**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.