

PROJECT REPORT

EVENT MANAGEMENT

Introduction

Overview

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

Purpose

The sole purpose of any event is that a group of people will convene in one particular place for one particular purpose at a given time. Now that could be various purposes such as a wedding, a business networking function, a church gathering, etc. All of which is to come together to explore that purpose.

1. Problem definition & design thinking

Empathy map

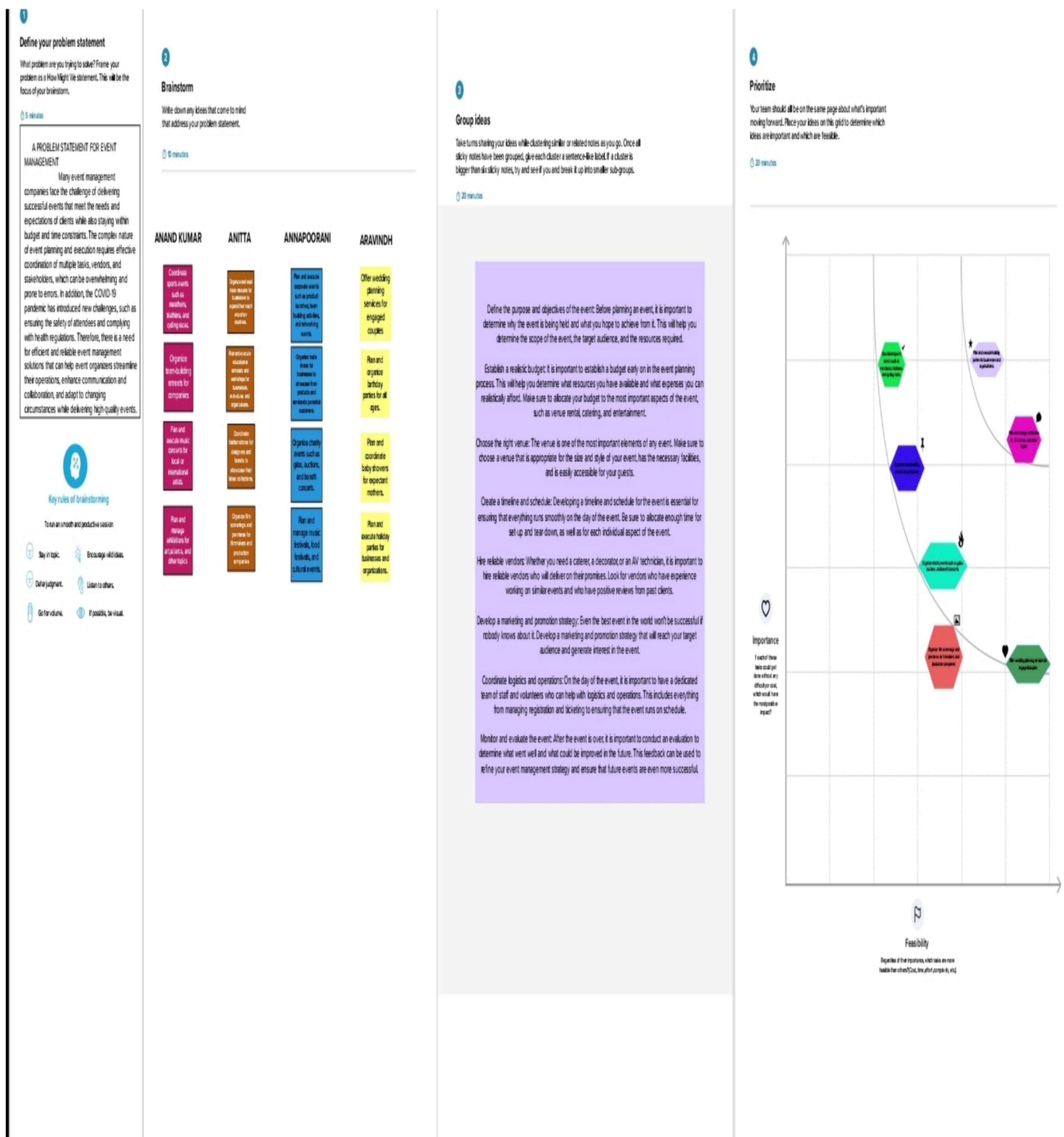


Build empathy

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



1.1 Ideation and brainstorming map



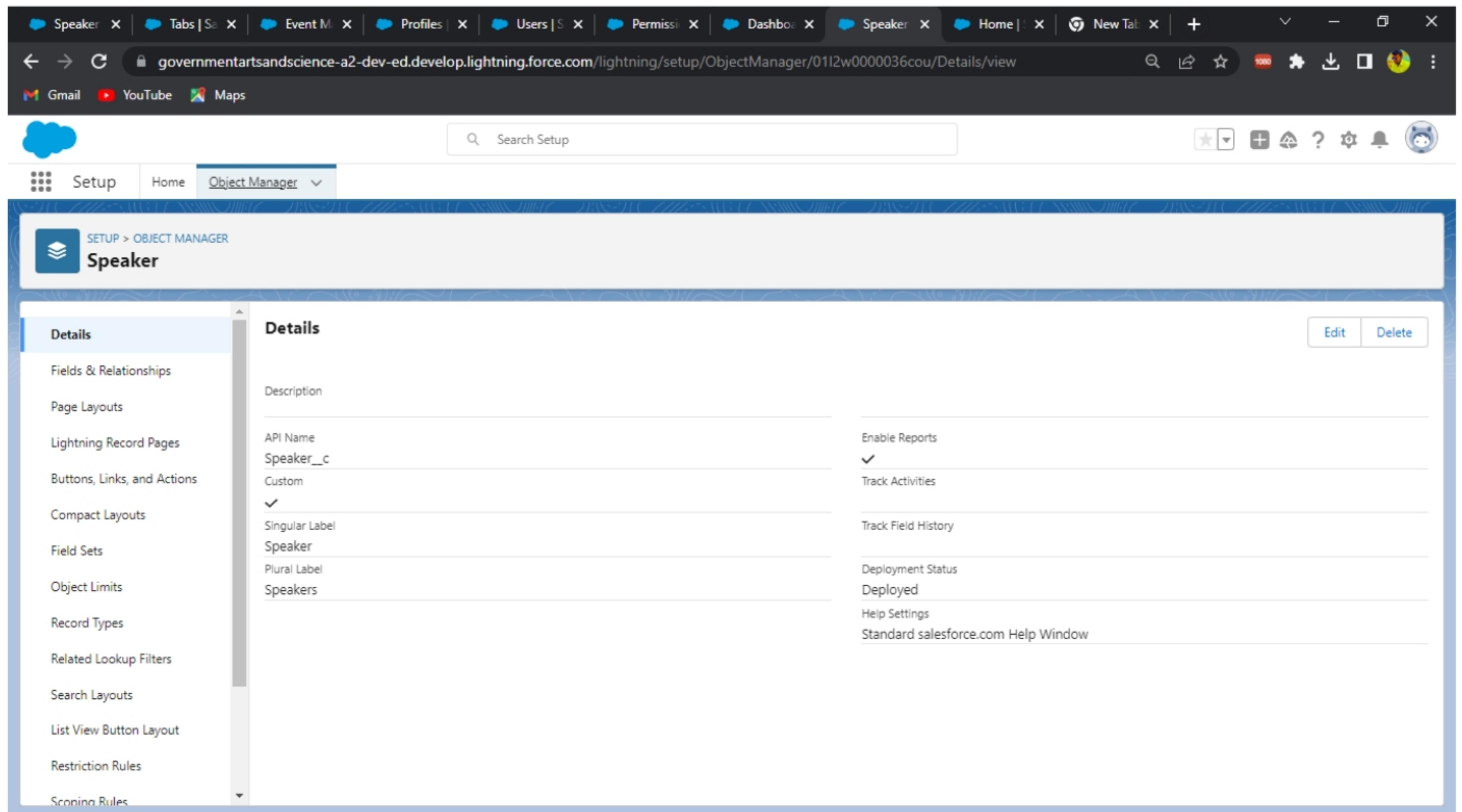
2. Result

2.1 Data model

OBJECT NAME	FIELD IN OBJECT	
	FIELD LABEL	DATA TYPE
Attendee	Attendee Name	Text(80)
	Created By	Löökup (User)
	Last Modified By	Löökup (user)
	Owner	Löökup (user, Group)
Event	Event Name	Text(80)
	Owner	Löökup (User, Group)
	City	Text(1000)
	Created by	Löökup (user)
Speaker	Created By	Löökup (user)
	Last Modified By	Löökup (user)
	Owner	Löökup (user, Group)
	Speaker Name	Text(80)
Vendor	Owner	Löökup (User, Group)
	Vendor Name	Text(80)
	Last Modified By	Löökup (User)
	Created By	Löökup + User
Student	Created By	Löökup (User)
	Event Name	Master-Detail (Event)
	Tickets	Picklist
	Student name	Text(80)

Activity and screenshot

Objects:



The screenshot shows the Salesforce Object Manager interface for the 'Speaker' object. The browser address bar indicates the URL is governmentartsandscience-a2-dev-ed.lightning.force.com/lightning/setup/ObjectManager/01I2w0000036cou/Details/view. The page title is 'SETUP > OBJECT MANAGER Speaker'. The left sidebar lists various configuration tabs: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, and Scoping Rules. The main content area displays the 'Details' tab for the Speaker object. It includes fields for Description, API Name (Speaker__c), Custom (✓), Singular Label (Speaker), Plural Label (Speakers), Enable Reports (✓), Track Activities, Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). There are 'Edit' and 'Delete' buttons at the top right of the main content area.

SETUP > OBJECT MANAGER

Student

Details

Description

API Name: Student__c

Custom:

- Singular Label: Student
- Plural Label: Students

Enable Reports: ✓

Track Activities

Track Field History

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

SETUP > OBJECT MANAGER

Vendor

Details

Description

API Name: Vendor__c

Custom:

- Singular Label: Vendor
- Plural Label: Vendors

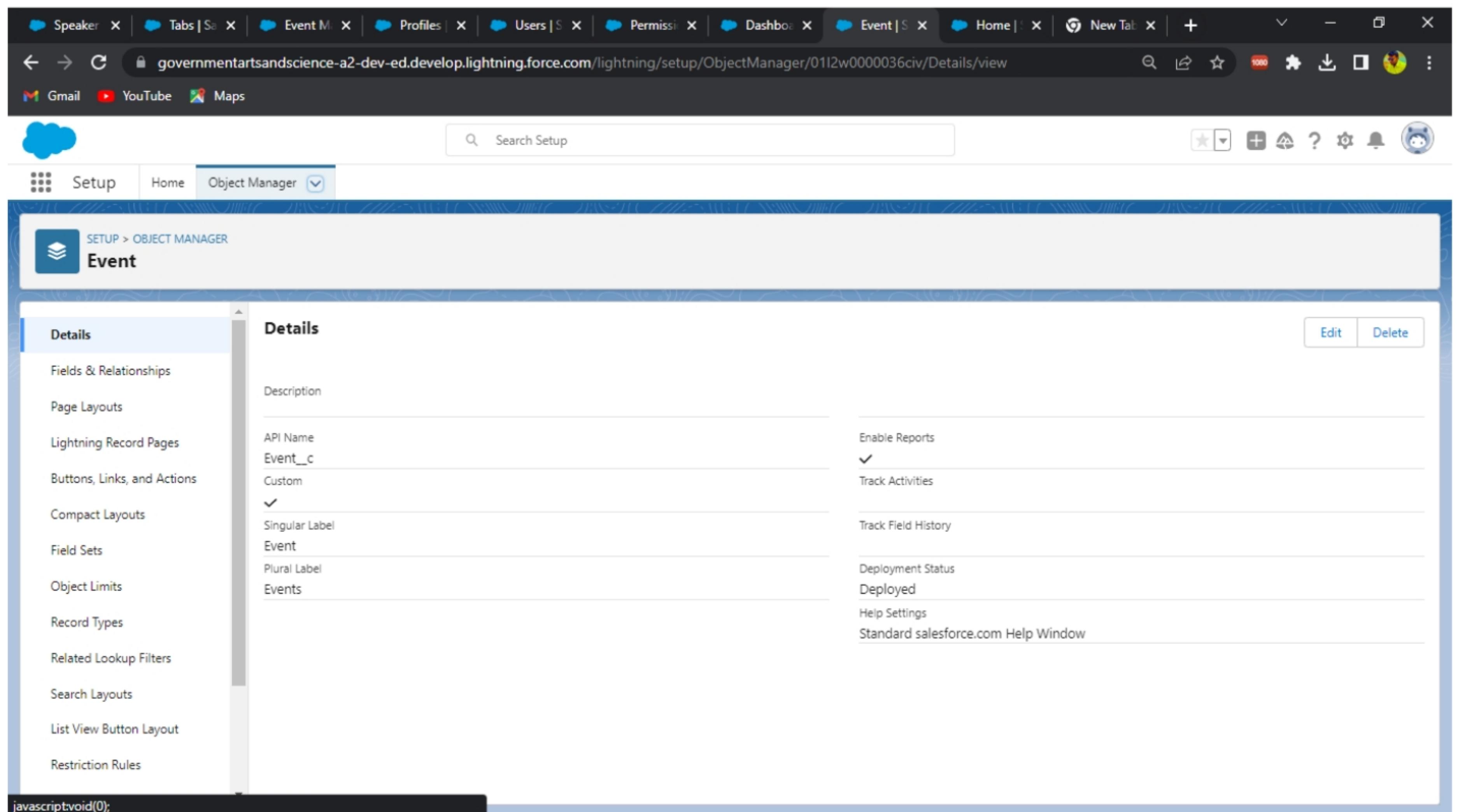
Enable Reports: ✓

Track Activities

Track Field History

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window



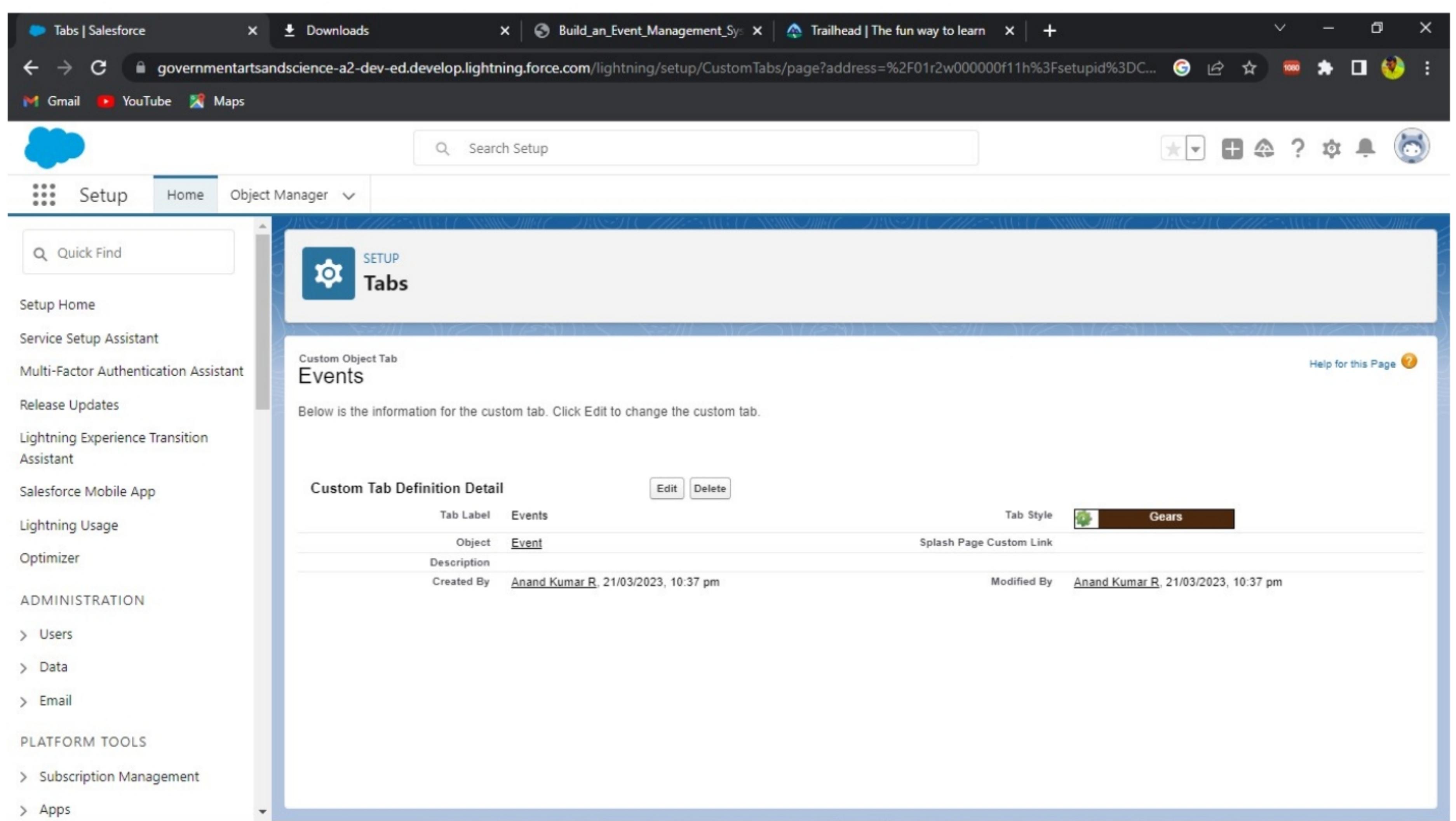
The screenshot shows the Salesforce Object Manager interface for the 'Event' object. The top navigation bar includes tabs for Speaker, Tabs | Sa, Event M, Profiles, Users | S, Permissions, Dashboard, Event | S, Home | X, New Tab, and various system icons. The URL in the address bar is governmentartsandscience-a2-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w0000036civ/Details/view.

The main header shows 'SETUP > OBJECT MANAGER' and 'Event'. The left sidebar has a 'Details' tab selected, with a list of configuration items: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, and Restriction Rules. The right panel displays the 'Details' section for the Event object, which includes fields like API Name (Event__c), Singular Label (Event), Plural Label (Events), Description, Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). There are 'Edit' and 'Delete' buttons at the top right of the details panel.

The screenshot shows the Salesforce Setup interface. The top navigation bar includes tabs for Attendee | Salesforce, Downloads, Developer Edition Signup | Sales, Trailhead | The fun way to learn, and a plus sign icon. Below the bar, the address bar shows the URL: governmentartsandscience-a2-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w0000036cnw/Details/view. The page header has a blue cloud icon, a search bar with 'Search Setup', and a toolbar with various icons. The main content area is titled 'SETUP > OBJECT MANAGER' and 'Attendee'. On the left, a sidebar lists various setup categories like Fields & Relationships, Page Layouts, Lightning Record Pages, etc. The right panel displays the 'Details' section for the Attendee object, showing fields such as API Name (Attendee__c), Singular Label (Attendee), Plural Label (Attendees), and various checkboxes for reports, activities, and history.

Tabs

The screenshot shows the Salesforce Setup interface. The top navigation bar and address bar are identical to the previous screenshot. The main content area is titled 'SETUP > TABS' and 'Attendees'. The left sidebar shows standard tabs like Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, and others under Administration and Platform Tools. The right panel displays the 'Custom Tab Definition Detail' for the 'Attendees' tab. It shows the tab label 'Attendees', object 'Attendee', and tab style 'Handsaw'. It also shows the creation details: Created By - Anand Kumar R., 21/03/2023, 10:39 pm, and Modified By - Anand Kumar R., 22/03/2023, 12:39 pm.



The screenshot shows the Salesforce Setup interface with the following details:

- Tab Bar:** Tabs | Salesforce, Downloads, Build_an_Event_Management_Sys, Trailhead | The fun way to learn.
- Search Bar:** Search Setup
- Setup Navigation:** Cloud icon, Setup, Home, Object Manager.
- Left Sidebar:**
 - Quick Find
 - Setup Home
 - Service Setup Assistant
 - Multi-Factor Authentication Assistant
 - Release Updates
 - Lightning Experience Transition Assistant
 - Salesforce Mobile App
 - Lightning Usage
 - Optimizer
 - ADMINISTRATION
 - > Users
 - > Data
 - > Email
 - PLATFORM TOOLS
 - > Subscription Management
 - > Apps
- Custom Tabs Page:**
 - Section Header:** Custom Object Tab Events
 - Description:** Below is the information for the custom tab. Click Edit to change the custom tab.
 - Custom Tab Definition Detail:**

Custom Tab Definition Detail		Edit	Delete
Tab Label	Events	Tab Style	 Gears
Object	Event	Splash Page Custom Link	
Description			
Created By	Anand Kumar R, 21/03/2023, 10:37 pm	Modified By	Anand Kumar R, 21/03/2023, 10:37 pm

Smart Internz

The screenshot shows the Salesforce Setup interface with the 'Tabs' page selected. On the left, the navigation bar includes 'Setup', 'Home', and 'Object Manager'. The main content area displays a 'Custom Object Tab' for 'Speakers'. The 'Custom Tab Definition Detail' table shows the following information:

Tab Label	Speakers	Tab Style	Presenter
Object	<u>Speaker</u>	Splash Page Custom Link	
Description			
Created By	Anand Kumar R, 21/03/2023, 10:41 pm	Modified By	Anand Kumar R, 21/03/2023, 10:41 pm

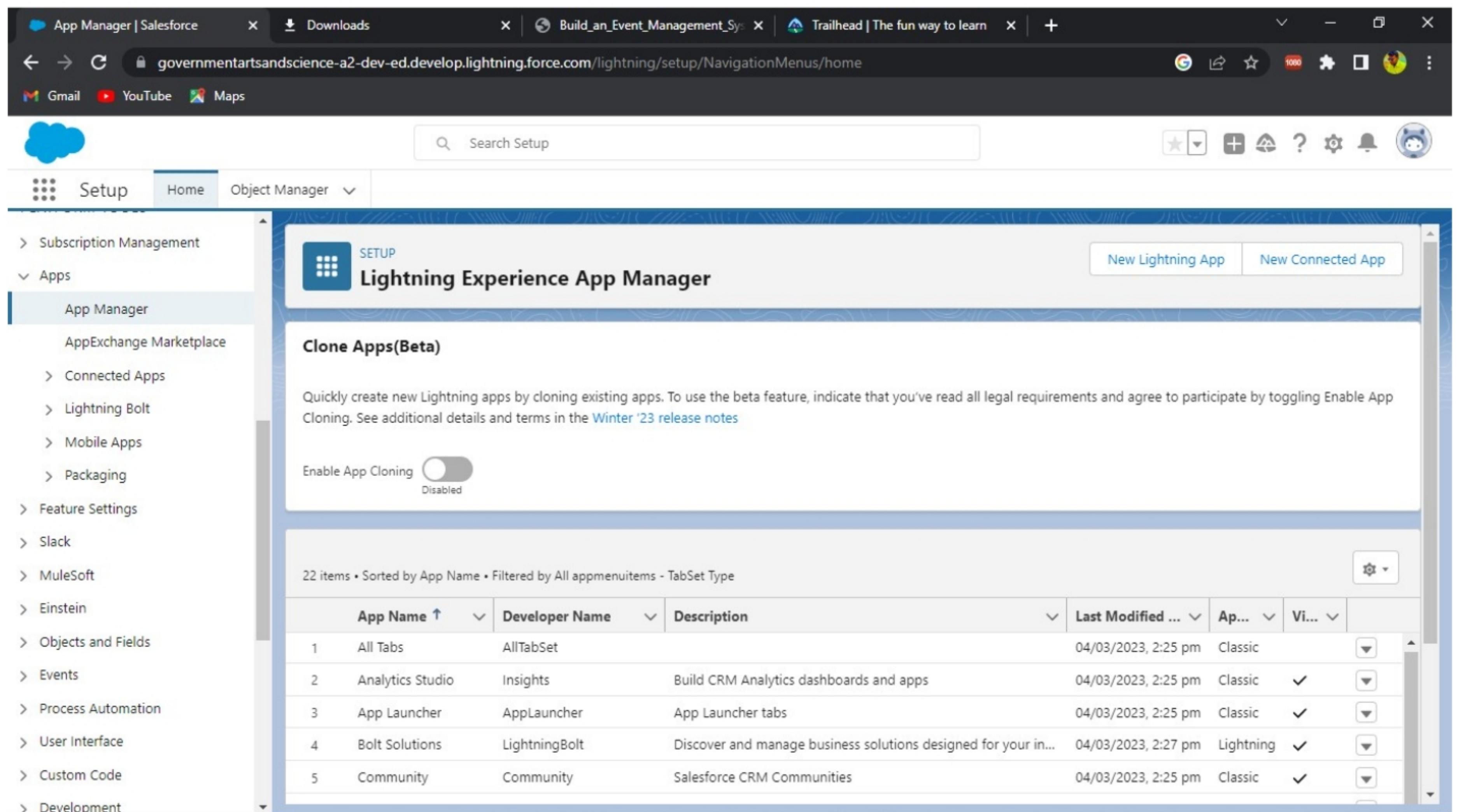
The right sidebar contains links for 'Setup Home', 'Service Setup Assistant', 'Multi-Factor Authentication Assistant', 'Release Updates', 'Lightning Experience Transition Assistant', 'Salesforce Mobile App', 'Lightning Usage', and 'Optimizer'. The 'ADMINISTRATION' section includes 'Users', 'Data', and 'Email'. The 'PLATFORM TOOLS' section includes 'Subscription Management' and 'Apps'.

The screenshot shows the Salesforce Setup interface with the 'Tabs' page selected. On the left, the navigation bar includes 'Setup', 'Home', and 'Object Manager'. The main content area displays a 'Custom Object Tab' for 'Vendors'. The 'Custom Tab Definition Detail' table shows the following information:

Tab Label	Vendors	Tab Style	Highway Sign
Object	<u>Vendor</u>	Splash Page Custom Link	
Description			
Created By	Anand Kumar R, 21/03/2023, 10:43 pm	Modified By	Anand Kumar R, 21/03/2023, 10:43 pm

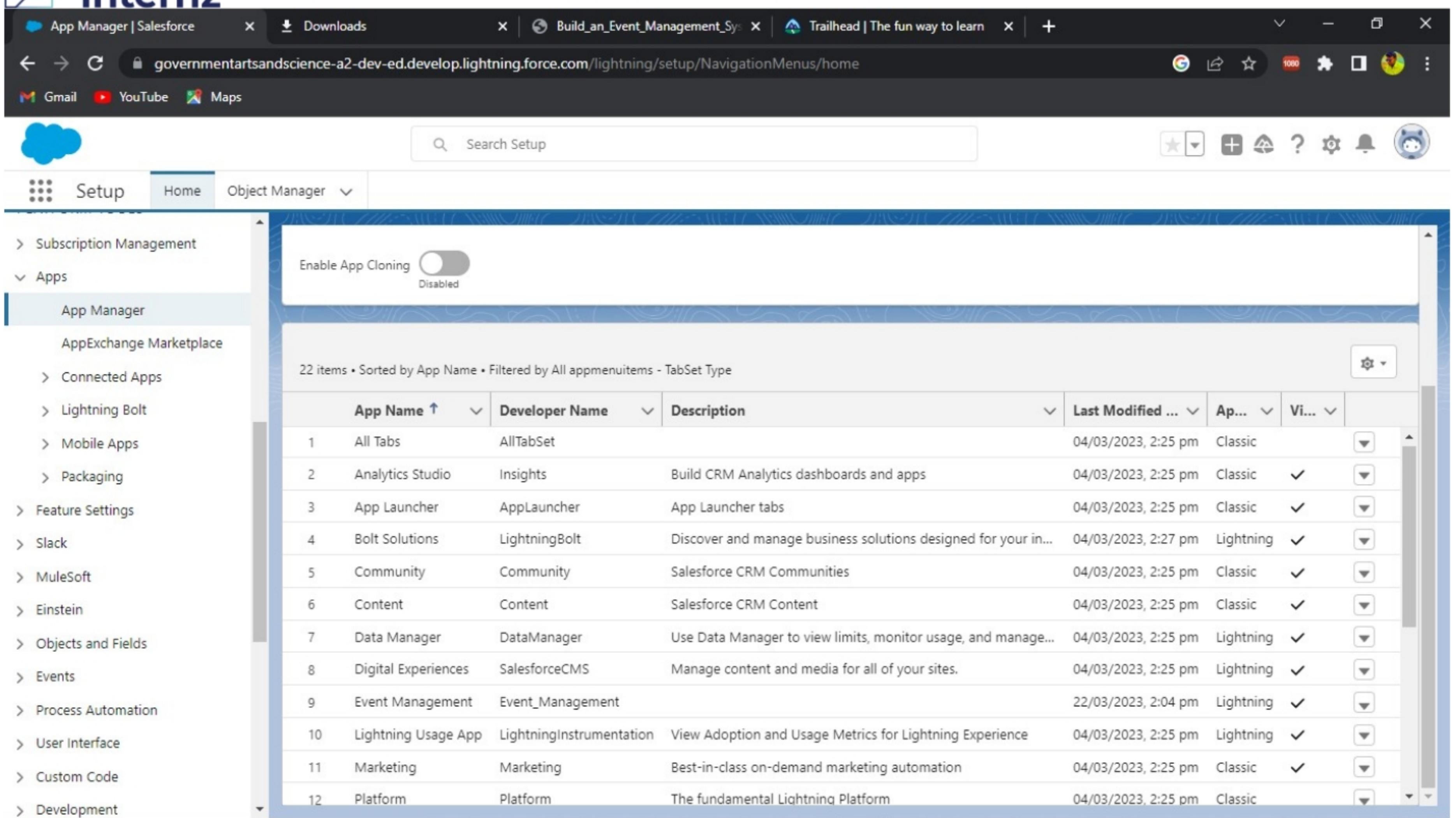
The right sidebar contains links for 'Setup Home', 'Service Setup Assistant', 'Multi-Factor Authentication Assistant', 'Release Updates', 'Lightning Experience Transition Assistant', 'Salesforce Mobile App', 'Lightning Usage', and 'Optimizer'. The 'ADMINISTRATION' section includes 'Users', 'Data', and 'Email'. The 'PLATFORM TOOLS' section includes 'Subscription Management' and 'Apps'.

Applications



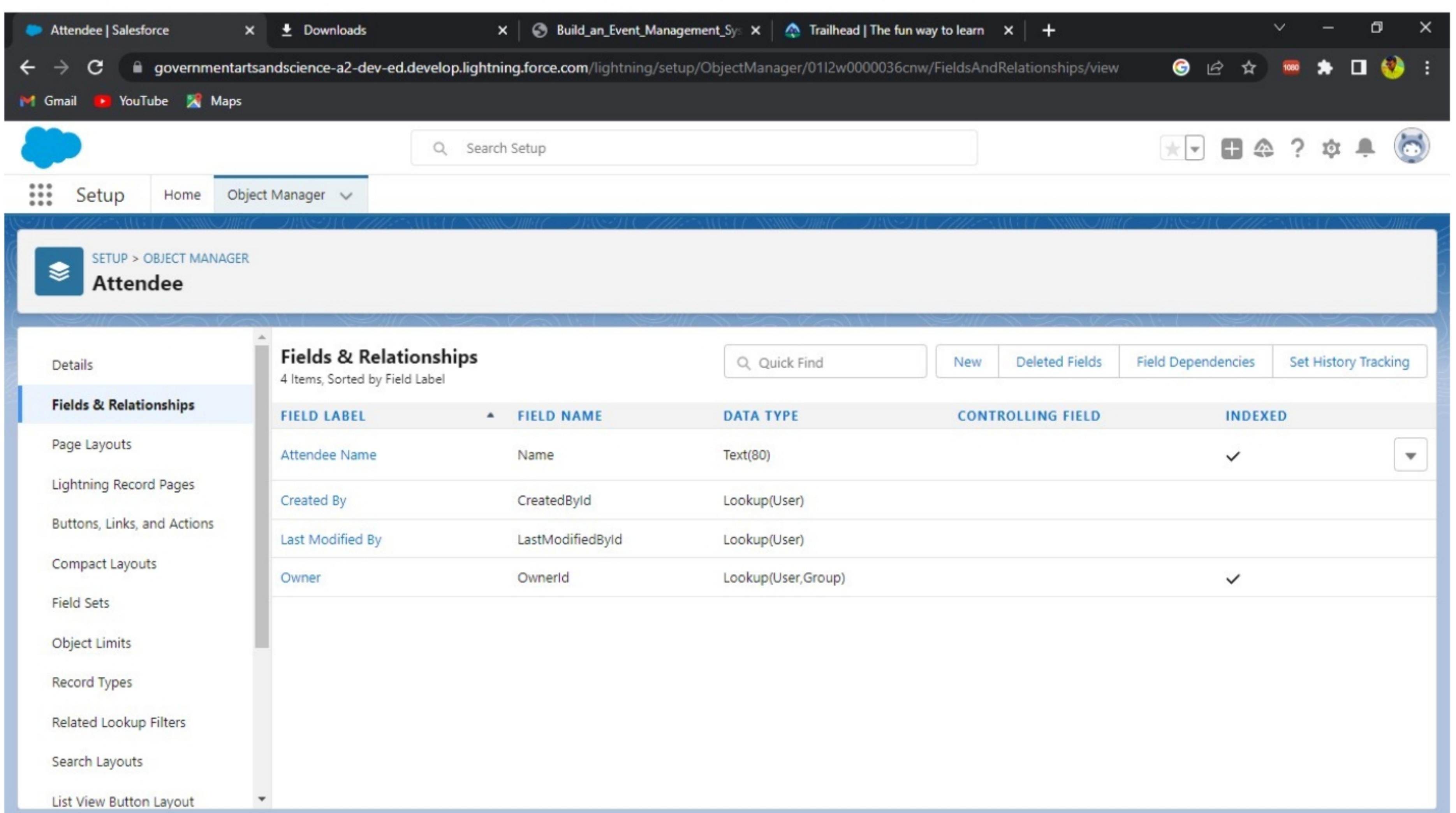
The screenshot shows the Salesforce App Manager interface. The left sidebar is collapsed, showing a list of categories: Subscription Management, Apps (selected), Connected Apps, Lightning Bolt, Mobile Apps, Packaging, Feature Settings, Slack, MuleSoft, Einstein, Objects and Fields, Events, Process Automation, User Interface, Custom Code, and Development. The main content area is titled "Lightning Experience App Manager" and features a "Clone Apps(Beta)" section with a note about enabling app cloning. A table lists 22 items, sorted by App Name, filtered by All appmenuitems - TabSet Type. The columns include App Name, Developer Name, Description, Last Modified, App Type, and Version.

	App Name	Developer Name	Description	Last Modified	Ap...	Vi...
1	All Tabs	AllTabSet		04/03/2023, 2:25 pm	Classic	
2	Analytics Studio	Insights	Build CRM Analytics dashboards and apps	04/03/2023, 2:25 pm	Classic	✓
3	App Launcher	AppLauncher	App Launcher tabs	04/03/2023, 2:25 pm	Classic	✓
4	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your in...	04/03/2023, 2:27 pm	Lightning	✓
5	Community	Community	Salesforce CRM Communities	04/03/2023, 2:25 pm	Classic	✓

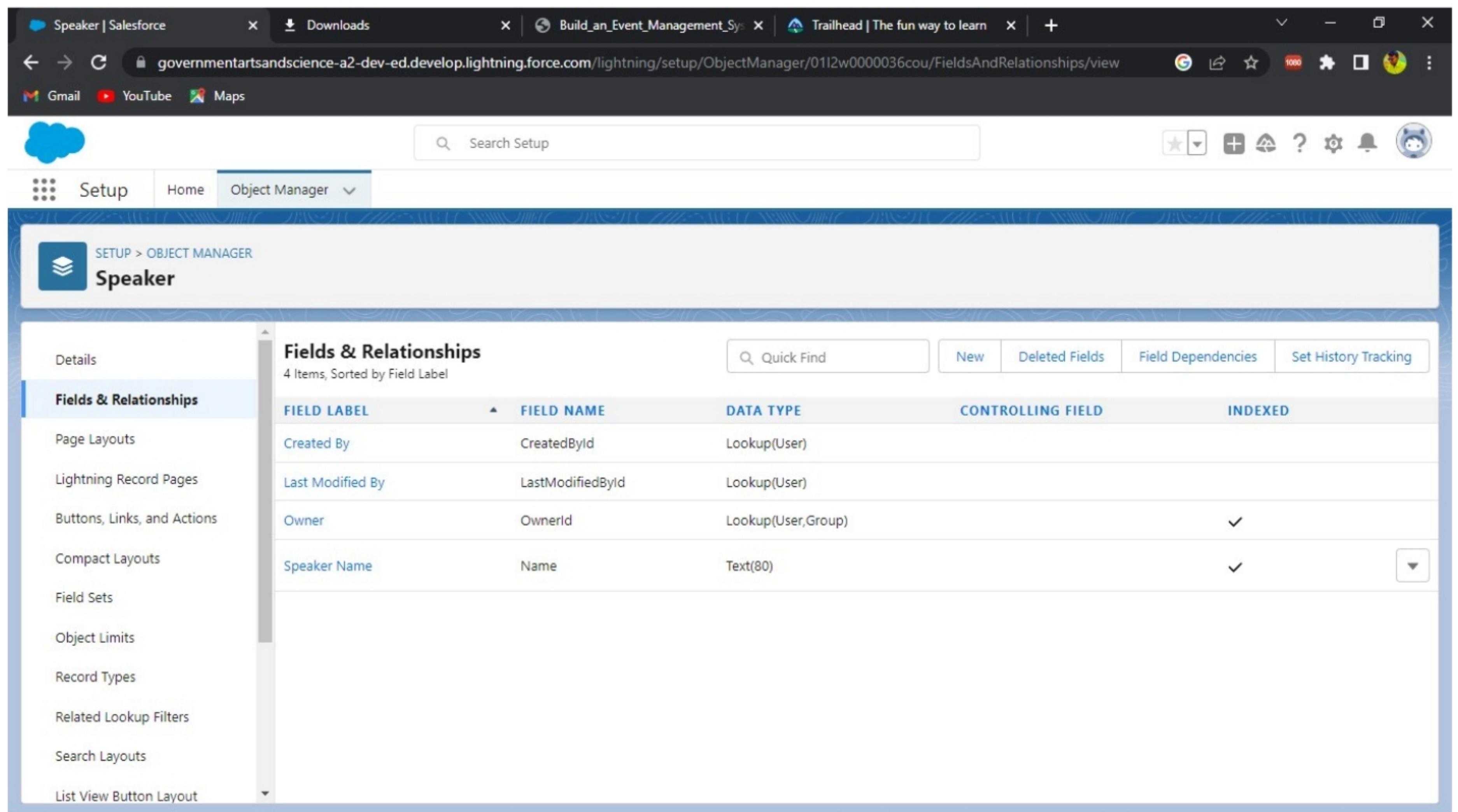


The screenshot shows the Salesforce App Manager interface. On the left, a sidebar menu includes 'Subscription Management', 'Apps' (selected), 'App Manager', 'AppExchange Marketplace', 'Connected Apps', 'Lightning Bolt', 'Mobile Apps', 'Packaging', 'Feature Settings', 'Slack', 'MuleSoft', 'Einstein', 'Objects and Fields', 'Events', 'Process Automation', 'User Interface', 'Custom Code', and 'Development'. The main content area displays a table titled '22 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type'. The table columns are 'App Name', 'Developer Name', 'Description', 'Last Modified ...', 'Ap...', and 'Vi...'. The data includes various built-in and custom apps like 'All Tabs', 'Analytics Studio', 'App Launcher', etc.

Fields

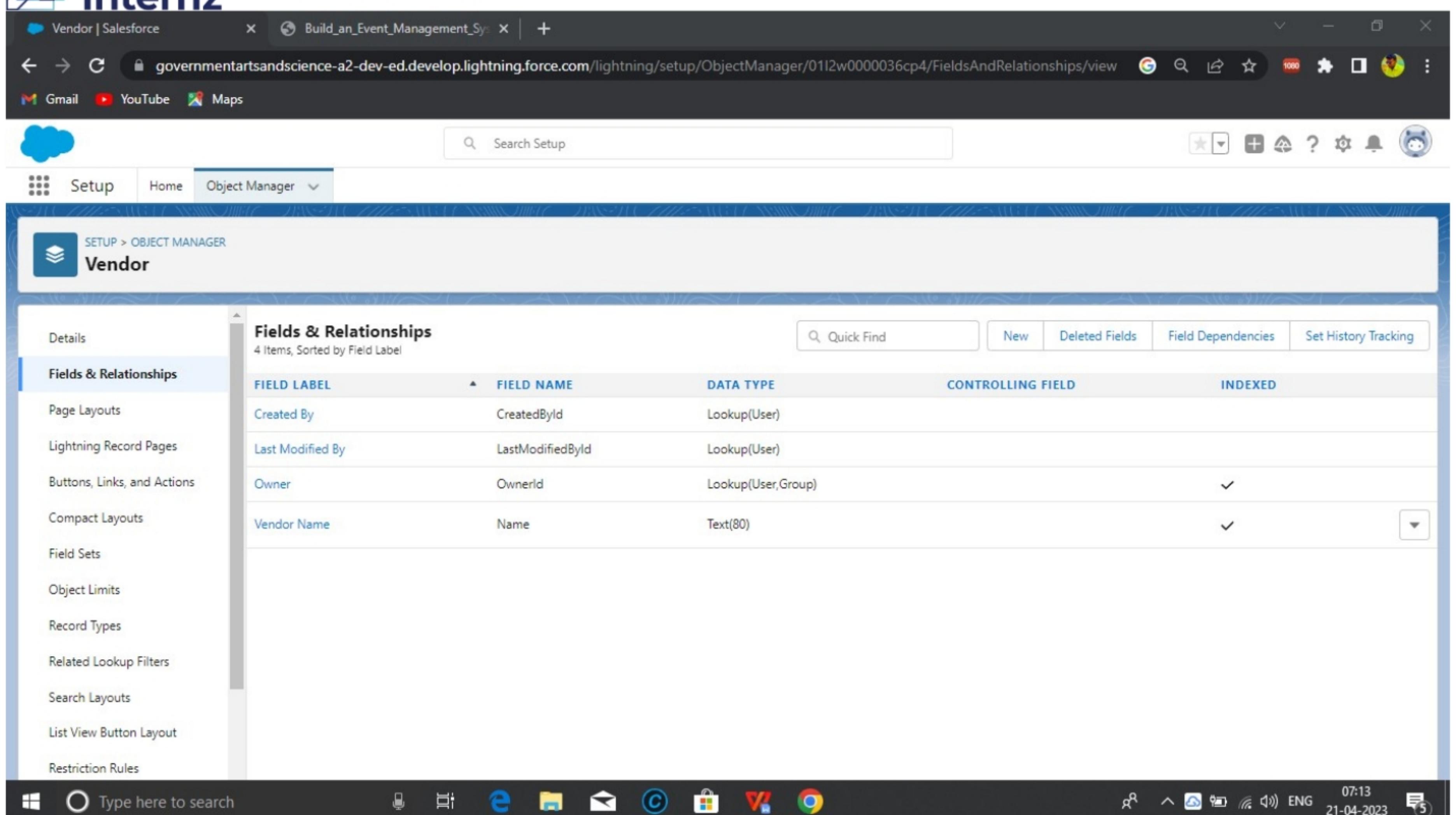


The screenshot shows the Salesforce Object Manager interface for the 'Attendee' object. The left sidebar lists 'Details', 'Fields & Relationships' (selected), 'Page Layouts', 'Lightning Record Pages', 'Buttons, Links, and Actions', 'Compact Layouts', 'Field Sets', 'Object Limits', 'Record Types', 'Related Lookup Filters', 'Search Layouts', and 'List View Button Layout'. The main content area is titled 'FIELDS & RELATIONSHIPS' and shows '4 Items, Sorted by Field Label'. It includes a table with columns 'FIELD LABEL', 'FIELD NAME', 'DATA TYPE', 'CONTROLLING FIELD', and 'INDEXED'. The fields listed are 'Attendee Name' (Name, Text(80)), 'Created By' (CreatedById, Lookup(User)), 'Last Modified By' (LastModifiedById, Lookup(User)), and 'Owner' (OwnerId, Lookup(User,Group)).



The screenshot shows the Salesforce Object Manager Fields & Relationships page for the Speaker object. The left sidebar lists various setup options like Page Layouts, Lightning Record Pages, Buttons, etc. The main content area displays the 'Fields & Relationships' section with 4 items, sorted by Field Label. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓



The screenshot shows the Salesforce Object Manager interface for the 'Vendor' object. The left sidebar lists various setup categories like Page Layouts, Lightning Record Pages, and Field Sets. The main content area displays the 'Fields & Relationships' section with four items, sorted by Field Label. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)	✓	
Vendor Name	Name	Text(80)	✓	

Profiles | Salesforce Downloads Build_an_Event_Management_Sys Trailhead | The fun way to learn

governmentartsandscience-a2-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F00e2w000000rfhU

Gmail YouTube Maps

Cloud Search Setup Home Object Manager

Setup Profiles

Event user profile

Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.

If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.

[Login IP Ranges](#) | [Enabled Apex Class Access](#) | [Enabled Visualforce Page Access](#) | [Enabled External Data Source Access](#) | [Enabled Named Credential Access](#) | [Enabled Custom Metadata Type Access](#) | [Enabled Custom Setting Definitions Access](#) | [Enabled Flow Access](#) | [Enabled Service Presence Status Access](#) | [Enabled Custom Permissions](#)

Profile Detail

Name		Event user profile		Custom Profile	
User License	Salesforce	Description		Created By	Anand Kumar R, 22/03/2023, 5:10 pm
Modified By			Modified By	Anand Kumar R, 22/03/2023, 5:15 pm	

Page Layouts

Standard Object Layouts

Global	Object Milestone	Object Milestone Layout
Global Layout [View Assignment]	Operating Hours	Operating Hours Layout [View Assignment]
Email Application Not Assigned [View Assignment]	Opportunity	Opportunity Layout [View Assignment]
Home Page Layout DE Default [View Assignment]	Opportunity Product	Opportunity Product Layout
Account Account Layout		

Profiles | Salesforce Build_an_Event_Management_Sys

governmentartsandscience-a2-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F00e2w000000rfjG

Gmail YouTube Maps

Cloud Search Setup Home Object Manager

Setup Profiles

Event Vendors Profile

Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.

If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.

[Login IP Ranges](#) | [Enabled Apex Class Access](#) | [Enabled Visualforce Page Access](#) | [Enabled External Data Source Access](#) | [Enabled Named Credential Access](#) | [Enabled Custom Metadata Type Access](#) | [Enabled Custom Setting Definitions Access](#) | [Enabled Flow Access](#) | [Enabled Service Presence Status Access](#) | [Enabled Custom Permissions](#)

Profile Detail

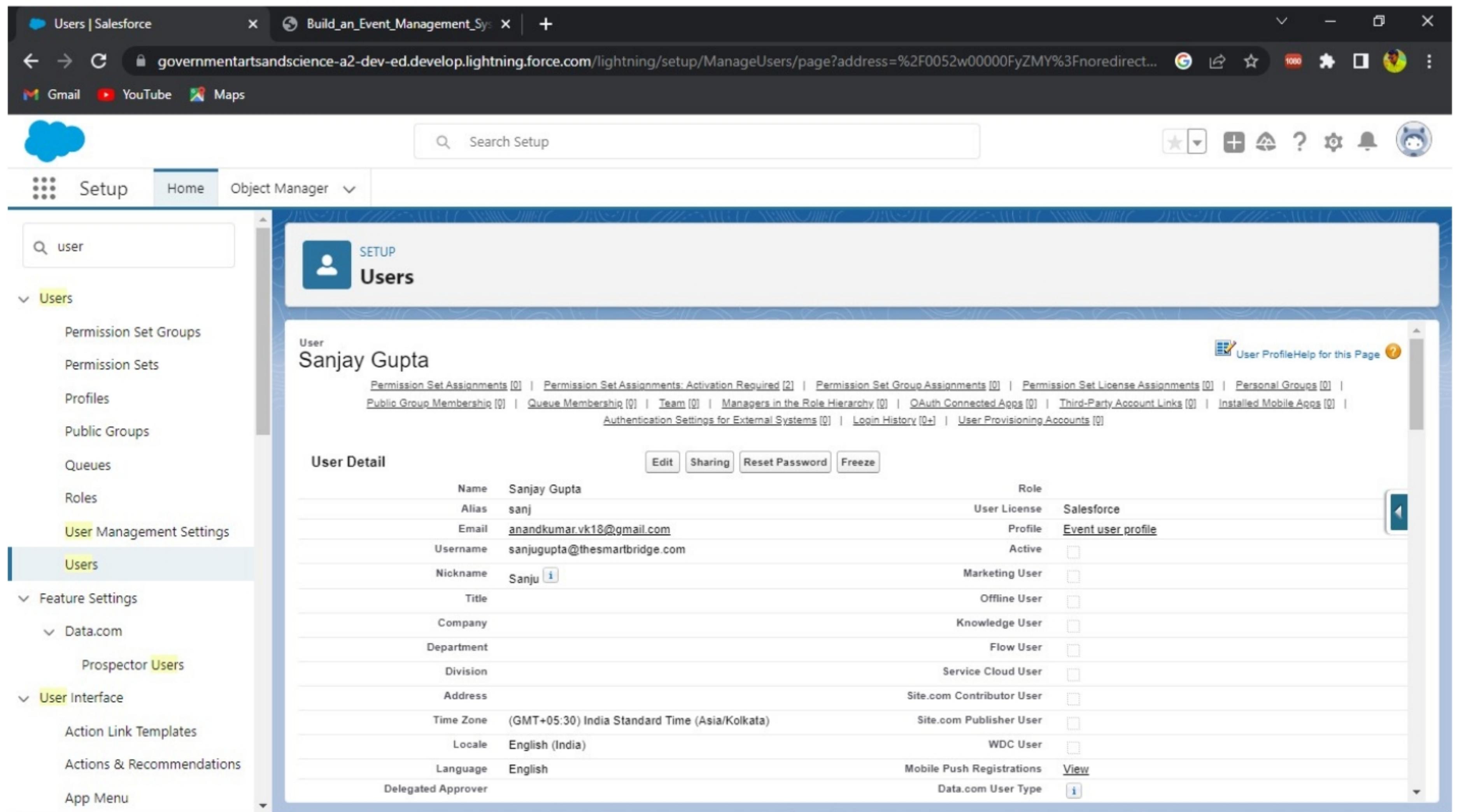
Name		Event Vendors Profile		Custom Profile	
User License	Salesforce	Description		Created By	Anand Kumar R, 22/03/2023, 5:21 pm
Modified By			Modified By	Anand Kumar R, 22/03/2023, 5:22 pm	

Page Layouts

Standard Object Layouts

Global	Object Milestone	Object Milestone Layout
Global Layout [View Assignment]	Operating Hours	Operating Hours Layout [View Assignment]
Email Application Not Assigned [View Assignment]	Opportunity	Opportunity Layout [View Assignment]
Home Page Layout DE Default [View Assignment]	Opportunity Product	Opportunity Product Layout
Account Account Layout		

Users



The screenshot shows the Salesforce Setup interface with the following details:

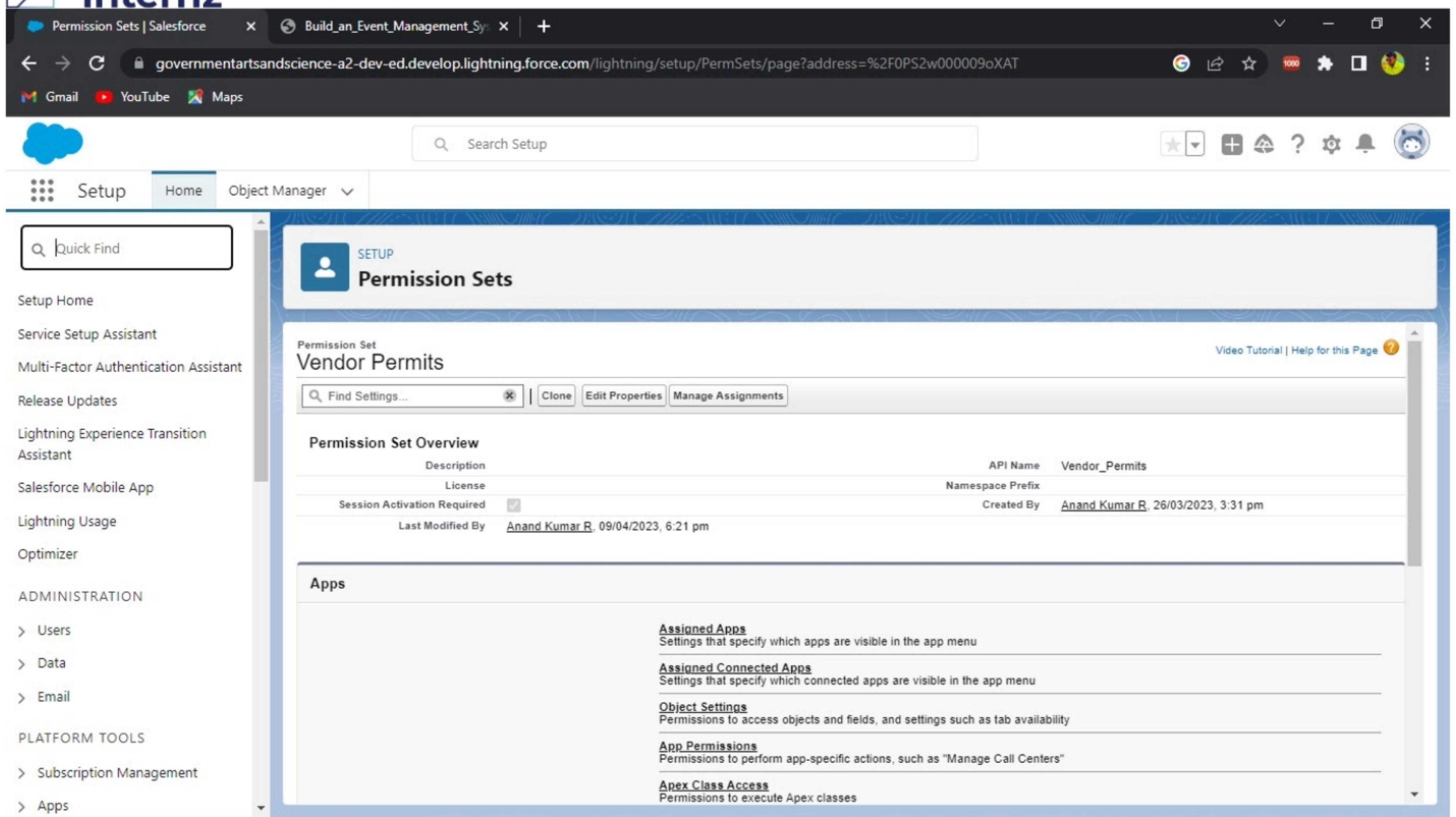
User Detail

Name	Sanjay Gupta	Role	Salesforce
Alias	sanj	User License	Event user profile
Email	anandkumar.vk18@gmail.com	Profile	
Username	sanjugupta@thesmartbridge.com	Active	
Nickname	Sanju	Marketing User	
Title		Offline User	
Company		Knowledge User	
Department		Flow User	
Division		Service Cloud User	
Address		Site.com Contributor User	
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	
Locale	English (India)	WDC User	
Language	English	Mobile Push Registrations	View
Delegated Approver		Data.com User Type	i

The screenshot shows the Salesforce Setup interface with the 'Users' tab selected. The main content area displays the 'User Detail' page for a user named 'Rahul Sharma'. The 'User Management Settings' section is highlighted in yellow. The 'Role' section shows 'Event user profile' is checked. Other roles listed include SalesForce, Marketing User, Offline User, Knowledge User, Flow User, Service Cloud User, Site.com Contributor User, Site.com Publisher User, WDC User, Mobile Push Registrations (View), and Data.com User Type.

Name	Rahul Sharma	Role
Alias	Rahus	User License
Email	anandkumar.vk18@gmail.com	Profile
Username	rahusharma@thesmartbridge.com	Active
Nickname	Rahu	Marketing User
Title		Offline User
Company		Knowledge User
Department		Flow User
Division		Service Cloud User
Address		Site.com Contributor User
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User
Locale	English (India)	WDC User
Language	English	Mobile Push Registrations
Delegated Approver		View
		Data.com User Type

Permission sets

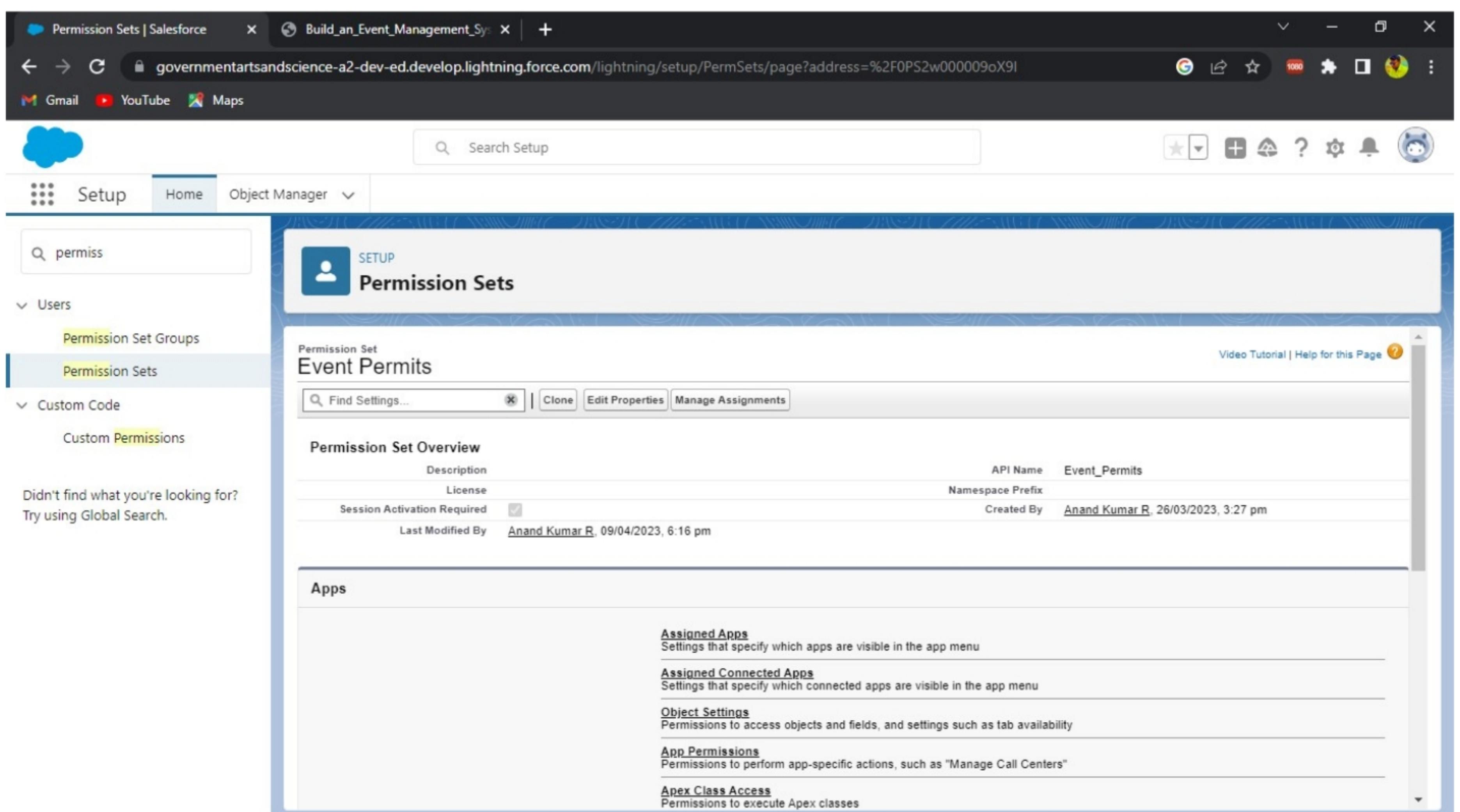


The screenshot shows the Salesforce Setup interface under the 'Permission Sets' tab. A permission set named 'Vendor Permits' is selected. The 'Permission Set Overview' section displays the following details:

Description	API Name	Namespace Prefix	Created By	Created Date
License			Anand Kumar R.	26/03/2023, 3:31 pm
Session Activation Required	<input checked="" type="checkbox"/>			
Last Modified By	Anand Kumar R.			09/04/2023, 6:21 pm

The 'Apps' section lists several configuration categories:

- Assigned Apps**: Settings that specify which apps are visible in the app menu.
- Assigned Connected Apps**: Settings that specify which connected apps are visible in the app menu.
- Object Settings**: Permissions to access objects and fields, and settings such as tab availability.
- App Permissions**: Permissions to perform app-specific actions, such as "Manage Call Centers".
- Apex Class Access**: Permissions to execute Apex classes.



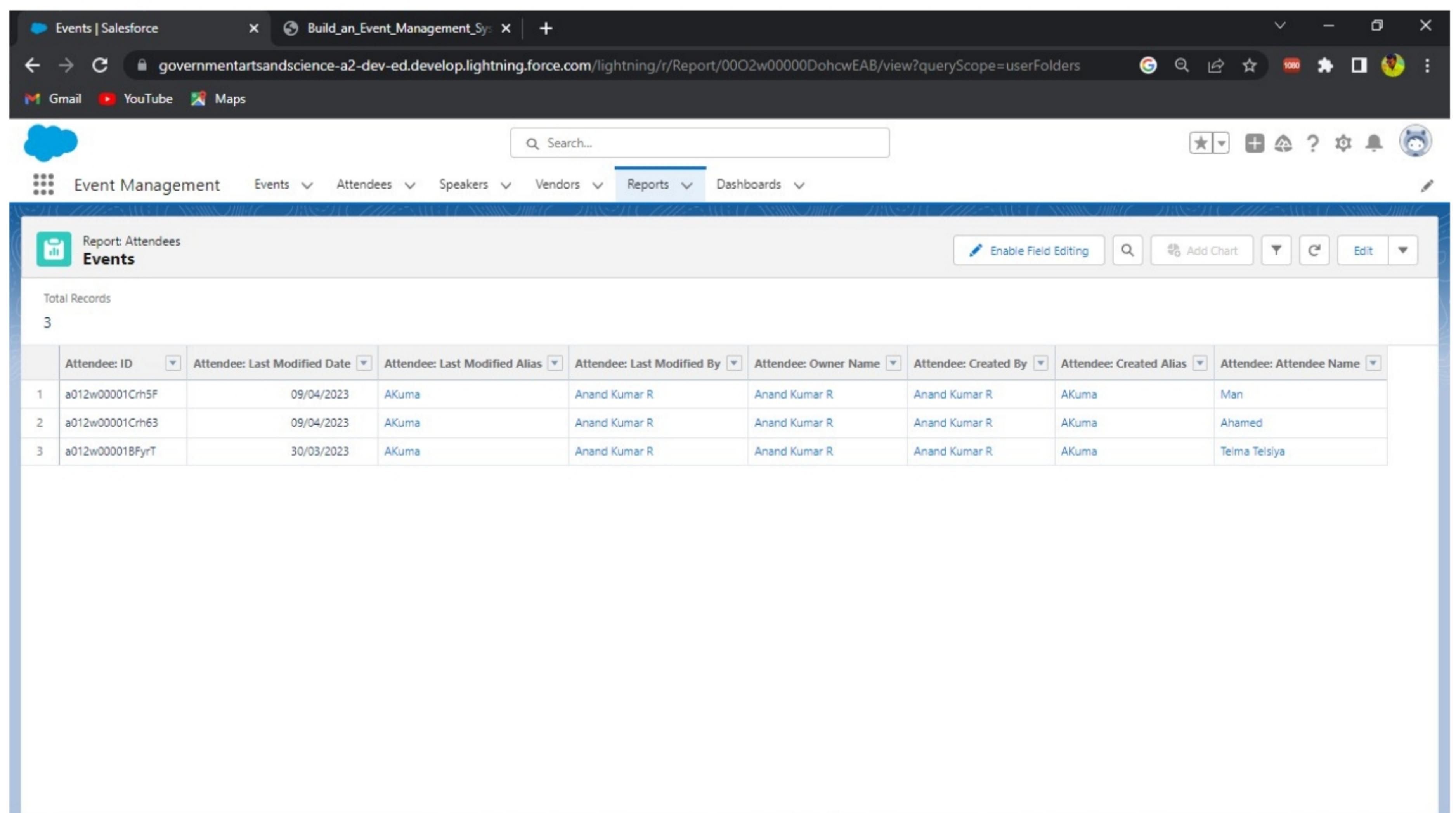
The screenshot shows the Salesforce Setup interface under the 'Permission Sets' tab. A permission set named 'Event Permits' is selected. The 'Permission Set Overview' section displays the following details:

Description	API Name	Namespace Prefix	Created By	Created Date
License			Anand Kumar R.	26/03/2023, 3:27 pm
Session Activation Required	<input checked="" type="checkbox"/>			
Last Modified By	Anand Kumar R.			09/04/2023, 6:16 pm

The 'Apps' section lists several configuration categories:

- Assigned Apps**: Settings that specify which apps are visible in the app menu.
- Assigned Connected Apps**: Settings that specify which connected apps are visible in the app menu.
- Object Settings**: Permissions to access objects and fields, and settings such as tab availability.
- App Permissions**: Permissions to perform app-specific actions, such as "Manage Call Centers".
- Apex Class Access**: Permissions to execute Apex classes.

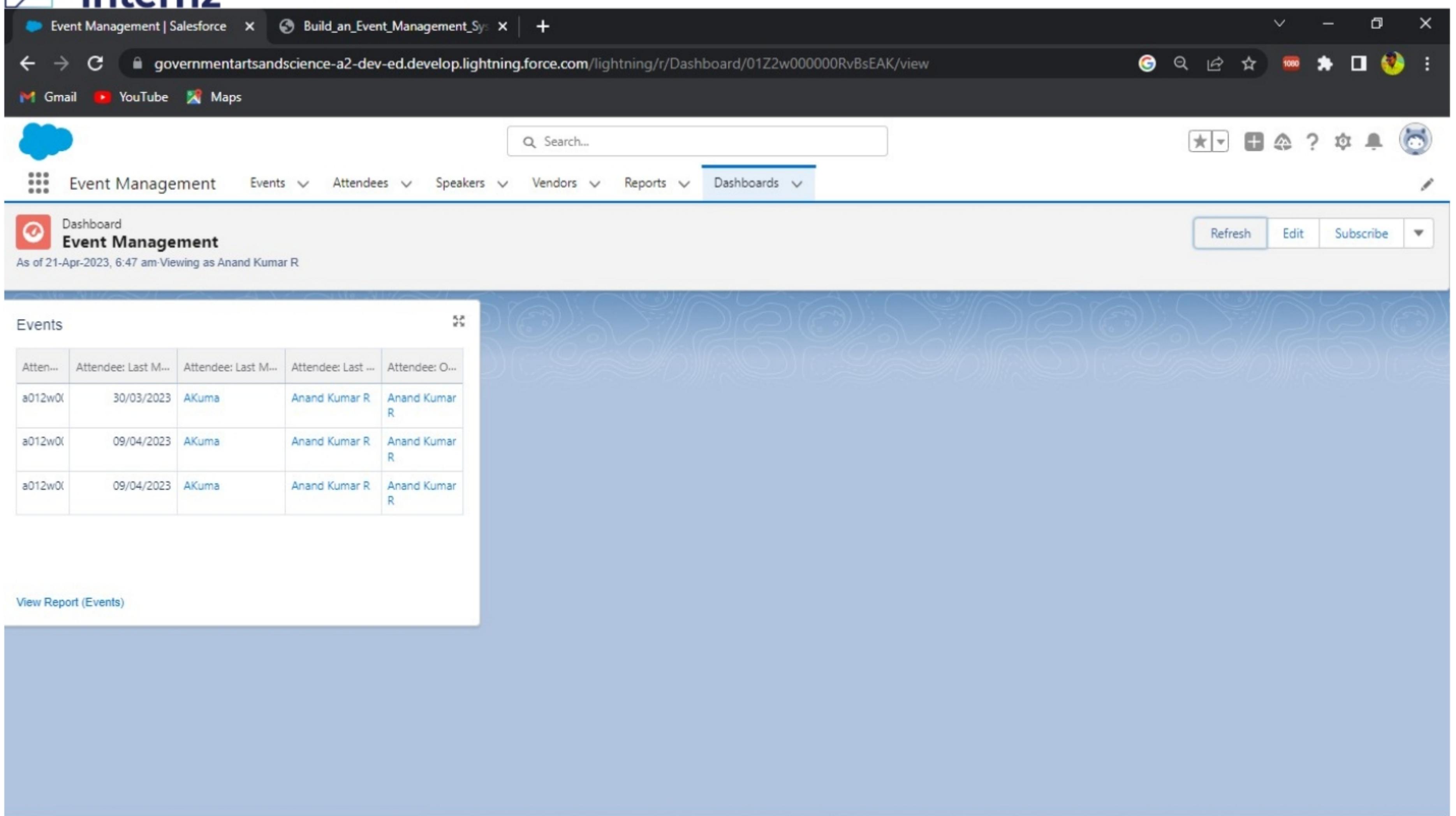
Reports



The screenshot shows a Salesforce Lightning interface for a report titled "Report: Attendees Events". The report displays 3 total records. The table has columns for Attendee: ID, Attendee: Last Modified Date, Attendee: Last Modified Alias, Attendee: Last Modified By, Attendee: Owner Name, Attendee: Created By, Attendee: Created Alias, and Attendee: Attendee Name. The data is as follows:

	Attendee: ID	Attendee: Last Modified Date	Attendee: Last Modified Alias	Attendee: Last Modified By	Attendee: Owner Name	Attendee: Created By	Attendee: Created Alias	Attendee: Attendee Name
1	a012w00001Crh5F	09/04/2023	AKuma	Anand Kumar R	Anand Kumar R	Anand Kumar R	AKuma	Man
2	a012w00001Crh63	09/04/2023	AKuma	Anand Kumar R	Anand Kumar R	Anand Kumar R	AKuma	Ahamed
3	a012w00001BFyrT	30/03/2023	AKuma	Anand Kumar R	Anand Kumar R	Anand Kumar R	AKuma	Telma Telsiya

Dashboard



Event Management | Salesforce Build_an_Event_Management_Sys + governmentartsandscience-a2-dev-ed.lightning.force.com/lightning/r/Dashboard/01Z2w000000RvBsEAK/view

Search... Event Management Events Attendees Speakers Vendors Reports Dashboards Refresh Edit Subscribe

Dashboard Event Management As of 21-Apr-2023, 6:47 am - Viewing as Anand Kumar R

Events

Atten...	Attendee: Last M...	Attendee: Last M...	Attendee: Last ...	Attendee: O...
a012w0L	30/03/2023	AKuma	Anand Kumar R	Anand Kumar R
a012w0L	09/04/2023	AKuma	Anand Kumar R	Anand Kumar R
a012w0L	09/04/2023	AKuma	Anand Kumar R	Anand Kumar R

[View Report \(Events\)](#)

3. Trailhead profile public URL

Team Lead - <https://trailblazer.me/id/akumar8294>

Team Member 1 - <https://trailblazer.me/id/arav14>

Team Member 2 - <https://trailblazer.me/id/apoorani957>

Team Member 3 - <https://trailblazer.me/id/apatturaj>

4. Advantages and disadvantages

1. Opportunities for creativity

As an event manager, you can use your creative skills and talents to coordinate the details of parties and celebrations. Your client base might prefer different party styles, allowing you to take creative approaches to each event. This might include determining the color scheme and decorations for an event. The daily routine of an event manager often changes and requires a unique and creative set of skills for these professionals to adapt.

2. Ability to work on different events

An event manager often works on several types of events. For example, they might plan a business conference, holiday party, music festival or product launch. Because of this, an event manager often has an exciting career and interesting responsibilities. You can improve your management abilities with each kind of event you plan by gaining experience in different areas, like managing both corporate events and personal celebrations.

3. Few educational requirements

This profession has few educational requirements for event managers to start their careers. Some event management positions require applicants to hold bachelor's degrees in management, communications or business. Many event managers have high school diplomas and learn the required skills and knowledge by gaining experience in event planning.

4. Unconventional work hours

Event managers often work nights and weekends to complete their responsibilities, sometimes in addition to normal office hours during the weekdays. Event planners may also work during holidays to coordinate seasonal parties and celebrations. While many jobs have a limit to the number of hours for employees to work each day or week, event planners might spend an unlimited amount of time completing their responsibilities. They might work shifts up to 15 hours compared to the traditional nine-hour shift for many professions.

5. Time away from family and friends

Event planners might travel often to manage their tasks. This can result in time spent away from friends and family members. It might be challenging to maintain relationships when you travel frequently. This profession may also require an event planner to balance their work responsibilities with their responsibilities at home.

5. Application

Event management is the process of planning, organizing, and executing events, such as corporate conferences, weddings, festivals, concerts, and trade shows. The applications of event management are widespread and varied, and here are some of them:

Corporate events: Event management is widely used to organize corporate events such as seminars, conferences, trade shows, and product launches. These events help companies to showcase their products and services, build brand awareness, and generate leads.

Social events: Event management is used to organize social events such as weddings, birthdays, anniversaries, and other celebrations. Event managers work with their clients to plan and execute every aspect of the event, from venue selection to catering and entertainment.

Sports events: Event management is widely used to organize sports events such as marathons, cycling races, and triathlons. These events require meticulous planning, logistics, and safety measures to ensure the smooth running of the event.

Cultural events: Event management is used to organize cultural events such as music festivals, art exhibitions, and theatre productions. These events are designed to showcase the talents of artists and performers and provide entertainment to the audience.

Non-profit events: Event management is used to organize non-profit events such as charity fundraisers, galas, and benefit concerts. These events are designed to raise awareness and funds for important causes such as social justice, education, and healthcare.

In summary, event management has a wide range of applications across various industries, and its importance is growing.

6. Conclusion

In conclusion, event management is a critical process that involves the planning, coordination, and execution of various types of events. Its applications are widespread and varied, from corporate events to social events, sports events, cultural events, and non-profit events. Effective event management requires careful planning, attention to detail, and excellent organizational and communication skills. The success of an event depends on the ability of the event manager to anticipate and manage potential problems, work within budget constraints, and ensure the satisfaction of all stakeholders involved. With the increasing demand for events in today's business and social environment, event management is becoming an essential skillset for professionals across various industries.

7. Future scope

The scope of event management as a career in India is immense. This career provides a unique opportunity to rephrase our social beliefs. Hosting events can redesign the structure of a city by facilitating economic growth, employment opportunities, urban development, and promoting indigenous culture and heritage.
