

# **Project Report**

## **Event Management**

### **INTRODUCTION**

#### **Overview**

Event Management is the 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. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event manager are tasked with reviewing event data, submitting and staying.

All different branches of event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and execution is event management.

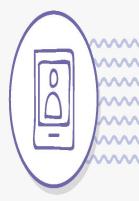
#### **Purpose:**

This project aim to provide real-time knowledge for all the students who have basic knowledge of salesforce project. This project will also help to those professionals who are in cross-technology and wanted to switch to salesforce with the help of the project

#### **Problem Definition & Design Thinking**

##### **Empathy map**

**Template**



### Build empathy

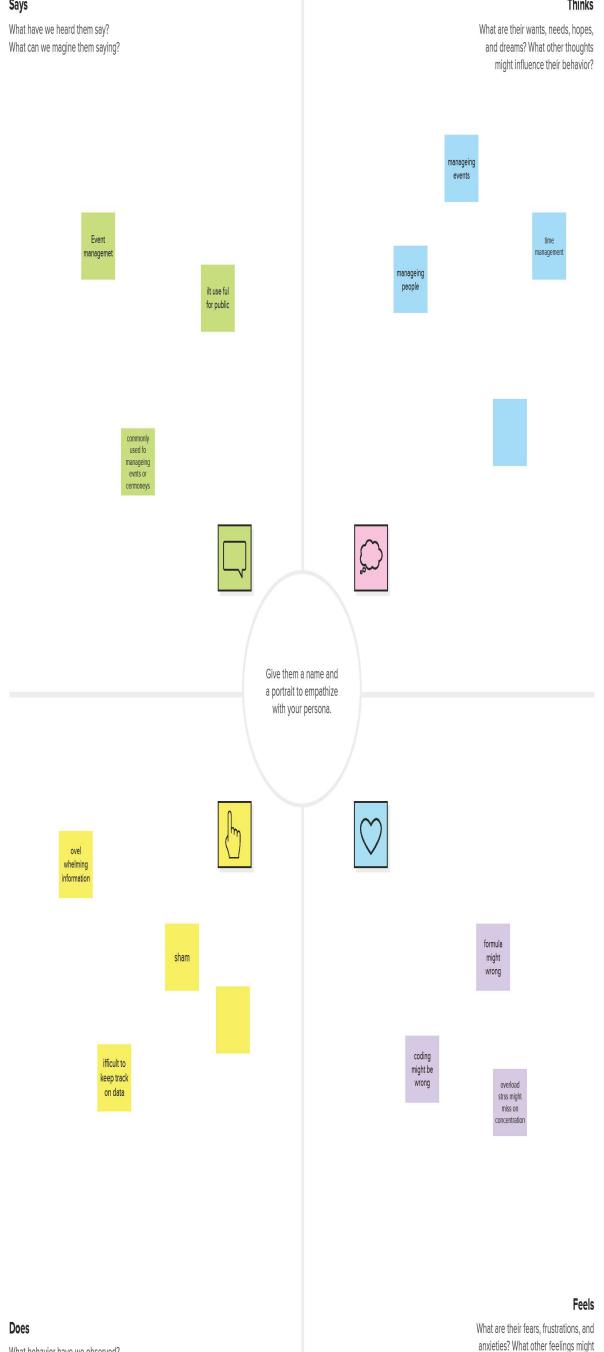
The information you add here should be representative of the observations and research you've done about your users.

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**Says**  
What have we heard them say?  
What can we imagine them saying?

**Thinks**  
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Give them a name and a portrait to empathize with your persona.



# Ideation & Brainstorming Map

**Template overview**

**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

**Brainstorm & idea prioritization**

Use this template if your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prep  
1 hour to collaborate  
10 people recommended

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a **how/what** statement. This will be the focus of your brainstorm.

5 minutes

**Brainstorm**

Write down my ideas that come to mind that address your problem statement.

10 minutes

**Group ideas**

Participants share their ideas while clustering similar or related ones together. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try to see if you can break it up into smaller sub-groups.

20 minutes

**Prioritize**

Your team should be on the same page about which most important ideas to move forward. Place your ideas on this grid to determine which ideas are important and which are less so.

20 minutes

**After you collaborate**

You can export the chart as an image or pdf to share with members of your company who might find it helpful.

Quick sidebar

- Share the road**: Share a link to the road map checklist to keep them in step during the outcome of the session.
- Export the road**: Export copy of the road map PDF to a slide, include it in a doc, or use it in your site.

**Keep moving forward**

- Strategic report**: Define the components of a revision or strategy. Open the template +
- Customer experience journey map**: Understand customer needs, motivations, and obstacles to better serve the customer. Open the template +
- Strengths, weaknesses, opportunities & threats**: Identify strengths, weaknesses, opportunities, and threats (SWOT) to drive better decisions. Open the template +

**Brain template feedback**

Need some inspiration? See how others are using this template. Get started →

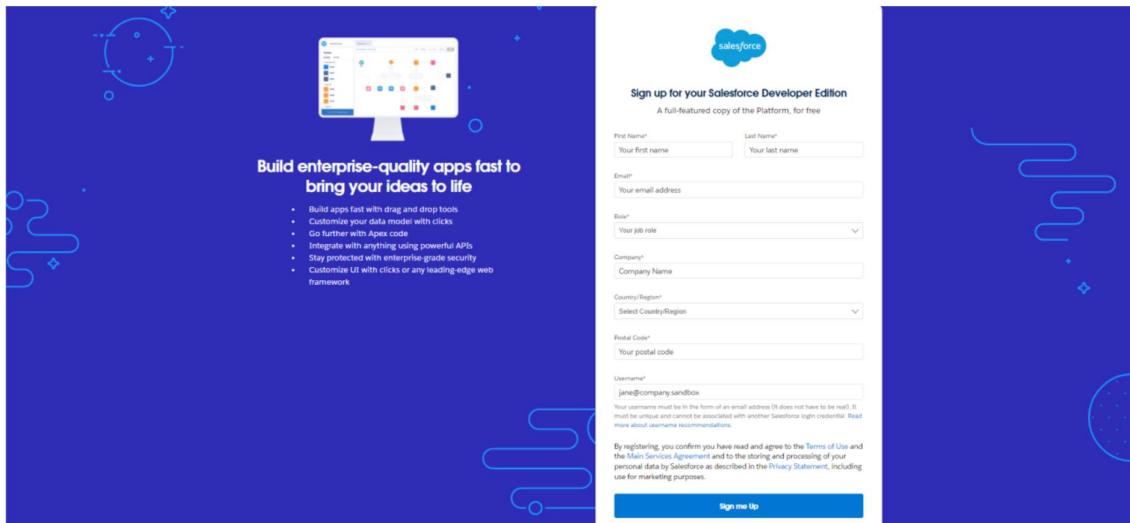
## **Result**

### **Data Model:**

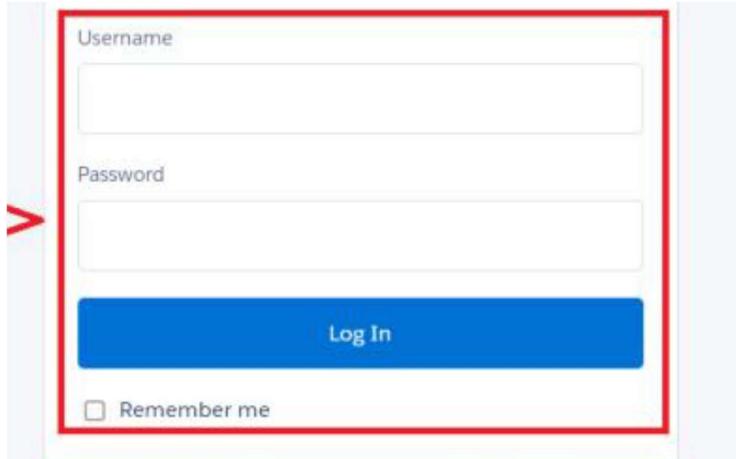
<b>Object Name</b>	<b>Fields in the Object</b>	
<b>Event</b>	<b>Field label</b>	<b>Data type</b>
	Enter city	Text
	Start Date	Date/time
	End Date	Date/time
<b>Attendee</b>	<b>Field label</b>	<b>Data type</b>
	Enter ID	Auto Number
	Phone	Phone
	Enter email	Email
	Ticket	Pick list

	<b>Field Label</b>	<b>Data Type</b>
<b>Speaker</b>	Enter bio	Text area
	Email	Email
	Enter event	Look up relationship
<b>Vendor</b>	Email	Email
	Phone	Phone
	Service Provider	Text
	Enter Event	Look Up Relationship

## Activity & Screen shot



1. Search Developer.salesforce.com
2. Enter the following details like First name, last name, Email, Role, Company, Country/Region, Postal code, and Username must be unique.
3. Click sign me up, after a few min you will receive a mail from salesforce org and by using the verify account link you can create your new password.
4. Click save.



1. Search login.salesforce.com
2. By using username and password you can log into the salesforce org.

The screenshot shows the Salesforce Setup Home page. On the left, there's a sidebar with navigation links like 'Setup Home', 'Multi-Factor Authentication Assistant', 'Updates', 'Lightning Experience Transition Assistant', 'New Salesforce Mobile App QuickStart', 'Lightning Usage Optimizer', 'Administration', 'Users', 'Data', 'Email', 'Platform Tools', 'Subscription Management', 'Apps', and 'Feature Settings'. The main content area has a 'Home' tab selected. It features three cards: 'Get Started with Einstein Bots' (with a 'Get Started' button), 'Mobile Publisher' (with a 'Learn More' button), and 'Real-time Collaborative Docs' (with a 'Get Started' button). Below these cards is a section titled 'Most Recently Used' showing '10 Items' with a table header: 'NAME', 'TYPE', and 'OBJECT'. One item listed is 'Job posting site'.

The Set Up Page will Appear

The screenshot shows the 'New Custom Object' setup page. At the top, it says 'New Custom Object | S' and 'https://manonmaniumsundaranarunive2-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager'. The main title is 'New Custom Object'. Below it is a message: 'Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles.' with 'Tell me more!' and 'Don't show this message again' buttons. The form is titled 'Custom Object Definition Edit' with buttons 'Save', 'Save & New', and 'Cancel'. It has a note: 'The singular and plural labels are used in tabs, page layouts, and reports.' Under 'Custom Object Information', there are fields for 'Label' (set to 'Event') and 'Plural Label' (set to 'Events'), both with examples 'Example: Account' and 'Example: Accounts'. There's also a checkbox 'Starts with vowel sound' which is unchecked. Below this is a note: 'The Object Name is used when referencing the object via the API.' with a field 'Object Name' set to 'Event' and example 'Example: Account'. At the bottom is a 'Description' field with a large text input area.

The screenshot shows the Salesforce Setup interface with the title "New Custom Object". The page includes sections for "Object Settings", "Object Classification", "Deployment Status", "Search Status", and "Object Creation Options". Under "Object Settings", checkboxes are checked for "Allow Reports" and "Allow Bulk API Access". Under "Object Classification", checkboxes are checked for "Allow Sharing", "Allow Bulk API Access", and "Allow Streaming API Access". Under "Deployment Status", the "Deployed" radio button is selected. Under "Search Status", the "Allow Search" checkbox is checked. At the bottom, a note states "Object Creation Options (Available only when custom object is first created)".

## 1. Object

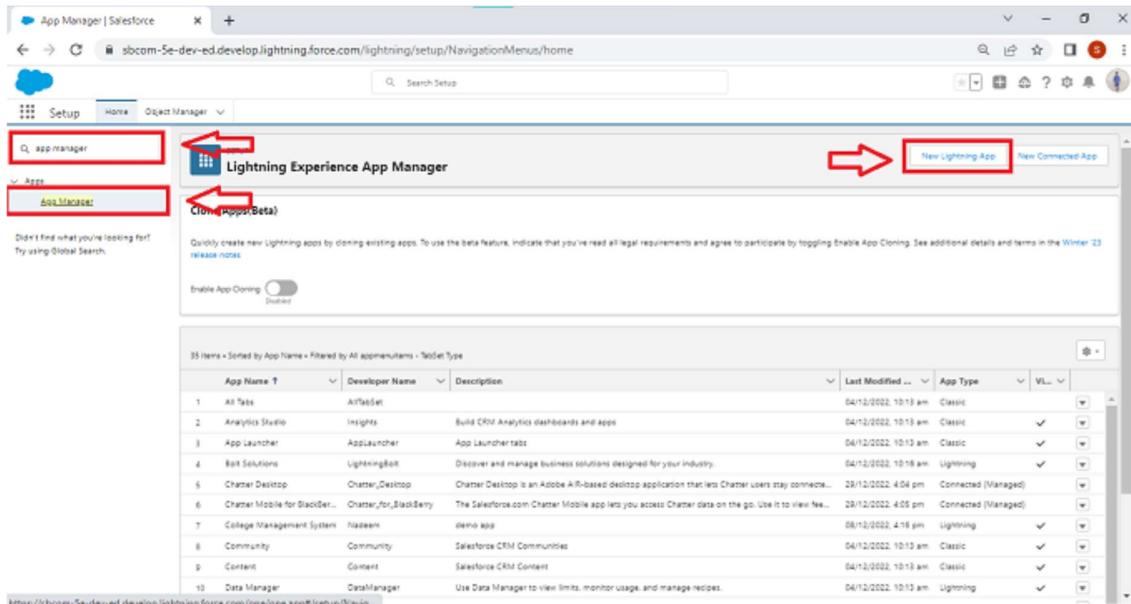
- Creation of objects for Event Management
  - Creation of Attendees Object
  - Creation of Speaker Object
  - Creation of Vendors object

The screenshot shows the Salesforce Setup interface with the title "Tabs". The left sidebar has a search bar and navigation links for "User Interface", "Loaded Console Tab Limit", "Rename Tabs and Labels", and "Tabs". The main content area is titled "Custom Tabs" with a note: "You can create new custom tabs to extend Salesforce functionality or to build new application functionality." It describes four types of tabs: Custom Object tabs, Web tabs, Visualforce tabs, and Lightning Page tabs. Below this, the "Custom Object Tabs" section lists four tabs:

Action	Label	Tab Style	Description
Edit   Del	Attendees	Books	
Edit   Del	Events	Stack of Cash	
Edit   Del	Speakers	Headset	
Edit   Del	Vendors	Wrench	

## 2. Tab

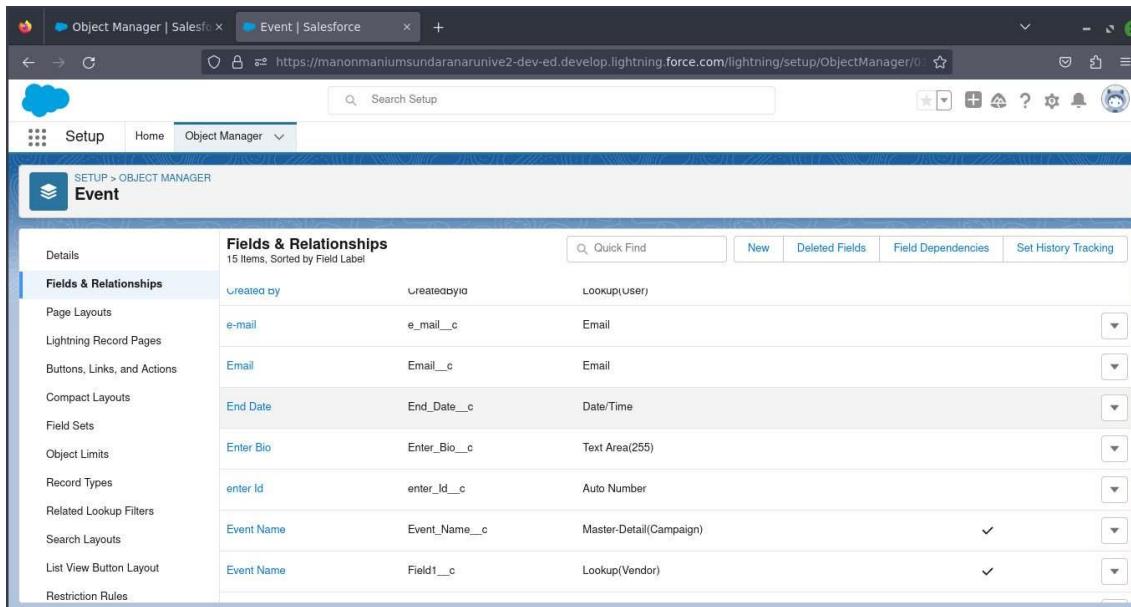
- Creation of Speakers Tab
- Creation of Vendor Tab



The screenshot shows the 'Lightning Experience App Manager' interface. At the top, there are navigation tabs: 'Setup', 'Home', and 'Object Manager'. Below them, there are three red-highlighted boxes: one on the left pointing to the 'app manager' tab, one in the center pointing to the 'Cloud Hippo Beta' link, and one on the right pointing to the 'New Lightning App' button. The main content area displays a table of 15 items, each with columns for 'App Name', 'Developer Name', 'Description', 'Last Modified', 'App Type', and 'V...'. The table includes rows for various Salesforce apps like All Tabs, Analytics Studio, and App Launcher.

## 3. Application

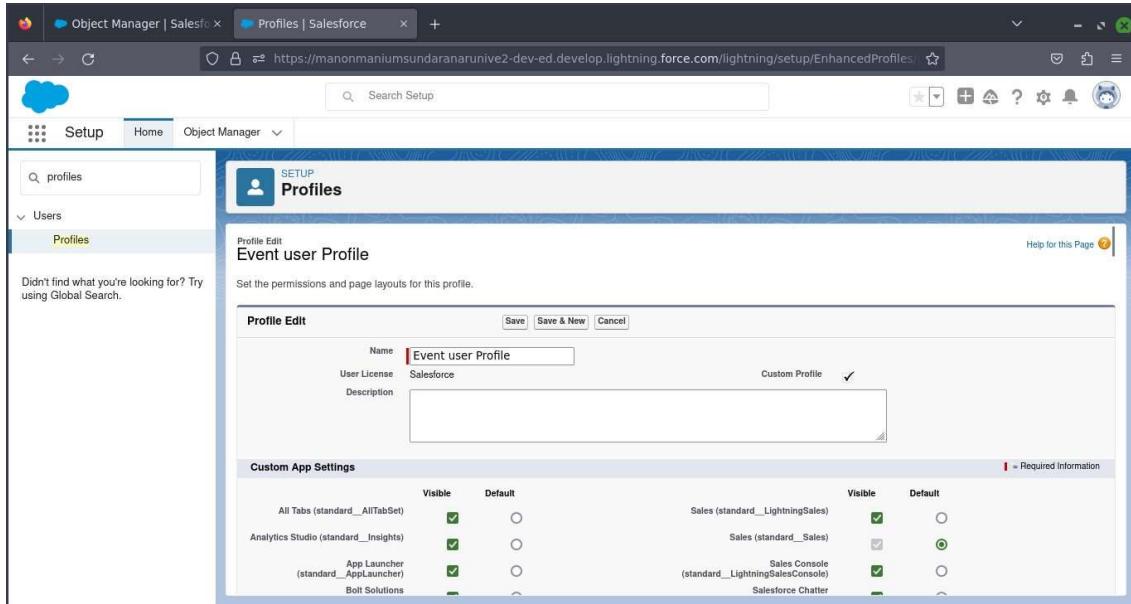
- Creating Application of Event Management



The screenshot shows the 'Object Manager' interface for the 'Event' object. The left sidebar has sections like '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', and 'Restriction Rules'. The main content area is titled 'FIELDS & RELATIONSHIPS' and shows a table with 15 items. The table has columns for 'Created by', 'Createbycopy', 'Lookup(User)', 'e-mail', 'e\_email\_\_c', 'Email', 'Email', 'Email\_\_c', 'Email', 'End Date', 'End\_Date\_\_c', 'Date/Time', 'Enter Bio', 'Enter\_Bio\_\_c', 'Text Area(255)', 'enter Id', 'enter\_Id\_\_c', 'Auto Number', 'Event Name', 'Event\_Name\_\_c', 'Master-Detail(Campaign)', 'Event Name', 'Field1\_\_c', 'Lookup(Vendor)'. A red box highlights the 'Fields & Relationships' section in the sidebar and the 'Fields & Relationships' title in the main content area.

## 4. Fields

- Creation of Fields for the Event Objects
- Creation of Fields for the Attendees Objects
- Create a Master detail Relationship with Event object
- Creation of Field for the Speakers Objects
- Creation of Field for the Vendor Objects



## 5. Profile

- Creation on Profile
  - Create a profile with the profile Name as “Event Vendor Profile”

The screenshot shows the Salesforce Setup interface with the URL <https://manonmaniumsundaranarunive2-dev-ed.lightning.force.com/lightning/setup/ManageUsers/pao>. The left sidebar is open, showing categories like Users, Feature Settings, and User Interface. The main content area is titled "User Edit" for "Sanjay Gupta". The "General Information" section contains fields for First Name (Sanjay), Last Name (Gupta), Alias (sanji), Email (balasy01@gmail.com), Username (balasvk01@gmail.com), Nickname (Sanju), Title (empty), Company (empty), Department (empty), Division (empty), Role (<None Specified>), User License (Salesforce), Profile (Event user Profile), and Active status (checked). A note at the bottom right indicates that the "Profile" field is required.

## 6. Users

- Creating a User

The screenshot shows the Salesforce Setup interface with the URL <https://manonmaniumsundaranarunive2-dev-ed.lightning.force.com/lightning/setup/PermSets/pao>. The left sidebar is open, showing categories like Users, Custom Code, and Global Search. The main content area is titled "Permission Sets" and shows a "Clone: Event Permits" screen. It asks for a new label and description for the cloned permission set. The "Enter permission set information" section includes fields for Label (Event Permits), API Name (Event\_Permits), Description (developerName), Session Activation Required (unchecked), and License (empty). Save and Cancel buttons are at the bottom.

## 7. Permissions sets

- Creating a Permission Set

The screenshot shows the Salesforce Lightning interface for the Event Management module. The top navigation bar includes tabs for Home | Salesforce, Reports | Salesforce, and a search bar. The main content area is titled 'Reports' under 'Recent'. A table lists one item: 'New Attendees Report' (Report Name), 'Private Reports' (Folder), 'A Bala Murugan' (Created By), and '8/4/2023, 8:21 pm' (Created On). The sidebar on the left contains links for Reports, Recent, Reports, Folders, and Favorites.

## 8. Reports

- Creating a Report

### Trailhead Profile Public URL

Team lead – <https://trailblazer.me/id/abalamurugan3>

Team Member 1 – <https://trailblazer.me/id/vsathyabala>

Team Member 2 – <https://trailblazer.me/id/selsam14>

### Advantages and Disadvantages

#### Pros:

- Tourist income
- Long term investment
- Legacy benefits
- Raises profile of city
- Take care of Legalities
- Have the right Contacts

#### Concern:

- Cost of Investment
- Short-term use of facilities
- Higher taxes to pay costs

- Security concerns
- High level of Responsibility
- Multiple Events at the same Time

## **Application**

Event Management is the application of project management to the creation and development of small and large-scale personal or cooperative events such as festivals, conference, ceremonies, weddings, formal parties, concerts or conventions. These are the main events where Event Management mostly used.

## **Conclusion**

Its benefits go beyond simple Event Management. It can help companies improve their work flow by streamlining the process of organizing and executing events. It also makes the implementation of a service more reliable. You can learn lot more about event management from the experts, so it is the one of the way to co-ordinate the function or an event.

## **Future Scope**

The scope of Event Management as a career is vast. It's thriving industry and is home of million people. So, if you have a knack for creativity and want to redesign the perception of society the event management industry. For those who has a more creativity they have a better and bright future in their career.

