Phase 7: Integration & External Access

Objective

To enable the Event Registration Management system to connect with **external platforms and users outside Salesforce**, allowing for future scalability — such as online event registration portals, attendee mobile access, or calendar integrations — while ensuring security and reliability.

Current Implementation (Version 1.0)

- No third-party integrations implemented.

- System runs fully on **Salesforce native tools**: Objects, Flows, Email Alerts, Reports, and Dashboards.

- External access is limited to **email communication** with attendees (registration confirmations and feedback acknowledgments).

Planned Integrations (Future Scope)

1. Online Registration & Payment Integration

- **Need:** Allow attendees to register and pay for events online.

- **Tools:**

    o REST API integration with **Stripe** or **Razorpay**.

    o Apex HttpRequest & HttpResponse classes to handle API calls.

- **Expected Benefit:** Automatically create Attendee__c records with payment confirmation details.

2. Attendee Self-Service Portal

- **Need:** Allow attendees to register, submit feedback, and track event participation.

- **Tools:**

    o Salesforce **Experience Cloud** (Community Portal).

    o Role-based access: separate portals for attendees and event organizers.

- **Expected Benefit:** Improves engagement, reduces manual data entry, and provides a better attendee experience.

3. Mobile Accessibility

- **Need:** Enable attendees and organizers to access event info on the go.

- **Tools:**

    o Salesforce **Mobile App** (Lightning Experience).

    o Optionally, **Lightning Web Components (LWC)** for a mobile-responsive interface.

- **Expected Benefit:** Real-time updates on registrations, feedback, and event participation.

4. External Calendar Sync (Optional)

- **Need:** Sync event schedules with Gmail/Outlook for attendees and organizers.

- **Tools:** Salesforce Calendar Integration & **Einstein Activity Capture**.

- **Expected Benefit:** Automatic calendar reminders for upcoming events, improving attendance.

Security & Access Considerations

- Enforce **Profiles, Permission Sets, and Field-Level Security (FLS)** for external data access.

- Use **OAuth 2.0 authentication** for API access.

- Apply **IP restrictions** and session controls for Experience Cloud portals.

- Ensure sensitive data (payment details, personal info) is **secure and PCI-DSS compliant**.

Tabular Summary

Integration Area	Tool/Method	Purpose	Status
Current External Access	Email Alerts via Flows	Acknowledgment & reminders to attendees	Implemented (v1.0)
Online Registration & Payment	REST API (Stripe/Razorpay)	Auto-create Attendee records on payment confirmation	Planned (Future)
Attendee Self-Service Portal	Experience Cloud	Self-service registration, feedback, and participation tracking	Planned (Future)

Integration Area	Tool/Method	Purpose	Status
Mobile Access	Salesforce Mobile App / LWC	Access attendee/event data on the go	Partially Ready
Calendar Sync	Einstein Activity Capture	Sync events with Gmail/Outlook	Optional/Future

Benefits

- Streamlines **event registration and feedback collection**.

- Improves **attendee engagement** through self-service portals.

- Reduces **manual effort** for event admins.

- Ensures system **scalability** to manage larger attendee volumes and multiple events.