**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.