

TCS-LAST-MILE

Title - Event-Registration-Attendee-Management

Event Registration & Attendee Management is a Salesforce-based solution designed to simplify event organization for institutions and businesses. This project enables organizers to create and manage event listings, register attendees, automate confirmation/reminder emails, and track attendance and engagement through dashboards and reports.

Event Management System

Problem Understanding & Industry Analysis

The core problem is that many organizations struggle to manage event registrations efficiently, leading to lost data, poor communication, and low attendee engagement. Most educational institutions, clubs, and businesses require a centralized system to handle registrations, automate notifications, and improve attendee experience.

Requirement Gathering

- Events must be created, scheduled, updated, and cancelled.
- Attendees need to register for events with personal details (name, email, contact, etc.).
- Organizers require automation for confirmation and reminders.
- Attendance tracking and reports are necessary for insights.
- Simple user interface for both admin and participants.

Stakeholder Analysis

- Event Organizers: Manage events, track registrations, analyze reports.
- Attendees/Participants: Register for events, receive notifications, view schedules.
- Admins: Oversee processes, manage users, troubleshoot issues.

Business Process Mapping

Event creation → Registration opens → Attendee registers → Confirmation sent → Reminders sent → Event occurs → Attendance recorded → Feedback/metrics tracked.

Possible exceptions:

Event rescheduling/cancellation, attendee unregistration.

Industry-Specific Use Case Analysis

- Educational Institutions: Manage workshops, seminars, student participation.
- IT Companies: Employee training, hackathons, client events.
- Professional Associations: Conferences, meetings, networking events.

AppExchange Exploration

- Review AppExchange apps for event management (Cvent, Blackthorn, etc.).
- Analyze what features they offer: registration forms, automation, reporting, scalability.
- Use insights for best practices and Salesforce-native enhancements.