

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1 OVERVIEW

1.1 INTRODUCTION :

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event 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.

1.2 PURPOSE :

An Event Management System **helps organizers plan, execute and report on events, driving success for their business**

An event management can **take care of all the organisation and tasks to deliver a successful event, allowing you to focus on the day and your guests**

2.PROBLEM AND DESIGN THINKING

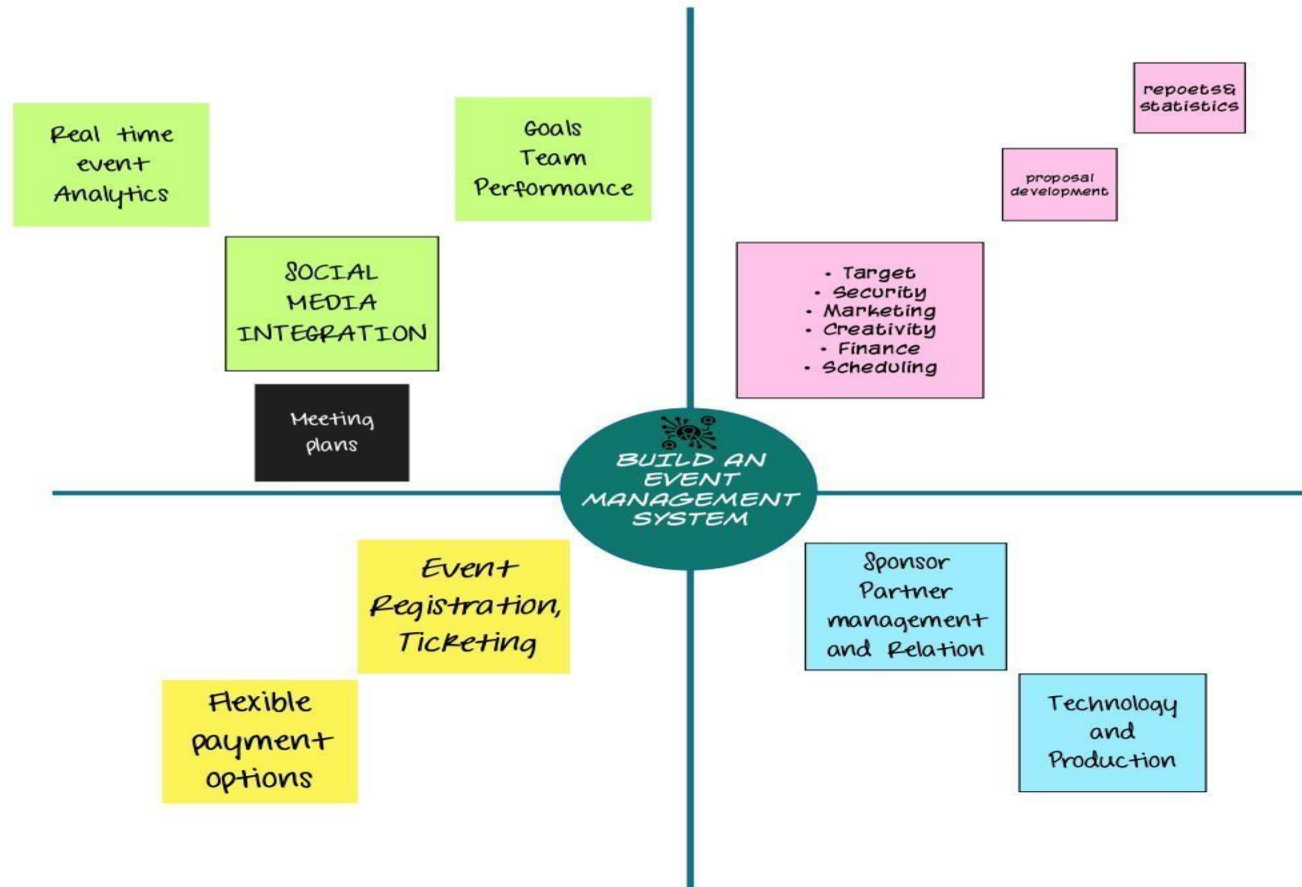
2.1

Empathy Map



Build empathy

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



2.2 Ideation and Brainstorming map

2.2 Ideation and Brainstorming map

3 RESULT

Salesforce objects are database tables that permit you to store data that is specific to an organization. It consists of fields (columns) and records (rows).

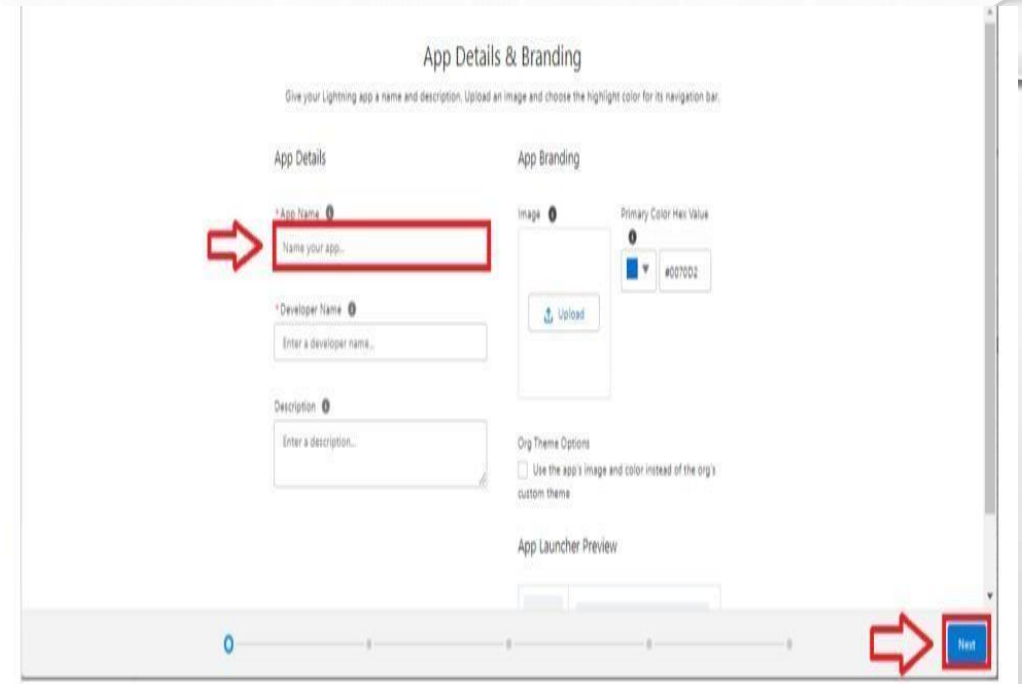
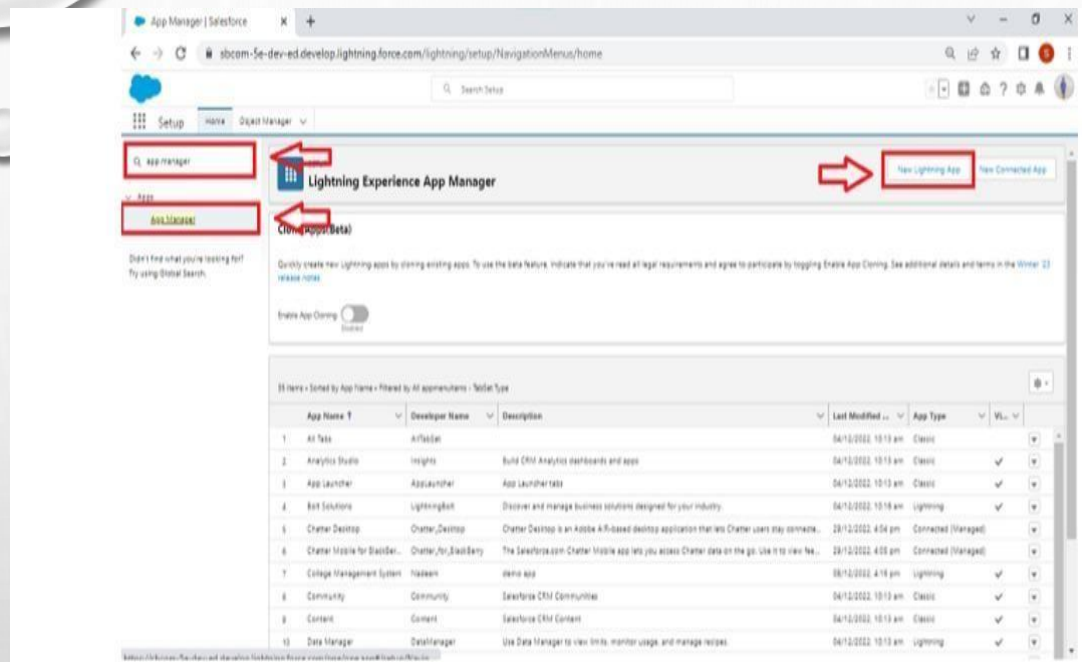
Salesforce objects are of two types:

- **Standard Objects:** Standard objects are the kind of objects that are provided by salesforce.com such as users, contracts, reports, dashboards, etc.
- **Custom Objects:** Custom objects are those objects that are created by users. They supply information that is unique and essential to their organization. They are the heart of any application and provide a structure for sharing data.

The screenshot displays the Salesforce 'New Custom Object' setup page. The page title is 'New Custom Object'. The browser address bar shows the URL: 'sbcom-5e-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new'. The page content includes the following sections:

- Custom Object Definition Edit** (Buttons: Save, Save & New, Cancel)
- Custom Object Information**
 - The singular and plural labels are used in tabs, page layouts, and reports.
 - Plural Label: [Text Field] Example: Accounts (Red box and arrow pointing to the example)
 - Object Name: [Text Field] Example: Account (Red box and arrow pointing to the example)
 - Description: [Text Area]
 - Context-sensitive help setting:
 - ☒ Open the standard Salesforce.com Help & Training window
 - ☐ Open a window using a Visualforce page
 - Content name: [Dropdown Menu]
- Enter Record Name Label and Format**
 - The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.
 - Record name: [Text Field] Example: Account Name
 - Date type: [Dropdown Menu]
- Additional Features**
 - ☒ Allow Reports (Red box and arrow pointing to the checkbox)
 - ☐ Allow Activity
 - ☐ Track Field History

3.2 Activity & Screenshot



4 Trailhead profile public URL:

TEAM LEAD <https://trailblazer.me/id/abika10>

Team Member1: <https://trailblazer.me/id/avi2510>

Team Member2: <https://trailblazer.me/id/dhinakarans>

Team Member3:

<https://trailblazer.me/id/barath1>

5 Advantages and Disadvantages:

Advantages	Disadvantages
<ul style="list-style-type: none">• forces organisations to look ahead	<ul style="list-style-type: none">• can be time consuming and expensive
<ul style="list-style-type: none">• improved fit with the environment	<ul style="list-style-type: none">• may be difficult in rapidly changing markets
<ul style="list-style-type: none">• better use of resources	<ul style="list-style-type: none">• can become a straightjacket
<ul style="list-style-type: none">• provides a direction/vision	<ul style="list-style-type: none">• some unplanned for opportunities may be missed
<ul style="list-style-type: none">• helps monitor progress	<ul style="list-style-type: none">• can become bureaucratic
<ul style="list-style-type: none">• ensures goal congruence	<ul style="list-style-type: none">• is less relevant in a crisis

6 Applications:

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

7 Conclusion:

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry. SolutionDot always keep your objectives and goals on top priority while developing any plan of work.

8 Future Scope:

Event Management involves management, creation and development of different events like corporate events, parties, formal events etc. The career scope in event management is immense. Know in detail about scope of event management in India.

Event management is the process of planning various types of events. These events can be from small networking meetings to a high social event. Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.