# Event Management & Ticketing System

**Industry:** Event Management / Entertainment

**Project Type:** B2C Salesforce CRM Implementation (Event Lifecycle Management)

**Target Users:** Event Organizers, Ticketing Staff, Attendees, Support Teams

## 1. Introduction

Event management is a rapidly growing industry that spans conferences, concerts, workshops, festivals, and corporate gatherings. However, organizers often face challenges in managing event registrations, ticket sales, attendee engagement, and check-in processes. Manual tracking through spreadsheets or fragmented third-party tools leads to inefficiency, errors, and poor attendee experiences.

The **Event Management & Ticketing System** built on Salesforce CRM aims to provide a unified solution where organizers, staff, and attendees can seamlessly interact. The platform will streamline ticketing, automate engagement, and provide actionable insights through dashboards.

## 2. Problem Statement

* Organizers struggle with fragmented tools for registration, ticket sales, and attendee communication.
* Manual processes for check-in and ticket validation lead to delays and errors.
* Attendees often miss important updates due to lack of automated reminders.
* Limited visibility into sales, demographics, and feedback prevents organizers from improving future events.

## 3. Industry Analysis

### 3.1 Current Landscape

* Traditional ticketing often relies on third-party websites or manual registration lists.
* Online platforms like Eventbrite and BookMyShow exist, but many smaller organizers find them expensive or not fully customizable.
* Integration with CRM systems is often lacking, leading to data silos.

### 3.2 Industry Needs

* Centralized platform for **event lifecycle management**.
* Automated workflows for **registration, ticketing, and reminders**.
* Seamless **QR-based check-in**.
* Analytics for **sales, attendee engagement, and feedback**.

### 3.3 Salesforce in Event Industry

* Salesforce’s flexible CRM platform allows building custom event objects (Events, Tickets, Attendees).
* Flow automation can handle reminders, approvals, and feedback collection.
* Lightning Web Components (LWCs) can deliver custom attendee experiences like registration forms and QR scanners.
* Dashboards and reports can provide actionable insights for organizers.

## 4. Personas

### Attendee Persona

**Profile:** Student, professional, or general public attending events.  
**Pain Points:** - Difficulties in finding event details in one place. - Manual or slow registration and check-in processes. - Lack of timely reminders and updates.

**Needs:** - Simple online registration and payment. - Quick QR-based check-in. - Automated reminders and post-event feedback surveys.

### Event Organizer Persona

**Profile:** Corporate event manager, concert organizer, or community leader.  
**Pain Points:** - Fragmented tools for managing event setup, tickets, and attendees. - Manual processes for ticket validation and attendance. - Limited insights into ticket sales and demographics.

**Needs:** - End-to-end management system on Salesforce. - Automation for ticketing, reminders, and reporting. - Dashboards showing sales, attendance, and feedback.

### Staff Persona

**Profile:** Event staff responsible for check-in and support.  
**Pain Points:** - Manual validation of tickets is time-consuming. - Errors in managing attendee check-in lists.

**Needs:** - Easy-to-use QR scanner integrated with Salesforce. - Real-time view of checked-in attendees.

### Admin Persona

**Profile:** System owner managing platform setup and security.  
**Pain Points:** - Needs centralized control of event, ticket, and attendee data. - Must ensure role-based access and data privacy.

**Needs:** - Configurable flows and automation. - Secure data access for organizers and staff.

## 5. Project Goal

The goal of the **Event Management & Ticketing System** is to: - Provide organizers with a centralized Salesforce solution for managing events, tickets, and attendees. - Automate communication with attendees through reminders and feedback surveys. - Enable seamless ticket validation with QR-based check-in. - Deliver insights via dashboards on ticket sales, attendee demographics, and event performance.

## 6. Key Features & Salesforce Components

* **Custom Objects:** Event, Ticket, Attendee.
* **Automation:** Flows for registration, payment confirmation, reminders, and feedback.
* **Apex Development:** QR code generation, ticket capacity validation, batch notifications.
* **LWC Components:** Registration form, QR scanner, attendee dashboard.
* **Experience Cloud:** Attendee self-service portal for registration and ticket access.
* **Reports & Dashboards:** Ticket sales, revenue trends, attendance analytics.

## 7. Expected Impact

* Reduced manual errors in event registration and ticketing.
* Improved attendee experience with faster check-in and timely communication.
* Increased organizer productivity through automation.
* Data-driven decision-making for better future event planning.

## 8. Conclusion

The Salesforce-based **Event Management & Ticketing System** provides a scalable, efficient, and engaging platform for managing events from start to finish. By leveraging Salesforce CRM, automation, and custom UI components, the solution transforms the attendee journey and empowers organizers with real-time insights.