

Phase 1: Problem Understanding & Industry Analysis

1. Problem Statement

Event organizers currently rely on manual processes (Excel sheets, email lists, or paper registrations) to manage event sign-ups and attendee feedback. This creates several challenges:

- **Overbooking issues** when capacity is not tracked in real time.
- **Duplicate registrations** when the same attendee signs up multiple times.
- **Delayed communication** for confirmations, reminders, and feedback requests.
- **Lack of structured reporting**, making it hard to measure event success.

Without a centralized system, event management is inefficient, error-prone, and time-consuming.

2. Objective

To design and implement a **Salesforce-based Event Registration & Feedback Management System** that allows:

- Automated event registration with real-time **capacity control**.
- Duplicate prevention to ensure clean attendee data.
- Automatic confirmation and feedback **emails via Flows and Alerts**.
- Easy-to-use interfaces for both **organizers and attendees**.
- Insightful **reports and dashboards** to track registrations, feedback, and event performance.

3. Industry Analysis

Current Practices:

- Most organizations still manage event registrations manually via spreadsheets, emails, or Google Forms.
- Event capacity is not enforced, leading to overbooking.
- Feedback is often collected separately (Google Forms, paper surveys), causing fragmented data.

Challenges in the Sector:

- Inefficient attendee experience due to lack of automated confirmations.
- Event managers struggle to consolidate registration and feedback data.

- No real-time visibility into event trends, attendance rates, and participant satisfaction.