**PROJECT DEMO PLANNING**

1. Identify CRM Software:

- Choose a CRM software that suits your needs. Popular options include Salesforce, HubSpot, or custom solutions tailored to your requirements.

2. Define User Roles:

- Define user roles and permissions for your team members based on their responsibilities. This might include roles for administrators, instructors, and project coordinators.

3. Data Structure:

- Design the database structure to store candidate information, internal marks, project details, and demo schedules. Ensure that it's scalable for future needs.

4. Candidate Profiles:

- Create comprehensive profiles for each candidate, including personal details, academic history, internal marks, and project details.

5. Internal Marks Tracking:

- Implement a system to record and track internal marks. This could involve a grading system, historical tracking, and the ability to add comments or feedback.

6. Project Demo Planning:

- Develop a module for project demo planning. This should include scheduling, room allocation, and details about the project to be presented.

7. Communication Integration:

- Integrate communication tools or notifications within the CRM. This ensures that candidates, instructors, and coordinators receive updates about project demo schedules, marks, and any other relevant information.

8. Automation:

- Implement automation for repetitive tasks. For example, automatic reminders for upcoming project demos or notifications for students with low internal marks.

9. Integration with Academic Systems:

- If applicable, integrate the CRM with academic systems to synchronize data seamlessly. This ensures that the CRM is the central hub for all candidate-related information.

10. User-Friendly Interface:

- Design an intuitive and user-friendly interface. This is crucial for easy navigation and adoption by instructors and administrators.

11. Analytics and Reporting:

- Implement analytics tools for tracking trends in internal marks and project performance. This can aid in identifying areas for improvement and assessing overall candidate progress.

12. Security Measures:

- Implement robust security measures to protect candidate data. This includes role-based access control and encryption of sensitive information.

13. Training and Support:

- Provide thorough training to your team on using the CRM system. Ensure ongoing support for any questions or issues that may arise.