

Project Report Template

Introduction

1.1 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. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you could be in 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.

1.2 Purpose

The MAX FIT project's first objective is to create, identify events, and determine appropriate control measures. Multiple updates or changes may be made to a service or configuration item. In the MAX FIT event, business owners can create events for their clients. Some of these configurations can be critical, while some configurations may be minor without impacting other aspects of the IT service. After creating the events, if the owner of the event wants to cancel the event, then the owner can remove or delete it directly from the event object, and all the corresponding configurations will get deleted automatically. Categorizing these events and defining appropriate control actions for these various events is the goal of the event management process. Attendees that have registered for an event will receive an email alert regarding this event.

Problem Definition and Design thinking

2.1 Empathy Map

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Show template feedback](#)

Build empathy

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

Need some inspiration?

See a finished version of this template to inspire your work.

[Open example](#)

2.2 Ideation and Brainstorming map

[illegible]

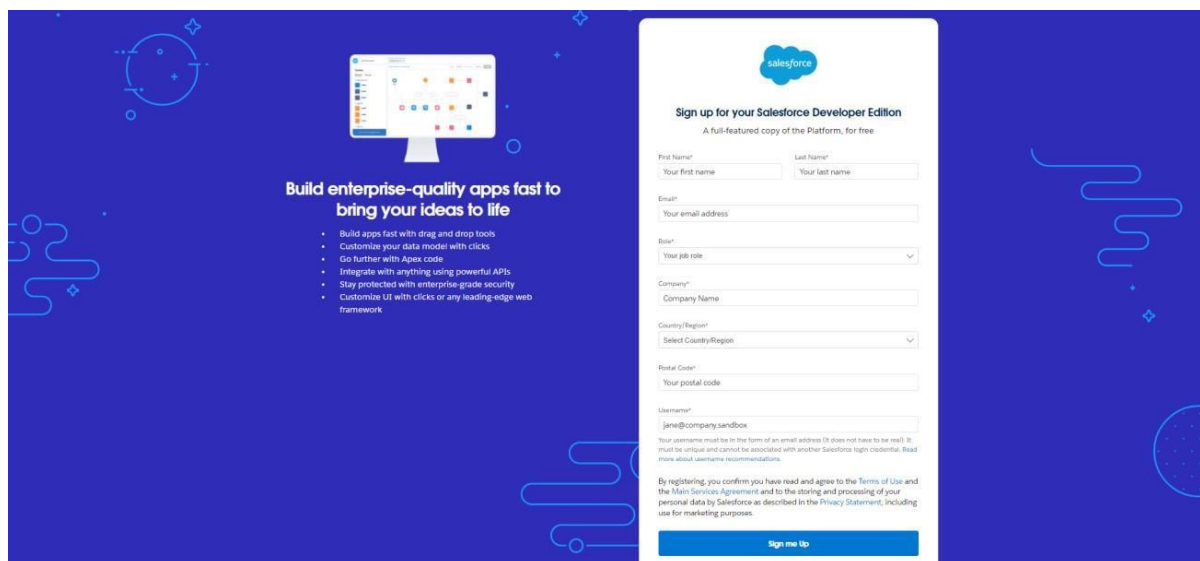
Result

3.1 Data Model


Object name	Fields in the Object		
Object 1 Department			
	Field label	Data type	
	Field & Relationships	currency	
Object 2 Travel approval			
	Field label	Data type	
	Field & Relationships	Master-Detail Relationship	

3.2 Activity and Screenshot

Creating a Salesforce Developer Org:



The image shows the Salesforce Developer Edition sign-up page. On the left, there's a blue background with white text and icons. The text says "Build enterprise-quality apps fast to bring your ideas to life" and lists five bullet points: "Build apps fast with drag and drop tools", "Customize your data model with clicks", "Go further with Apex code", "Integrate with anything using powerful APIs", and "Stay protected with enterprise-grade security". Below the list, it says "Customize UI with clicks or any leading-edge web framework". On the right, there's a white sign-up form with the Salesforce logo at the top. The form has fields for "First Name", "Last Name", "Email", "Role", "Company", "Country/Region", "Postal Code", and "Username". At the bottom, there's a "Sign me up" button.



Sign up for your Salesforce Developer Edition

A full-featured copy of the Platform, for free

First Name* Last Name*

Email*

Role*

Company*

Country/Region*


Postal Code*

Username*

Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. Read more about username recommendations.


By registering, you confirm you have read and agree to the [Terms of Use](#) and the [Main Services Agreement](#) and to the storing and processing of your personal data by Salesforce as described in the [Privacy Statement](#), including use for marketing purposes.

[Sign me up](#)



Build enterprise-quality apps fast to bring your ideas to life

- Build apps fast with drag and drop tools
- Customize your data model with clicks
- Go further with Apex code
- Integrate with anything using powerful APIs
- Stay protected with enterprise-grade security
- Customize UI with clicks or any leading-edge web framework



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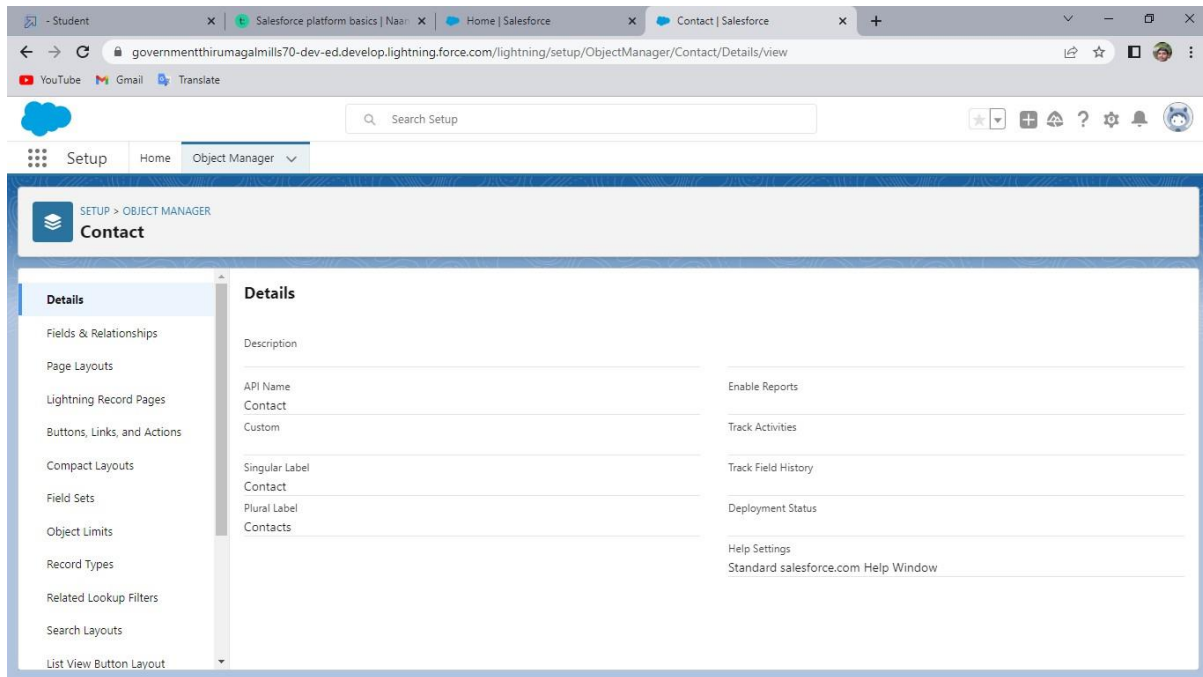
[Sign me up](#)



Build enterprise-quality apps fast to bring your ideas to life

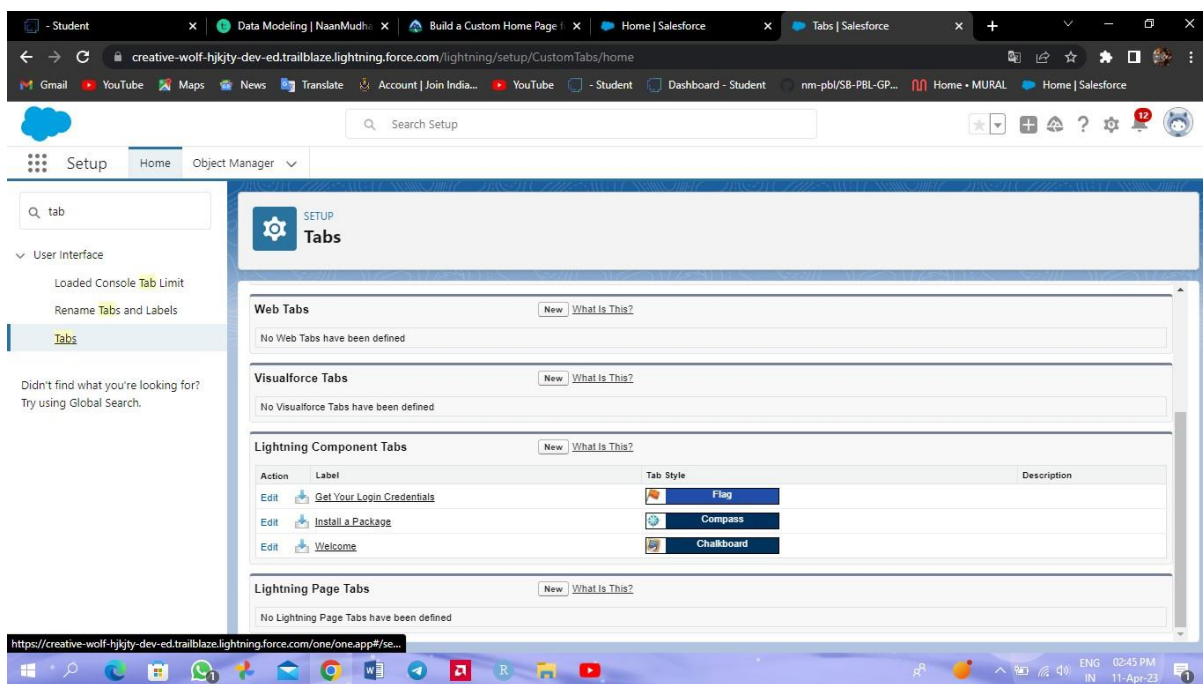
- Build apps fast with drag and drop tools
- Customize your data model with clicks
- Go further with Apex code
- Integrate with anything using powerful APIs
- Stay protected with enterprise-grade security
- Customize UI with clicks or any leading-edge web framework

Object:



The screenshot shows the Salesforce Object Manager interface for the 'Contact' object. The left sidebar contains a 'Details' menu with options like Fields & Relationships, 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 'Details' and contains several sections: Description, API Name (Contact), Custom, Singular Label (Contact), Plural Label (Contacts), Enable Reports, Track Activities, Track Field History, Deployment Status, and Help Settings (Standard salesforce.com Help Window).

Tab:



The screenshot shows the Salesforce Tabs configuration page. The left sidebar has a search bar with 'tab' entered and a 'User Interface' section with options like 'Loaded Console Tab Limit', 'Rename Tabs and Labels', and 'Tabs'. The main content area is titled 'Tabs' and contains sections for Web Tabs, Visualforce Tabs, Lightning Component Tabs, and Lightning Page Tabs. The Lightning Component Tabs section shows a table with columns for Action, Label, Tab Style, and Description. The table lists three tabs: 'Get Your Login Credentials' (Flag style), 'Install a Package' (Compass style), and 'Welcome' (Chalkboard style).

Action	Label	Tab Style	Description
Edit	Get Your Login Credentials	Flag	
Edit	Install a Package	Compass	
Edit	Welcome	Chalkboard	

Application:



Fields:

The screenshot shows the Salesforce Setup interface for a user named 'Student'. The left sidebar contains a list of setup categories, with 'Fields & Relationships' highlighted. The main content area displays the 'Fields & Relationships' section for the 'Student' object, showing 11 fields sorted by Field Label. A red arrow points to the 'New' button in the top right corner of the table area.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Id	Id	Auto-Number		✓
Age	Age__c	Number(1, 0)		
Created By	CreatedBy	Lookup(User)		
Date of Birth	DateOfBirth__c	Date		
Date of Joining	DateOfJoining__c	Date/Time		
Gender	Gender__c	Picklist		
Last Modified By	LastModifiedBy	Lookup(User)		
Name	Name__c	Text(20)		
Owner	OwnerId	Lookup(User-Group)		✓
Phone No	PhoneNo__c	Phone		
Record Type	RecordTypeId	Record Type		✓
Teacher	Teacher__c	Lookup(Teacher)		✓

Profile:

Salesforce Setup - Profiles

Search Setup

Setup Home Object Manager

prof

Users Profiles

Didn't find what you're looking for? Try using Global Search.

Profiles

All Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Chatter External User	Chatter External	<input type="checkbox"/>
Edit Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit Clone	Contract Manager	Salesforce	<input type="checkbox"/>
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit Del ...	Custom Marketing Profile	Salesforce	<input checked="" type="checkbox"/>
Edit Del ...	Custom Sales Profile	Salesforce	<input checked="" type="checkbox"/>

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Salesforce Setup - Profiles

Search Setup

Setup Home Object Manager

prof

Users Profiles

Didn't find what you're looking for? Try using Global Search.

Profiles

All Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
Edit Clone	Customer Community Login User	Customer Community Login	<input type="checkbox"/>
Edit Clone	Customer Community Plus Login User	Customer Community Plus Login	<input type="checkbox"/>
Edit Clone	Customer Community Plus User	Customer Community Plus	<input type="checkbox"/>
Edit Clone	Customer Community User	Customer Community	<input type="checkbox"/>
Edit Clone	Customer Portal Manager Custom	Customer Portal Manager Custom	<input type="checkbox"/>
Edit Clone	Customer Portal Manager Standard	Customer Portal Manager Standard	<input type="checkbox"/>
Edit Clone	External Apps Login User	External Apps Login	<input type="checkbox"/>
Edit Clone	External Identity User	External Identity	<input type="checkbox"/>
Edit Clone	Force.com - App Subscription User	Force.com - App Subscription	<input type="checkbox"/>
Edit Clone	Force.com - Free User	Force.com - Free	<input type="checkbox"/>
Edit Clone	Gold Partner User	Gold Partner	<input type="checkbox"/>

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User:

The screenshot shows the Salesforce Lightning Developer console with the 'All Users' page. The page title is 'All Users' and it includes a search bar, a filter dropdown set to 'All Users', and a table of users. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. Four users are listed: s_sivamoorthy (System Administrator), chatter Expert (Chatter Free User), User Integration (Analytics Cloud Integration User), and User Security (Analytics Cloud Security User). The 'Users' sidebar is visible on the left.

The screenshot shows the Salesforce 'Permission Sets' page. The browser address bar indicates the URL is 'governmentthirumagallmills70-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home'. The page title is 'Permission Sets'. Below the title, there's a search bar and a list of permission sets. The first permission set is 'Buyer', which is highlighted. The description for 'Buyer' is 'Allows access to the store. Lets users see products and c...'. The license for 'Buyer' is 'B2B Buyer Permission Set One Seat'. The page also shows a table of other permission sets, including 'CRM User', 'Commerce Admin', 'Contact Center Admin', 'Contact Center Agent', 'Contact Center Supervisor', 'Experience Profile Manager', and 'Facility Manager'.

Screenshot of the Salesforce Setup page for Permission Sets. The browser address bar shows the URL: `governmentthirumagalmills70-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The page title is "Permission Sets".

On this page you can create, view, and manage permission sets. In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: [iOS](#) | [Android](#)

All Permission Sets | [Edit](#) | [Delete](#) | [Create New View](#)

Action	Permission Set Label	Description	License
<input type="checkbox"/>	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service m...	Field Service Mobile
<input type="checkbox"/>	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License Se...
<input type="checkbox"/>	Order Management Agent	Read Access to all entities enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Operations Manager	Access to all features enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Shopper	Limited access to Order Management features for Self Ser...	Lightning Order Management User
<input type="checkbox"/>	Order Management Store Associate	Access to limited features enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Queue Manager	Lets users create, read, edit, and delete queued parties as...	Queue Manager
<input type="checkbox"/>	Sales Cloud User	Denotes that the user is a Sales Cloud user.	Sales User
<input type="checkbox"/>	Salesforce CMS Integration Admin	Gives the admin data access and the permissions to integ...	Cloud Integration User

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Screenshot of the Salesforce Setup page for Permission Sets. The browser address bar shows the URL: `governmentthirumagalmills70-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The page title is "Permission Sets".

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All Permission Sets | [Edit](#) | [Delete](#) | [Create New View](#)

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Sales Cloud User	Denotes that the user is a Sales Cloud user.	Sales User
<input type="checkbox"/>	Salesforce CMS Integration Admin	Gives the admin data access and the permissions to integ...	Cloud Integration User
<input type="checkbox"/>	Salesforce Console User	Enable Salesforce Console User	Sales Console User
<input type="checkbox"/>	Security Center Integration User	Access Security Center for Integration	Cloud Integration User
<input type="checkbox"/>	Service Cloud User	Denotes that the user is a Service Cloud user.	Service User
<input type="checkbox"/>	Shopper	Allow access to B2C Commerce features.	Commerce User
<input type="checkbox"/>	Slack Service User	Lets users run the flows for swarming with Service Cloud f...	Slack Service User
<input type="checkbox"/>	Standard Einstein Activity Capture	Access to Standard Einstein Activity Capture	Standard Einstein Activity Capture User
<input type="checkbox"/>	Subscription Management Collections Dashboard User	Give users visibility into collection status in a given timefra...	Analytics View Only Embedded App

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Reports:

Object Manager | Salesforce x New Accounts Report | Salesforce x +

resilient-impala-4khvg2-dev-ed.trailblaze.lightning.force.com/lightning/r/Report/0002w00000Dsc0EAB/view

Search...

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups More

Report: Accounts
New Accounts Report

Enable Field Editing Add Chart Edit

Total Records
14

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	sivamoorthy c	Get Cloudy	-	-	-	24/03/2023
2	-	sivamoorthy c	United Oil & Gas, UK	UK	Customer - Direct	-	24/03/2023
3	-	sivamoorthy c	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	24/03/2023
4	-	sivamoorthy c	GenePoint	CA	Customer - Channel	Cold	24/03/2023
5	-	sivamoorthy c	sForce	CA	-	-	24/03/2023
6	-	sivamoorthy c	Edge Communications	TX	Customer - Direct	Hot	24/03/2023
7	-	sivamoorthy c	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	24/03/2023
8	-	sivamoorthy c	Pyramid Construction Inc.	-	Customer - Channel	-	24/03/2023
9	-	sivamoorthy c	Dickenson plc	KS	Customer - Channel	-	24/03/2023
10	-	sivamoorthy c	United Oil & Gas Corp.	NY	Customer - Direct	Hot	24/03/2023
11	-	sivamoorthy c	Express Logistics and Transport	OR	Customer - Channel	Cold	24/03/2023
12	-	sivamoorthy c	University of Arizona	AZ	Customer - Direct	Warm	24/03/2023

To Do List

- Student x Salesforce platform basics | Nasir x Home | Salesforce x Reports | Salesforce x +

governmentthirumagalimills70-dev-ed.develop.lightning.force.com/lightning/o/Report/home?queryScope=userFolders

Search...

Service Home Chatter Accounts Contacts Cases Reports Dashboards

Reports
All Folders

Search all folders... New Report New Folder

3 items

	Name	Created By	Created On	Last Modified By	Last Modified Date
REPORTS					
Recent	Einstein Bot Reports	Automated Process	24/3/2023, 2:45 pm	Automated Process	24/3/2023, 2:45 pm
Created by Me	Einstein Bot Reports Summer '22	Automated Process	24/3/2023, 2:45 pm	Automated Process	24/3/2023, 2:45 pm
Private Reports	Einstein Bot Reports Winter '23	Automated Process	24/3/2023, 2:45 pm	Automated Process	24/3/2023, 2:45 pm
Public Reports					
All Reports					
FOLDERS					
All Folders					
Created by Me					
Shared with Me					
FAVORITES					
All Favorites					

Trailhead Profile Public URL

Team Lead- <https://trailblazer.me/id/bdevan14>

Team Member1- <https://trailblazer.me/id/astylish6>

Team Member2- <https://trailblazer.me/id/anamr37>

Team Member3- <https://trailblazer.me/id/bperumal13>

Advantages and Disadvantage

5.1 Advantages

- Promotion of new products or services
- Achieving the desired exposure and brand awareness
- Attracting more prospects and clients from exhibitions and trade shows
- Improving brand positioning through professional events and conferences
- Creative solutions to drive the highest level of satisfaction from the guests
- Handling all permissions, permits, insurance and security concerns
- Saving valuable time, efforts and money when hiring experience event managers
- Gaining more experience for your business internal public relation and marketing teams when collaborating with professional event planning companies
- Reducing the possibility of any incidents that harm the professional atmosphere
- Reducing the stress of planning and managing your business events internally

5.2 Disadvantage

- The first disadvantage and probably the biggest one of energy conservation is nature itself.
- Many organization decide to use alternative energy but then back out right away due to the high cost that they will bear.
- Alternative energy is also hard to setup in structures already and most require brand new setup systems.
- They are expensive in general they are more expensive then fossil fuels. Fossil fuels are readily available and can be used right on site while these alternative energy changes variously and needs a huge investment to produce any type of benefits.

Applications

- Creative solutions to drive the highest level of satisfaction from the guests
- Handling all permissions, permits, insurance and security concerns
- Saving valuable time, efforts and money when hiring experience event managers
- Gaining more experience for your business internal public relation and marketing teams when collaborating with professional event planning companies
- Adding a social network to the app where people can connect with each other.

- Adding a shipment feature to the application like UPS or FedEx by buying their subscription.
- Providing a platform for the event managers in the city to publish and advertise their events and also sell their products

Conclusion

The role of event and festival management on a large scale is the integration of a series of plans and their management by means of identifying deliverables and their monitoring.

Risk is embedded in each of these plans and their management and provides the agent to control the dynamic, evolving complex system.

Event planning is a rising profession and since Americans are getting more organized in what we do, we need event planners to help us get organized and coordinated in all occasions like weddings, meetings, conferences, spring and winter games, and all other professional and personal events.

Future Scope

1. Using Lightning Web Component, and developers can develop this application in a more efficient way.
2. Incorporating a consumer complaint section where people can get help from the authority quickly.
3. Adding a social network to the app where people can connect with each other.
4. Adding a shipment feature to the application like UPS or FedEx by buying their subscription.
5. Providing a platform for the event managers in the city to publish and advertise their events and also sell their products.