H.H THE RAJAH'S COLLEGE
PUDUKKOTTAI – 622 001

DEPARTMENT OF MATHEMATICS

NAAN MUDHALVAN – SMART BRIDGE PROJECT

PROJECT TITLE
BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

SUBMITTED BY

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INTRODUCTION

Welcome to the world of event management! Building an event requires careful planning, creativity, and attention to detail to create a memorable experience for your attendees. Whether you're organizing a corporate conference, a music festival, or a wedding, the success of your event depends on how well you manage the planning process.

In this introduction, we'll explore the key components of building an event management plan. We'll cover topics such as determining your event goals, identifying your target audience, selecting the right venue, creating a budget, developing a marketing plan, and managing logistics on the day of the event.

Event management can be a challenging and rewarding experience, and with the right approach and tools, you can create a truly unforgettable event. So let's dive in and start building your event management plan!

1.1 OVERVIEW

Building an event management plan involves several key steps that are essential to ensure a successful event. Here is an overview of the main components:

1.Determine your event goals: Define the purpose and goals of your event. What is the desired outcome, and how will you measure success?

2.Identify your target audience: Who is your event aimed at? Define your target audience and understand their needs, preferences, and expectations.

3.Select the right venue: Choose a venue that meets your requirements in terms of location, capacity, and amenities.

4.Develop a budget: Plan your finances by creating a budget that covers all aspects of the event, from venue rental to catering and marketing.

5.Create a marketing plan: Develop a marketing strategy to promote your event and generate interest among your target audience.

6.Manage logistics: Coordinate all the logistical details, such as transportation, catering, equipment rental, and staffing.

7.Execute the plan: Put your plan into action, making sure everything runs smoothly and according to schedule.

8.Evaluate the event: Collect feedback and data to assess the success of your event and identify areas for improvement for future events.

By following these steps, you can create a comprehensive event management plan that ensures a successful and memorable event.

1.2 PURPOSE

The purpose of building an event management plan is to ensure the successful execution of an event. Event management involves planning, organizing, and executing events of all sizes and types, from corporate conferences and trade shows to music festivals and weddings.

An effective event management plan enables you to:

Define the goals and objectives of the event and ensure they are achieved

Create a budget and manage expenses to ensure the event is financially successful

Identify and target the appropriate audience for the event

Choose a suitable venue and ensure all necessary equipment and services are in place

Develop a marketing plan to promote the event and generate interest and attendance

Coordinate all logistical details, such as transportation, catering, and staffing
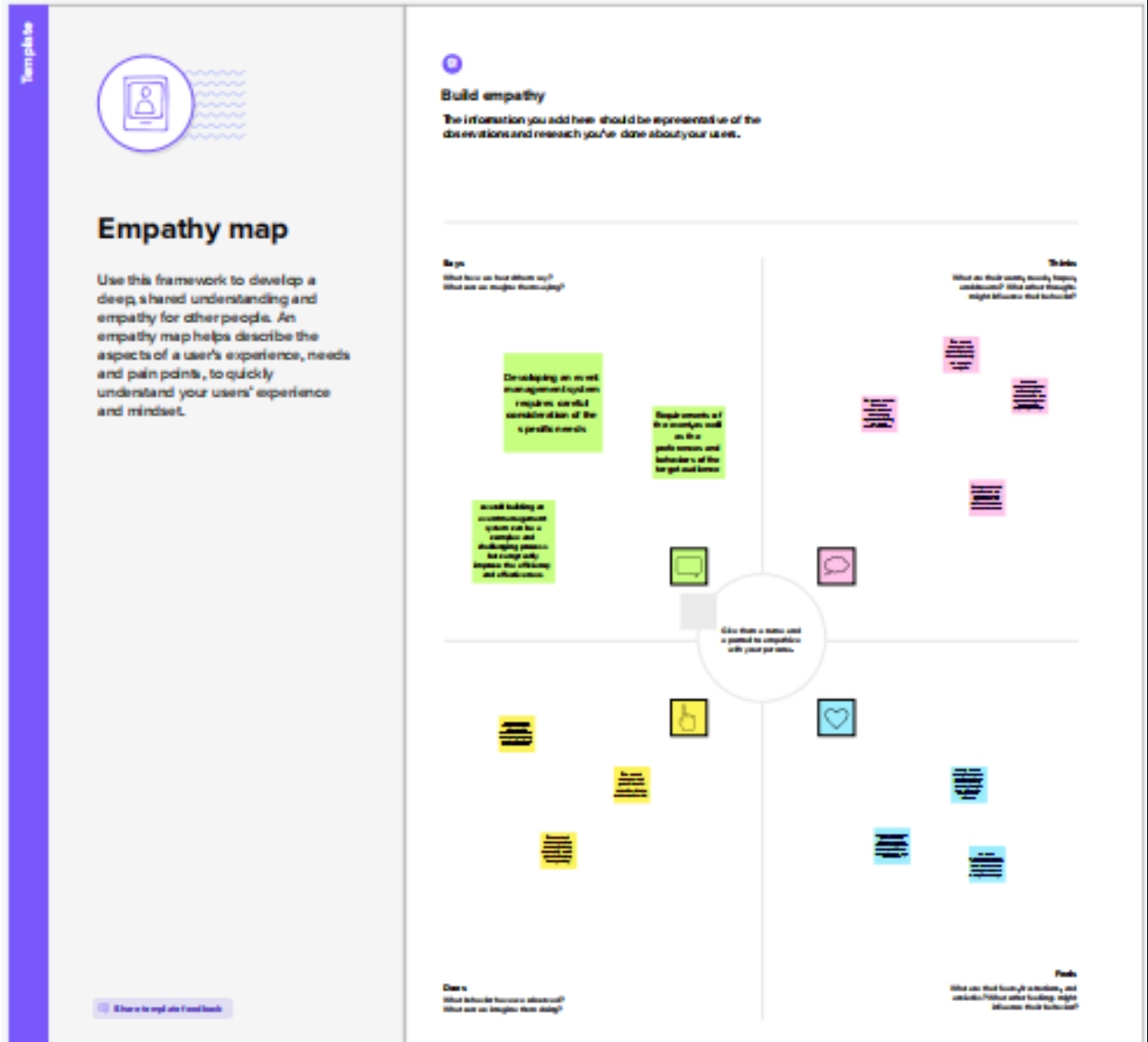
Ensure a seamless and enjoyable experience for attendees

Evaluate the success of the event and identify areas for improvement for future events.

Ultimately, the purpose of event management is to create a memorable and enjoyable experience for attendees while achieving the desired goals and objectives of the event.

PROBLEM DEFINITION & DESIGN THINKING :

2.1 EMPATHY MAP :

2.2 IDEATION & BRAIN STORMING MAP :

3. RESULT :
     DATA MODEL :

| Object Name	Fields in the object	
Event	Field Label	Data Type
	Event Name	Text(80)
	Start Date	Date/Time
	End Date	Date/Time
Attendee	Field Label	Data Type
	Attendee Name	Text(80)
	Id	Auto Number
	Email	Email
Speaker	Field Label	Data Type
	Bio	Test Area(225)
	e-mail	Email
	Event Name	Lookup(Event)
	Speaker Name	Test(80)
Vendor	Field Label	Data Type
	e-mail	Email
	Event Name	Lookup(Event)
	Phone	Phone
	Service Provider	Text(30)
	Vendor Name	Text(80)
Student	Field Label	Data Type
	Student Name	Text(80)
	Tickets	Pickllist

3.2 Activity & Screenshot

Over all App view :
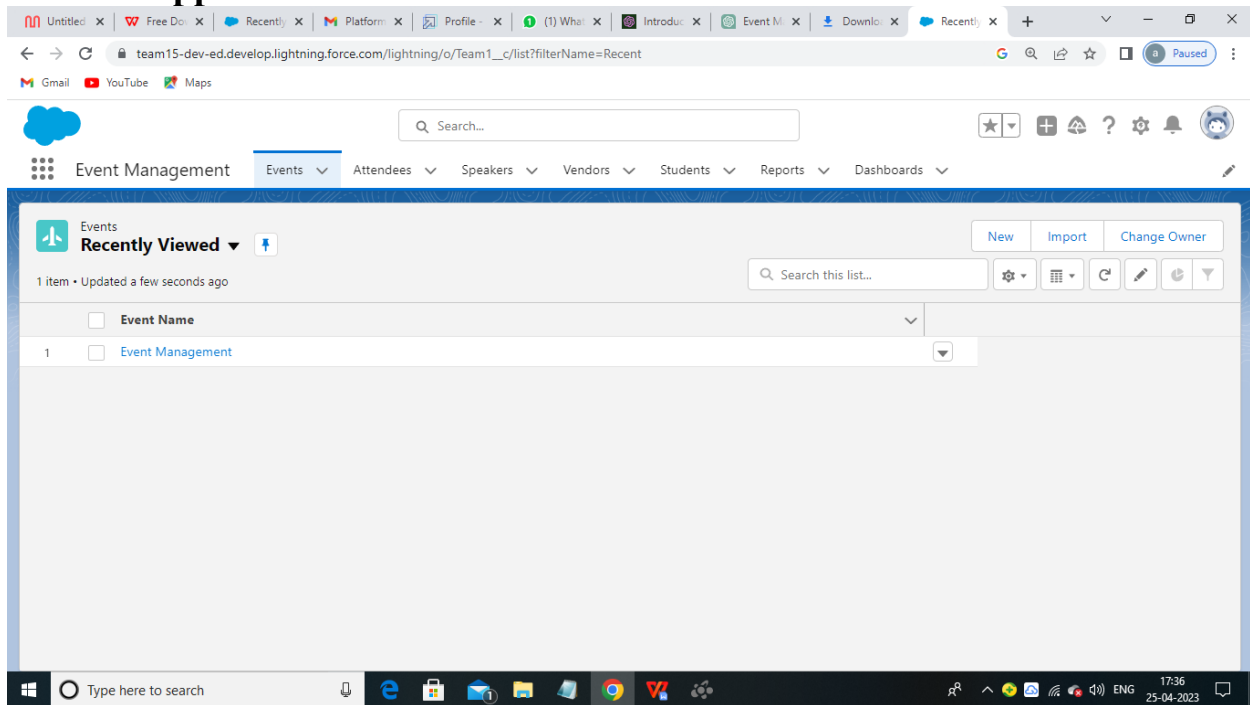
Event:
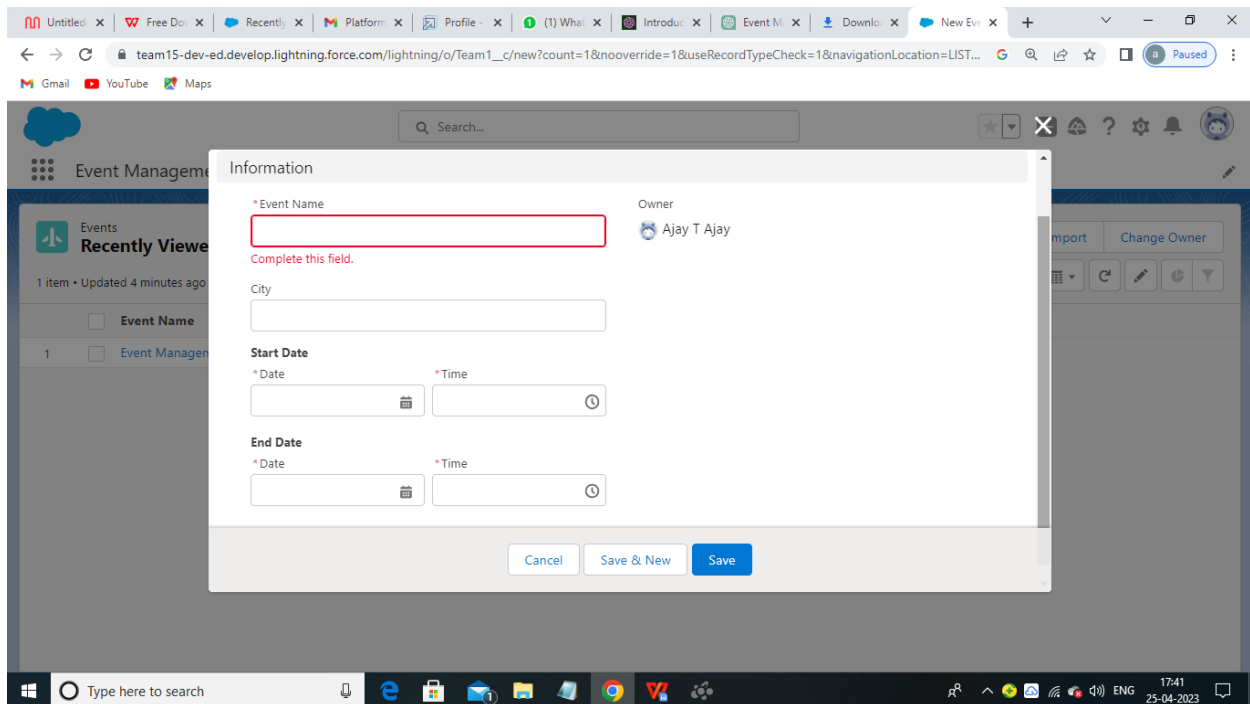
- To specify the name of the event and its location, start date and end date.

Attendees :

- To specify the name of the attendee, Id, Phone, Email and Event Name.

Speaker :

- To know the information that of the speaker name, Bio , e-mail and event name.

Vendor :

- To know the information about the Vendor Name, e-mail, Phone, Service Provider and Event Name.

Student:

- To know the information about the Student Name and Tickets

4 Trailhead Profile Public URL

Team Lead   :   https://trailblazer.me/id/aajay141

Team Member 1 :   https://trailblazer.me/id/ppathyc

Team Member 2 :   https://trailblazer.me/id/karthikn999

Team Member   3 :   https://trailblazer.me/id/ssathyaprakash2

5 ADVANTAGE & DISADVANTAGE

Advantages:

- Streamlined Processes: An event management system can help streamline processes and automate many tasks, such as scheduling, registration, ticketing, and marketing, thereby saving time and effort for organizers.

- Improved Efficiency: With an event management system in place, organizers can efficiently manage the logistics of the event, including vendor management, staff coordination, and resource allocation.

- Enhanced Attendee Experience: Event management systems can help enhance the attendee experience by providing a seamless registration process, personalized recommendations, and real-time updates on the event schedule.

- Increased Revenue: An event management system can help organizers maximize revenue by enabling them to sell tickets, merchandise, and other items directly through the platform.

- Data Analysis: With an event management system, organizers can collect data on attendees, including demographics, preferences, and feedback. This data can be used to improve future events and better target marketing efforts.

Overall, building an event management system can help organizers save time, increase efficiency, enhance attendee experience, maximize revenue, and collect valuable data for future events.

Disadvantages:

- High Costs: Building an event management system can be expensive, particularly if it requires custom development. This can be a barrier for smaller organizations or those with limited budgets.

- Technical Complexity: Developing an event management system requires technical expertise and resources, which may not be readily available within an organization. This can lead to delays or additional costs if outside consultants are needed.

- Maintenance and Support: Once an event management system is developed, ongoing maintenance and support will be required to ensure that it remains functional and secure. This can be an additional cost and resource burden for organizations.

- User Adoption: The success of an event management system depends on user adoption. If attendees, vendors, or staff find the system difficult to use, they may not engage with it, leading to a suboptimal experience.

- Integration Challenges: An event management system may need to integrate with other systems, such as payment gateways, CRM software, or marketing automation platforms. Ensuring that these integrations are seamless and functional can be a challenge.

Overall, while building an event management system can offer many benefits, it is important to carefully consider the potential drawbacks and assess whether the investment is worth it for the organization.

APPLICATIONS

- Corporate Events: Businesses can use an event management system to manage internal events, such as meetings, training sessions, and team-building activities, as well as external events, such as product launches, conferences, and trade shows.

- Sports Events: Sports organizations can use an event management system to manage sporting events, such as marathons, triathlons, and cycling races, including registration, tracking, and timing.

- Music and Entertainment Events: Event management systems can be used to manage music and entertainment events, such as concerts, festivals, and theater performances, including ticketing, artist management, and vendor coordination.

- Non-Profit Events: Non-profit organizations can use event management systems to manage fundraising events, such as galas, auctions, and charity walks, including donation tracking, sponsor management, and volunteer coordination.

- Social Events: Individuals can use event management systems to manage social events, such as weddings, parties, and reunions, including guest lists, invitations, and RSVP tracking.

- Overall, event management systems can be used in a wide variety of contexts to streamline processes, improve efficiency, and enhance the attendee experience.

CONCLUSION

● Building an event management system can offer many benefits for organizations that host events. From streamlining processes and improving efficiency to enhancing the attendee experience and increasing revenue, an event management system can be a valuable investment for businesses, sports organizations, non-profits, individuals, and others.

● However, it is important to carefully consider the potential drawbacks, such as high costs, technical complexity, maintenance and support, user adoption, and integration challenges, and assess whether the investment is worth it for the organization.

● Overall, an event management system can be a powerful tool for organizations to manage events of all kinds, and it is worth considering for those seeking to improve their event planning and management capabilities.

FUTURE SCOPE

- Integration with Virtual and Augmented Reality: As virtual and augmented reality technologies continue to evolve, event management systems could integrate these features to provide immersive experiences for attendees, even if they are not physically present at the event.

- Artificial Intelligence and Machine Learning: Event management systems could incorporate artificial intelligence and machine learning to provide personalized recommendations to attendees, optimize event schedules, and improve resource allocation.

- Blockchain Technology: Blockchain technology could be used to enhance the security and transparency of event management systems, ensuring that data is protected and transactions are secure.

- Mobile Event Management: As mobile technology continues to advance, event management systems could become even more accessible and user-friendly, allowing attendees to access event information, purchase tickets, and interact with organizers directly from their mobile devices.

- Sustainability: With a growing focus on sustainability, event management systems could incorporate features that help organizers reduce waste, lower energy consumption, and minimize the environmental impact of events.

Overall, the future scope for building an event management system is vast, and the possibilities for improving event planning and management are endless. As technology continues to evolve, we can expect to see new and innovative features added to event management systems to help organizations plan and execute successful events.