

## **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.

### **Purpose:**

Event management is the systematic procedure of creating and developing organizing and holding of large scale events. The process of organizing an event is painstaking and meticulous.

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

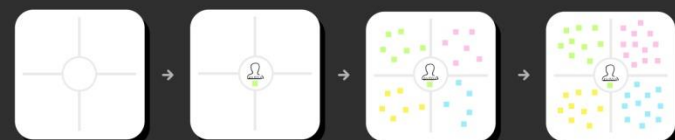
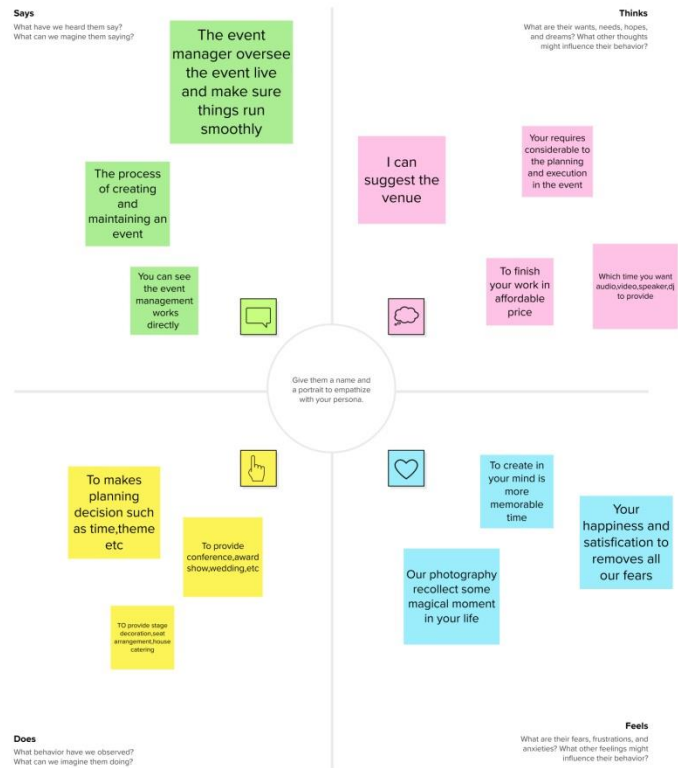
### **Empathy Map :**

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.

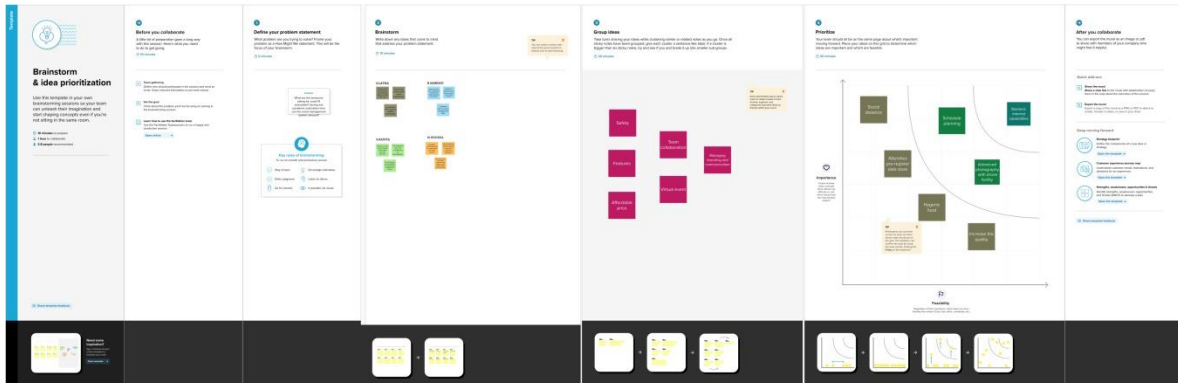
 [Share template feedback](#)



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



### Ideation & Brainstorming Map:



Result:

Object name	Fields in the Object	
Object 1		
EVENT	Field label	Data type
	City	Text
	Start date	Date/time
	End date	Date/time
Object 2		
ATTENDEES	Field label	Data type
	ID	Auto Number
	Phone	Phone
	Email	Email
	Tickets	Picklist
	Event Name	Master-detail relationship
Object 3		
SPEAKER	Field label	Data type
	Bio	Text Area
	Email	Email
	Event Name	Lookup relationship
Object 4		
VENDORS	Field label	Data type
	Email	Email
	Phone	Phone
	Service provider	Text
	Event Name	Lookup relationship

## Object:

The screenshot shows the Salesforce Object Manager interface for the 'Event' object. The left sidebar contains a navigation menu with options 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', and 'List View Button Layout'. The main content area is titled 'Details' and includes fields for 'Description', 'API Name' (Event\_c), 'Custom' (checked), 'Singular Label' (Event), 'Plural Label' (Events), 'Enable Reports' (checked), 'Track Activities' (checked), 'Track Field History', 'Deployment Status' (Deployed), and 'Help Settings' (Standard salesforce.com Help Window). The top navigation bar shows 'Setup' > 'Object Manager' > 'Event'. The bottom status bar indicates 'Very high UV' and the date '13-04-2023'.

## Tab:

The screenshot shows the Salesforce Setup interface for 'Custom Tabs'. The left sidebar has a search bar with 'tab' entered and a list of options including 'User Interface', 'Loaded Console Tab Limit', 'Rename Tabs and Labels', and 'Tabs'. The main content area is titled 'Custom Tabs' and includes a description: 'You can create new custom tabs to extend Salesforce functionality or to build new application functionality'. Below this, there are three sections: 'Custom Object Tabs', 'Web Tabs', and 'Visualforce Tabs'. The 'Custom Object Tabs' section contains a table with columns 'Action', 'Label', 'Tab Style', and 'Description'. The table lists four tabs: 'Attendees' (Cell phone), 'Events' (Building), 'Locations' (Building Block), and 'Visitors' (Clock). The 'Web Tabs' section shows 'No Web Tabs have been defined'. The 'Visualforce Tabs' section is empty. The top navigation bar shows 'Setup' > 'Custom Tabs/home'. The bottom status bar indicates '34°C Sunny' and the date '13-04-2023'.

Action	Label	Tab Style	Description
Edit   Del	Attendees	Cell phone	
Edit   Del	Events	Building	
Edit   Del	Locations	Building Block	
Edit   Del	Visitors	Clock	

## Field:

The screenshot shows the Salesforce Setup interface for the 'Event' object. The 'Fields & Relationships' section is active, displaying a table of 8 fields. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: city (Text(20)), Created By (Lookup(User)), End date (Date/Time), Event Name (Text(80)), Last Modified By (Lookup(User)), Owner (Lookup(User, Group)), phone (Phone), and Start Date (Date/Time). The 'Event Name' and 'Owner' fields are indexed. The interface includes a search bar, navigation tabs (Details, Fields & Relationships, Page Layouts, etc.), and a taskbar at the bottom showing system time and weather.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
city	city_c	Text(20)		
Created By	CreatedById	Lookup(User)		
End date	End_date_c	Date/Time		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User, Group)		✓
phone	phone_c	Phone		
Start Date	Start_Date_c	Date/Time		

## Profile:

The screenshot shows the Salesforce Setup interface for the 'Event user profile'. The 'Profile Detail' section is active, displaying information about the profile. The profile name is 'Event user profile', the user license is 'Salesforce', and the custom profile is checked. The profile was created by 'LATHA S.' on 07/04/2023 at 11:25 pm and modified by 'LATHA S.' on 12/04/2023 at 1:42 pm. The 'Page Layouts' section shows the standard object layouts assigned to the profile, including Global, Email Application, Home Page Layout, Account, and Alternative Payment Method. The interface includes a search bar, navigation tabs (Users, Profiles), and a taskbar at the bottom showing system time and weather.

**Profile Detail**

Name	Description	Created By	Modified By
Event user profile	Salesforce	LATHA S.	LATHA S.

**Page Layouts**

Standard Object Layouts	Global	Email Application	Home Page Layout	Account	Alternative Payment Method
	Global Layout [View Assignment]	Not Assigned [View Assignment]	DE Default [View Assignment]	Account Layout [View Assignment]	Alternative Payment Method Layout

## User:

The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains navigation links: Users, Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, and User Management Settings. The main content area displays the details for user 'Sanjay Gupta'. The 'User Detail' section includes fields for Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, and Delegated Approver. The 'Role' section shows the user's role as 'Salesforce' and lists various permissions with checkboxes. The 'Profile' section shows the user's profile as 'Event user profile' and lists various permissions with checkboxes. The 'Manager' field is empty. The bottom of the page shows the Windows taskbar with the date and time as 01:08 PM on 13-04-2023.

Setup

Users

User Sanjay Gupta

Permission Set Assignments | Permission Set Assignments Activation Required | Permission Set Group Assignments | Permission Set License Assignments | Personal Groups | Public Groups Membership | Queue Membership | Team | Managers in the Role Hierarchy | Quick-Connect Apps | Third-Party Account Links | Installed Mobile Apps | Authentication Settings for External Systems | Login History | User Provisioning Accounts

User Detail

Name: Sanjay Gupta, Alias: sanj, Email: jathas272003@gmail.com, Username: sanj@gup.com, Nickname: Sanju, Title, Company, Department, Division, Address, Time Zone: (GMT+05:30) India Standard Time (Asia/Kolkata), Locale: English (India), Language: English, Delegated Approver: Manager

Role: Salesforce

User License: Salesforce, Profile: Event user profile, Active: ☒

Marketing User: ☐, Offline User: ☐, Knowledge User: ☐, Flow User: ☐, Service Cloud User: ☐, Site.com Contributor User: ☐, Site.com Publisher User: ☐, WDC User: ☐, Mobile Push Registrations: ☐, Data.com User Type: ☐, Accessibility Mode (Classic Only): ☐

Activate Windows. Go to Settings to activate Windows.

## Permission set:

The screenshot shows the Salesforce Setup interface for the 'Permission Sets' section. The left sidebar contains navigation links: Users, Permission Sets, and Permission Set Groups. The main content area displays the details for permission set 'Event permits'. The 'Permission Set Overview' section includes fields for Description, License, Session Activation Required, Last Modified By, API Name, Namespace Prefix, and Created By. The 'Apps' section lists various permissions with checkboxes. The bottom of the page shows the Windows taskbar with the date and time as 01:09 PM on 13-04-2023.

Setup

Permission Sets

Permission Set Event permits

Find Settings... | Clone | Edit Properties | Manage Assignments

Permission Set Overview

Description: Event permits, License: Standard, Session Activation Required: ☐, Last Modified By: LATHA S, 08/04/2023, 12:11 am, API Name: Event\_permits, Namespace Prefix: LATHA S, Created By: LATHA S, 08/04/2023, 12:11 am

Apps

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"

App Class Access: Permissions to execute Apex classes

Visualforce Page Access

Activate Windows. Go to Settings to activate Windows.

## Report:

	Event: Event Name	Attendee: Attendee Name	city	Start Date	End date	Email	phone
1	Festival Event Management	Reshma	Madurai	25/05/2023, 10:45 am	30/05/2023, 11:45 am	reshma@22gmail.com	9786432678
2	College Event Management	Devi	Namakkal	27/04/2023, 12:00 pm	02/05/2023, 11:30 am	devisri@77gmail.com	9137856412
3	Birthday party	Praveena	Erode	29/04/2023, 11:00 am	04/05/2023, 11:45 am	pravee@2003gmail.com	9356790213
4	School Event Management	Sankavi	Trichy	04/04/2023, 10:45 am	10/04/2023, 12:00 pm	san@2004gmail.com	9071324765
5	Sports Event	Kaviya	Delhi	11/05/2023, 11:00 am	26/04/2023, 12:00 pm	kaviya@456gmail.com	9687234123

### 1 Trailhead Profile Public URL

Team Lead –

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

Team Member 1 -

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

Team Member 2 –

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

Team Member 3 –

<https://trailblazer.me/id/reshma2002>





## **2 ADVANTAGES & DISADVANTAGE**

Advantages:

- Creativity is one of the best calibers of event.
- Event management software can keep the conversation going by tracking and analyzing attendee engagement.

Disadvantage:

- Configuration and setup is complex and time consuming.
- Unconventional working hours.

## **3 APPLICATIONS**

Event management is the application of project management to the creation and development of personal or corporate events.

- ❖ Festivals
- ❖ Conferences
- ❖ Ceremonies
- ❖ Weddings
- ❖ Formal parties
- ❖ Concerts etc.

## **4 CONCLUSION**

Event management is an exciting profession which demands an lot of hard work and dynamism. It offers enormous scope for ambitious young people.

In this project we have created an event management in salesforce platform.

We have done this project for Wedding event, Birthday party and Exhibition. Further it may be developed for other events also. It will be helpful for customers to arrange any big event in a successful manner.

## **5 FUTURE SCOPE**

The scope of event management as a career in India is vast. You have a knack for creativity and want to redesign the perceptions of society the event management is all for you.