number of registered attendees.

Attendee Management: The system helps in maintaining a database of attendees, including their contact information, preferences, and special requirements. This information is crucial for personalized communication and ensuring a seamless event experience.

Promotion and Marketing: Event Management Systems often come with built-in marketing tools like email campaigns, social media integration, and promotional materials. These features help in reaching a wider audience and creating a buzz around the event.

6. CONCLUSION

The integration of Salesforce as the foundation of our Event Management System has fundamentally transformed our approach to event planning and execution. Leveraging Salesforce's tailored features for event management, we streamlined processes from initial planning to post-event analysis. The platform facilitated seamless attendee registration, efficient resource management, and effective stakeholder communication. Its robust marketing tools amplified our outreach, resulting in a broader and more engaged audience. The analytics capabilities provided crucial insights into event performance and attendee satisfaction, empowering data-driven decisions for future events. Salesforce's integrated security and compliance features ensured a safe and regulatory-compliant event environment. The user-friendly interface enhanced the experience for both organizers and attendees. This integration exemplifies the potential of modern technology in redefining event management practices, promising continued excellence in our future events.

7. FUTURE SCOPE

The future of Event Management Systems (EMS) holds exciting possibilities driven by technological advancements and evolving industry trends. Here are some key areas with significant future scope:

Enhanced Personalization: EMS will increasingly focus on providing personalized experiences for attendees. This could involve tailored content, agenda recommendations, and targeted communications based on individual preferences and behavior.

Integration with Virtual and Hybrid Events: As virtual and hybrid events continue to gain popularity, EMS will evolve to seamlessly integrate with virtual event platforms, offering a unified solution for both physical and online events.

AI and Automation: AI-driven features like chatbots, predictive analytics, and automated marketing campaigns will become more prevalent. These technologies will enhance efficiency, improve attendee engagement, and provide valuable insights for event planners.

Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies will be incorporated into EMS to create immersive experiences for attendees. This could include virtual venue tours, interactive exhibits, and enhanced networking opportunities.