

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1 OVERVIEW

1.1 INTRODUCTION :

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to postevent strategizing.

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.

1.2 PURPOSE :

An Event Management System helps organizers plan, execute and report on events, driving success for their business

An event management can take care of all the organisation and tasks to deliver a successful event, allowing you to focus on the day and your guests

2.PROBLEM AND DESIGN THINKING

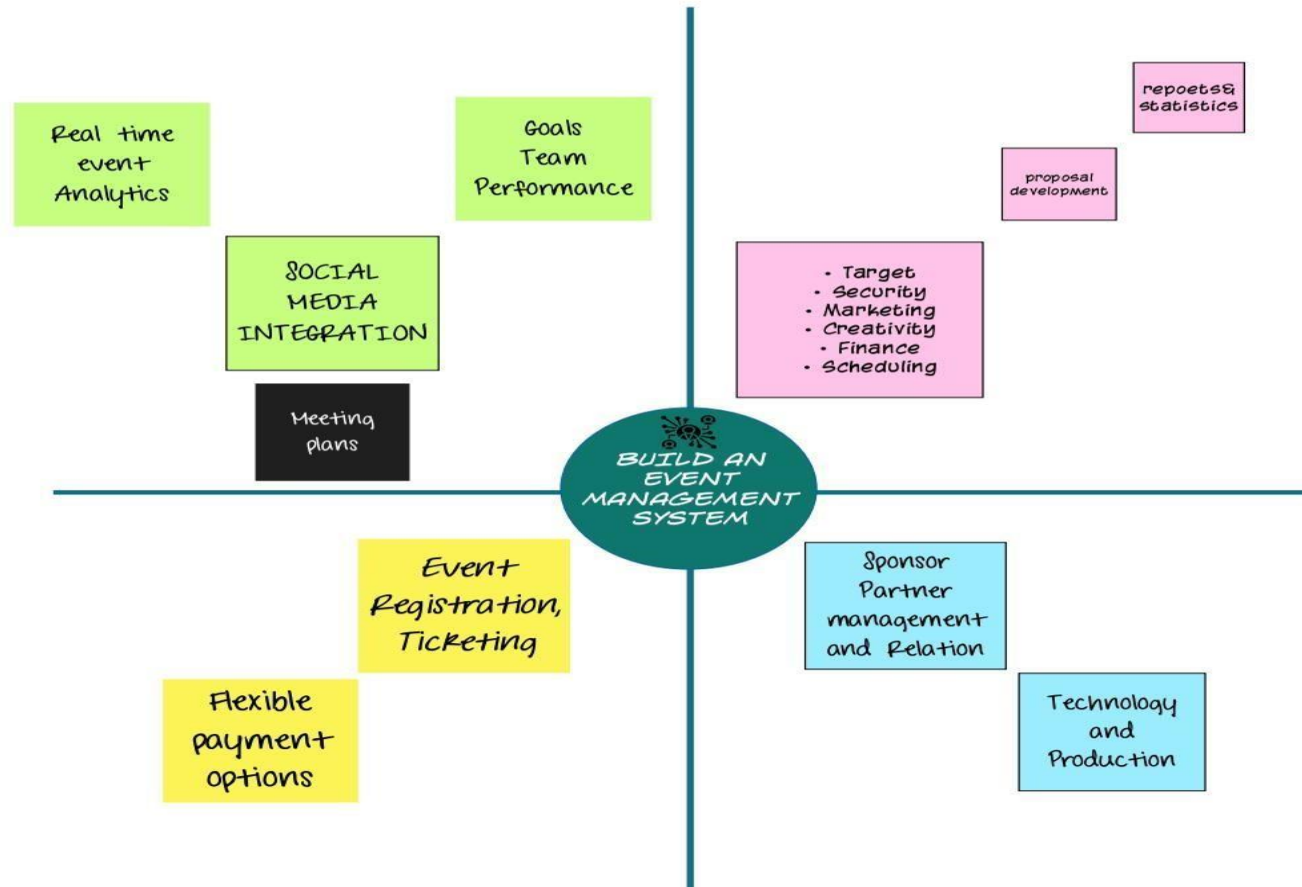
2.1

Empathy Map



Build empathy

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



2.2 Ideation and Brainstorming map

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a how might we statement. This is often the focus of your ideation.

10 minutes

2 Brainstorm

Write down any ideas that come to mind. Put each idea on a sticky note. You can use these sticky notes to build on each other's ideas.

10 minutes

3 Group ideas

Take 10 minutes to group your ideas into clusters. Each cluster should be a topic that you can explore further. You can use these clusters to build on each other's ideas.

10 minutes

4 Prioritize

Take 10 minutes to prioritize your ideas. You can use the importance/feasibility matrix to help you decide which ideas to pursue.

10 minutes

PROBLEMS STATEMENT

How can we help people who are struggling with their mental health?

Brainstorm

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10 minutes

Group ideas

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Prioritize

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3 RESULT

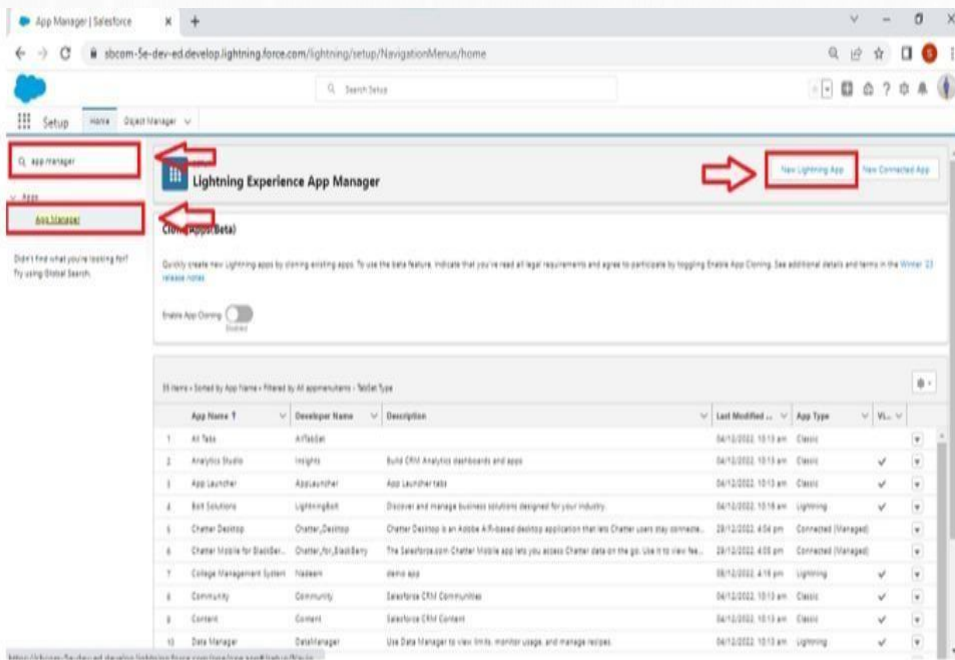
Salesforce objects are database tables that permit you to store data that is specific to an organization. It consists of fields (columns) and records (rows).

Salesforce objects are of two types:

- **Standard Objects:** Standard objects are the kind of objects that are provided by salesforce.com such as users, contracts, reports, dashboards, etc.
- **Custom Objects:** Custom objects are those objects that are created by users. They supply information that is unique and essential to their organization. They are the heart of any application and provide a structure for sharing data.

The screenshot shows the Salesforce 'New Custom Object' setup page. The page is titled 'New Custom Object | Salesforce' and shows the 'Custom Object Definition Edit' form. Red boxes and arrows highlight key fields: 'Label' (with example 'Account'), 'Object Name' (with example 'Account'), 'Record Name' (with example 'Account Name'), and the 'Optional Features' section at the bottom left. The 'Optional Features' section includes checkboxes for 'Show Reports', 'Allow Activities', and 'Track Field History'.

3.2 Activity & Screenshot



4 Trailhead profile public URL:

Team LEAD: <https://trailblazer.me/id/swetb14>

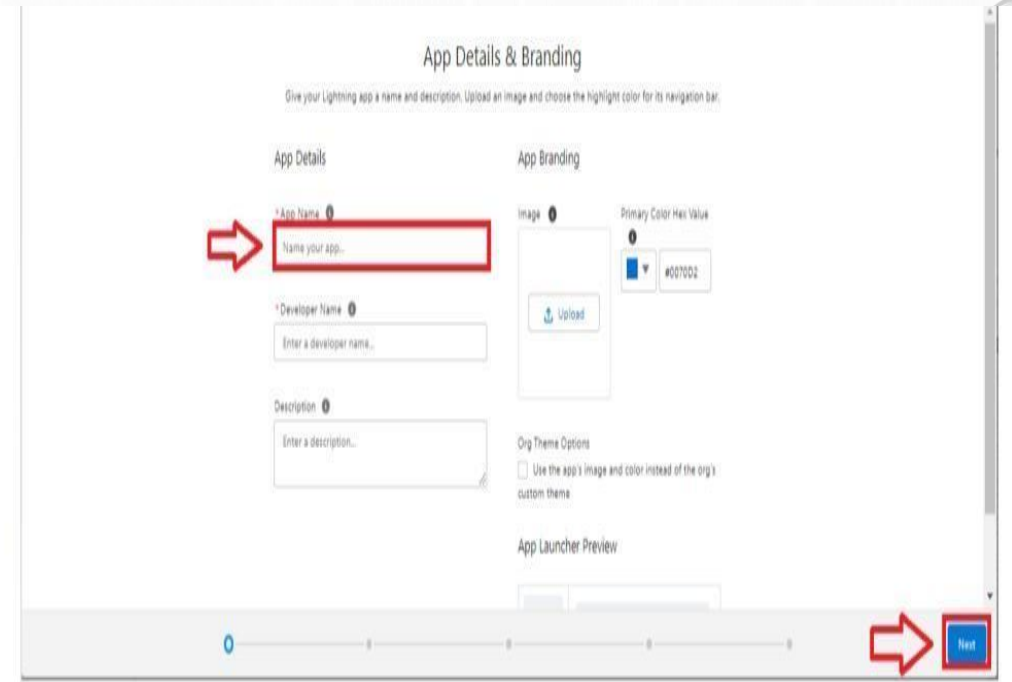
Team Member1: <https://trailblazer.me/id/rrishaba>

Team Member2: <https://trailblazer.me/id/sindj6>

TeamMember3:

<https://trailblazer.me/id/lavaa13>

5 Advantages and Disadvantages:



Advantages	Disadvantages
<ul style="list-style-type: none">• forces organisations to look ahead	<ul style="list-style-type: none">• can be time consuming and expensive
<ul style="list-style-type: none">• improved fit with the environment	<ul style="list-style-type: none">• may be difficult in rapidly changing markets
<ul style="list-style-type: none">• better use of resources	<ul style="list-style-type: none">• can become a straightjacket
<ul style="list-style-type: none">• provides a direction/vision	<ul style="list-style-type: none">• some unplanned for opportunities may be missed
<ul style="list-style-type: none">• helps monitor progress	<ul style="list-style-type: none">• can become bureaucratic
<ul style="list-style-type: none">• ensures goal congruence	<ul style="list-style-type: none">• is less relevant in a crisis

6 Applications:

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

7 Conclusion:

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry. SolutionDot always keep your objectives and goals on top priority while developing any plan of work.

8 Future Scope:

Event Management involves management, creation and development of different events like corporate events, parties, formal events etc. The career scope in event management is immense. Know in detail about scope of event management in India.

Event management is the process of planning various types of events. These events can be from small networking meetings to a high social event. Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.