BUILD AN EVENT MANAGEMENT SYSTEM USING SALES FORCE

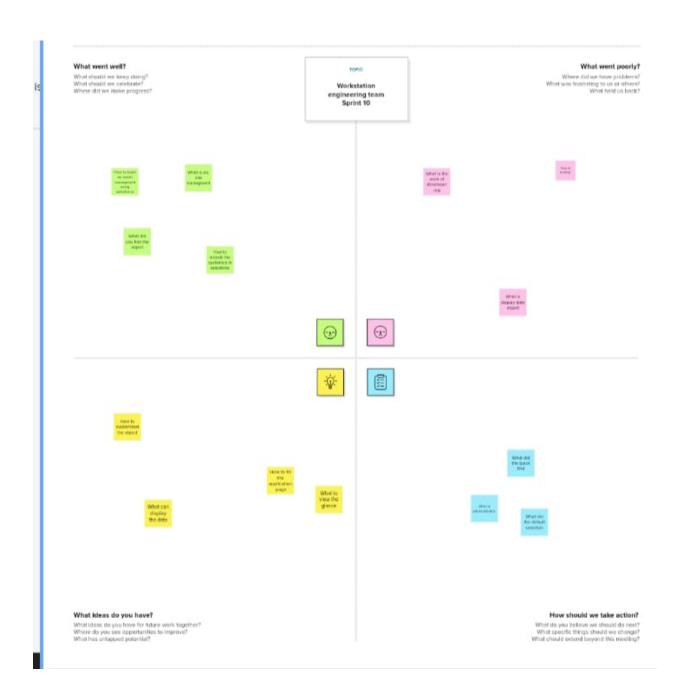# 1   INTRODUCTION

1.1 Overview

      Event management is the process beyond planning, executing and evaluating , corporate , association social events , the event manager is responsible for operation at a rented event or entertainment venue as they coordinate with property owner.It involves studying the brand, identifying its targeting audience, devising the event concept .

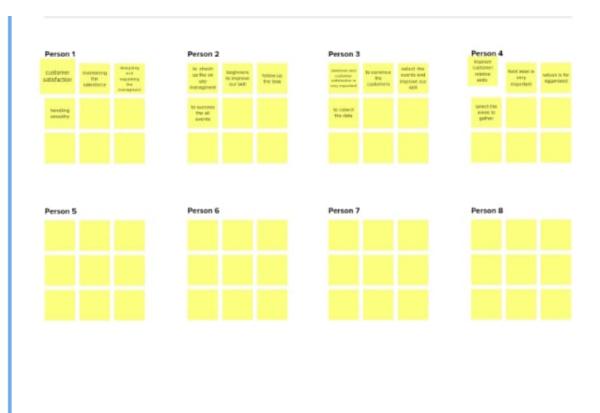### 1.2 Purpose

        1. To promote the launch of new product
        2. To motivate people by organizing awards function
        3. To introduce new scheme
        4. conducting the successful event

Problem Definition & Design Thinking

2.1 Empathy Map

What went well?
What should we keep doing?
What should we celebrate?
Where did we make progress?

TOPIC
Workstation
engineering team
Sprint 10

What went poorly?
Where did we have problems?
What was frustrating to us or others?
What held us back?

What ideas do you have?
What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?
What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

2.2 Ideation & Brainstorm Map

Person 1

customer satisfaction	maintaining the salesforce	designing and organizing the management
handling smoothly		

Person 2

to check up the on site management	beginners to improve our skill	follow up the task
to success the all events		

Person 3

selection and customer satisfaction is very important	to convince the customers	select the events and improve our skill
to collect the data		

Person 4

improve customer relation skills	front level is very important	values is for important
select the event to gather		

Person 5

Person 6

Person 7

Person 8

Result

3.1 Data model

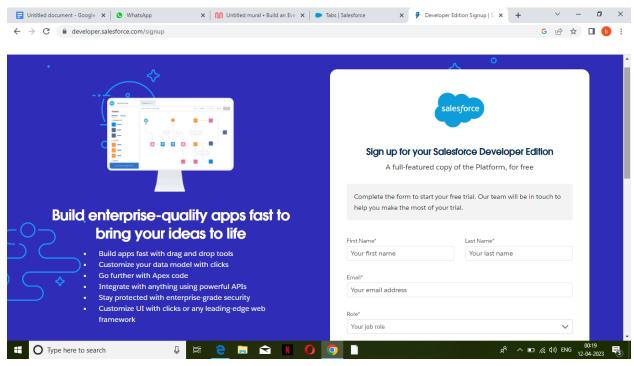| Object name	Fields in the object
obj1	<table><tr><td>**Field label**</td><td>**Data type**</td></tr><tr><td>Label</td><td>Event</td></tr><tr><td>Plural Label</td><td>Events</td></tr><tr><td>Record Name</td><td>Event Name</td></tr></table>
obj2	<table><tr><td>**Field Label**</td><td>**Data type**</td></tr><tr><td>Label</td><td>Attendee</td></tr><tr><td>Plural Label</td><td>Attendees</td></tr><tr><td>Record Name</td><td>Attendee Name</td></tr></table>
obj3	<table><tr><td>**Field label**</td><td>**Data type**</td></tr><tr><td>Label</td><td>Speaker</td></tr><tr><td>Plural Label</td><td>Speakers</td></tr><tr><td>Record Name</td><td>Speaker Name</td></tr></table>

obj4		
	Field label	**Data type**
	Label	Vendor
	Plural Label	Vendors
	Record Name	Vendor Name

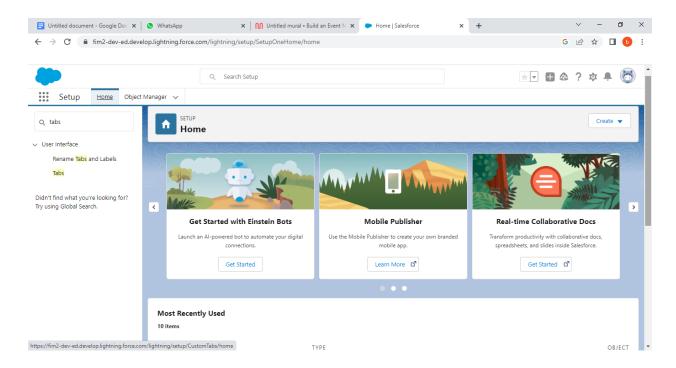## 3.2 Activity & screenshot

Milestone : 1

Create your salesforce account :

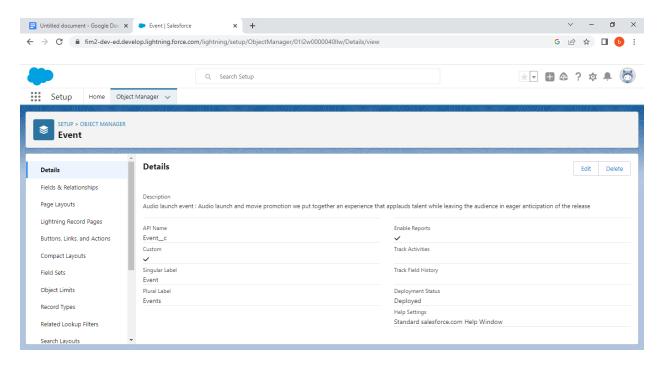**enter a valid Open salesforce developer sign in page and details**
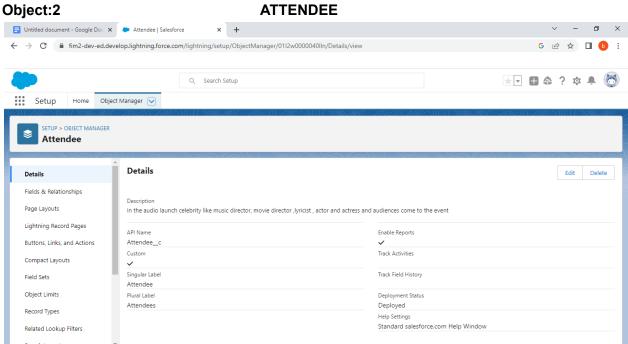
Salesforce account login:

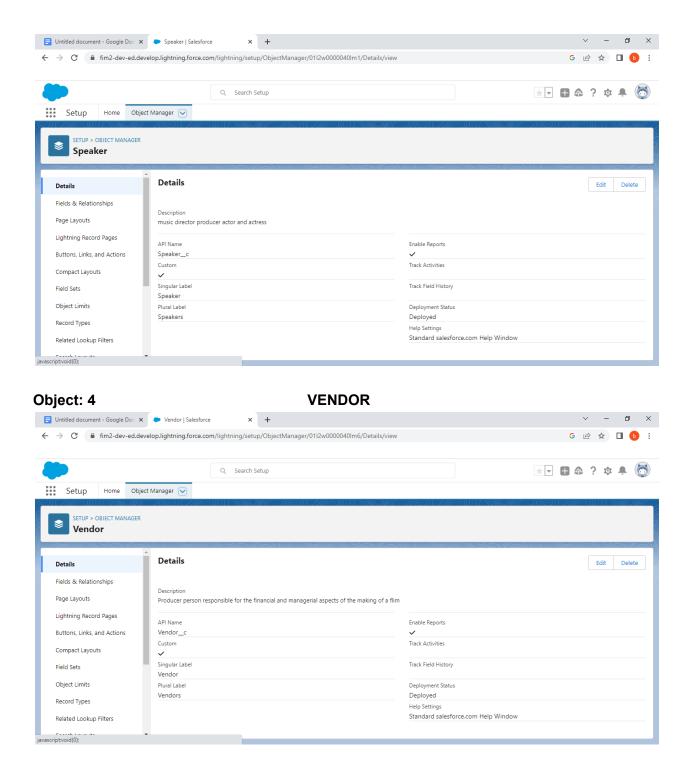**This is a home page of my developer sales force account**

Milestone :2

Object :1   EVENT

← → C   🔒 fim2-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01l2w0000040llw/Details/view

Setup   Home   Object Manager ⌄

SETUP > OBJECT MANAGER
Event

Details   Edit   Delete

Description
Audio launch event : Audio launch and movie promotion we put together an experience that applauds talent while leaving the audience in eager anticipation of the release

API Name   Enable Reports
Event__c   ✓
Custom   Track Activities
✓
Singular Label   Track Field History
Event
Plural Label   Deployment Status
Events   Deployed
                                                        Help Settings
                                                        Standard salesforce.com Help Window

| 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 |

Object:2   **ATTENDEE**

← → C   🔒 fim2-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01l2w0000040lln/Details/view

Setup   Home   Object Manager ⌄

SETUP > OBJECT MANAGER
Attendee

Details   Edit   Delete

Description
In the audio launch celebrity like music director, movie director ,lyricist , actor and actress and audiences come to the event

API Name   Enable Reports
Attendee__c   ✓
Custom   Track Activities
✓
Singular Label   Track Field History
Attendee
Plural Label   Deployment Status
Attendees   Deployed
                                                        Help Settings
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javascript:void(0);

Object: 3   **SPEAKER**

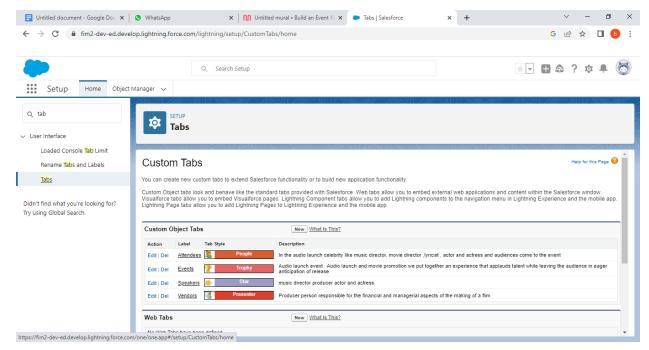**Object: 4**   **VENDOR**

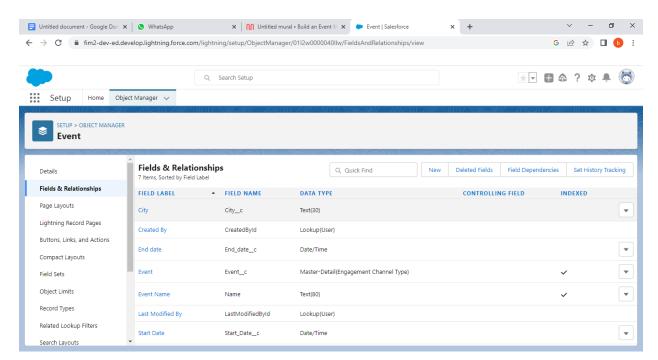**Milestone :3   To create a tab**

I **created the four tabs in the name of Event , Attendee ,Speaker , Vendor.**
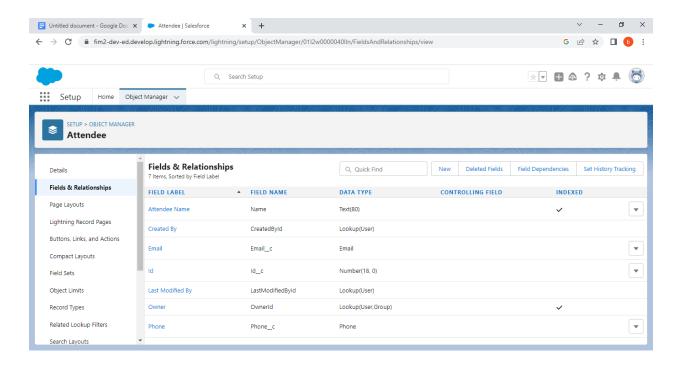
Milestone : 4   Creation of fields

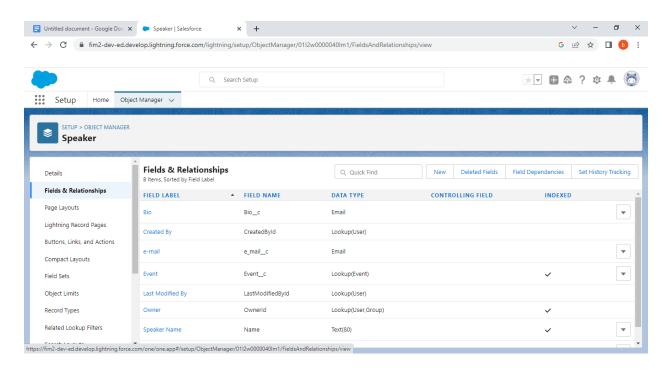## Activity :1   CREATION OF FIELDS FOR THE EVENT OBJECT

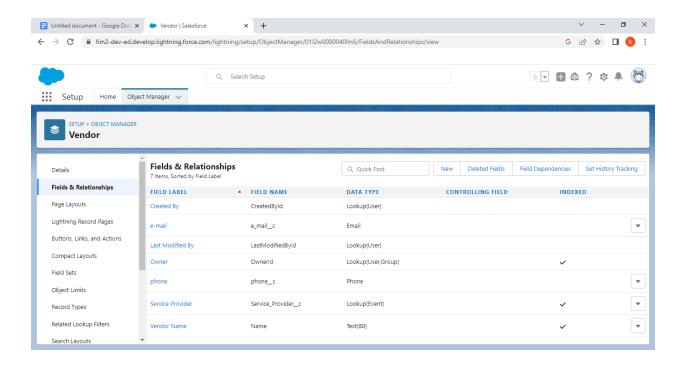**the home page and event to the field select theSelect page button to the related one**
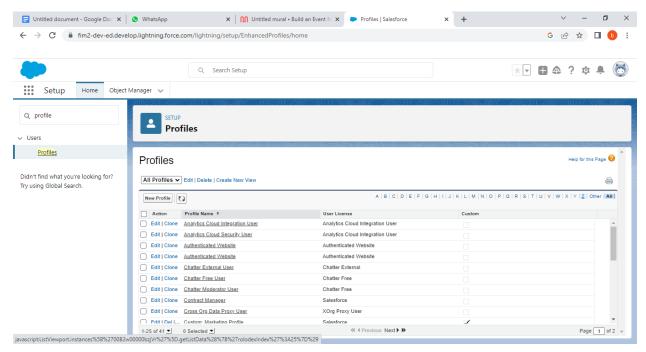
Activity : 2   CREATION OF FIELD FOR ATTENDEE OBJECT

Activity : 3   CREATION OF FIELD FOR SPEAKER OBJECT

Activity : 4   CREATION OF FIELD FOR VENDOR OBJECT

Milestone :5 To create a Profile

I have created the profile. The profiles are shown above
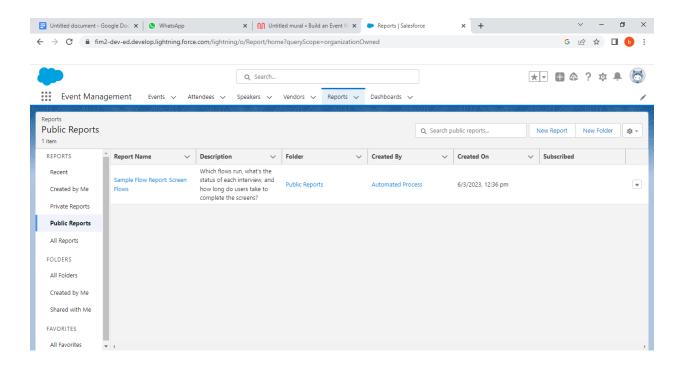
Milestone:6   To create the User

I have found the user name . The users are given below

Milestone :7 To create the   Permission set

I have created the permission set . They are given below

Milestone :8   To create the Report

I have created the reports. They are given below

Trailhead Profile Public URL

Team Lead - https://trailblazer.me/id/bpandian5
Team Member 1 - https://trailblazer.me/id/aayyasamy1
Team Member 2 - https://trailblazer.me/id/ssanthanakuma

ADVANTAGES & DISADVANTAGES

1.Proactive service.
2.Optimized process.
3.Customer reputation is poor.
4.Expensive

APPLICATIONS

An Event Management System helps to organize plans, execute and report on events, driving success for their business

CONCLUSION

Event management system is a user friendly and cost effective system,it is customized with activities related to event management life cycle.

FUTURE SCOPE

The scope of event management as a career in India is vast. It is a thriving industry and is home to a million people.