DR .M.G.R. GOVERNMENT ARTS & SCIENCE COLLEGE FOR WOMENS VILLUPURAM

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

PROJECT BASED EXPERIMENTAL LEARNING PROGRAM

SALESFORCE

INTRODUCTION

1.1 OVERVIEW

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

At the start, an event manager makes planning decision, such as the ttime , location and theme of the 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.

All different branches of planning go into event management , including variuos type of sourcing, designing, regulation checks, and on-site management. In event management you could be in the process creating a conference, a product launch an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and excution is event management.

1.2 PURPOSE

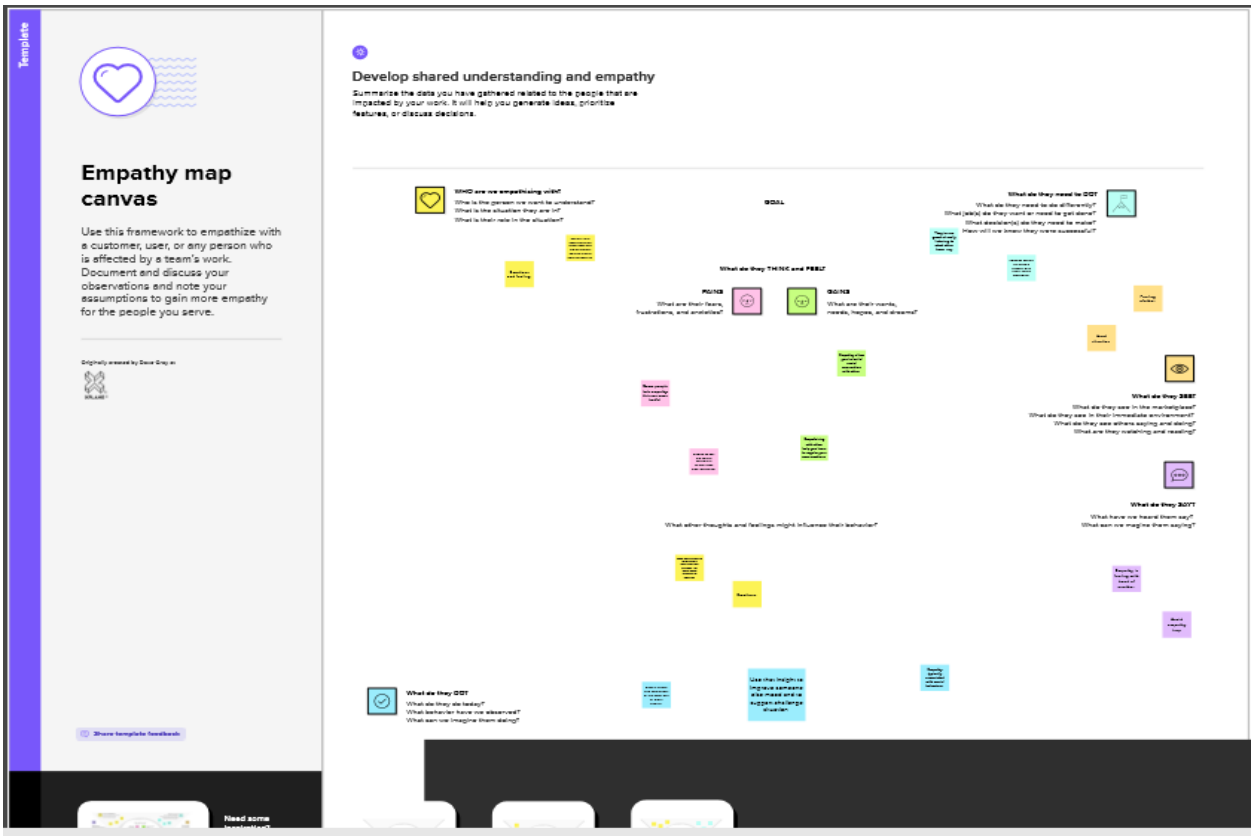
An event management system hepls oragnizers plan execute and report on events, driving success for their business.Purpose to manage events throughout their lifecycle is the process of event management.An event theme is the bid idea behind the entire shinding . It ofen involves the overall tone, structure and goals of the event .

An event concept sounds similar but is distinctly unique . An event concept is the event details and elements that make up the practical aspects of the event management.

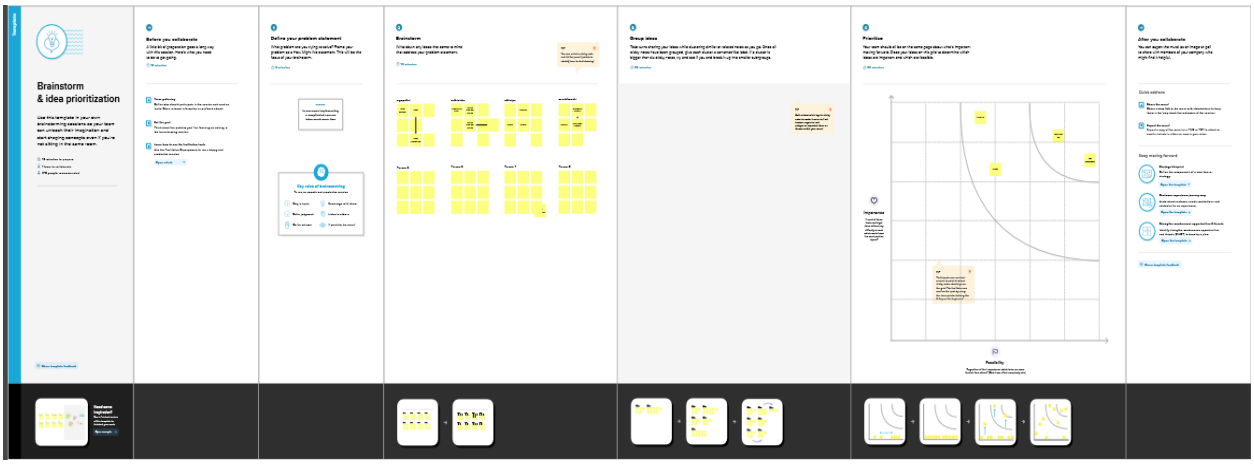
An event management system within salesforce allows you to access all relevent data in one centralized location- your database. To manage all event releated task without leaving salesforce, providing you with a seamless and comprehensive event- planning experience.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map



2.2 Ideation & Brainstorming Map



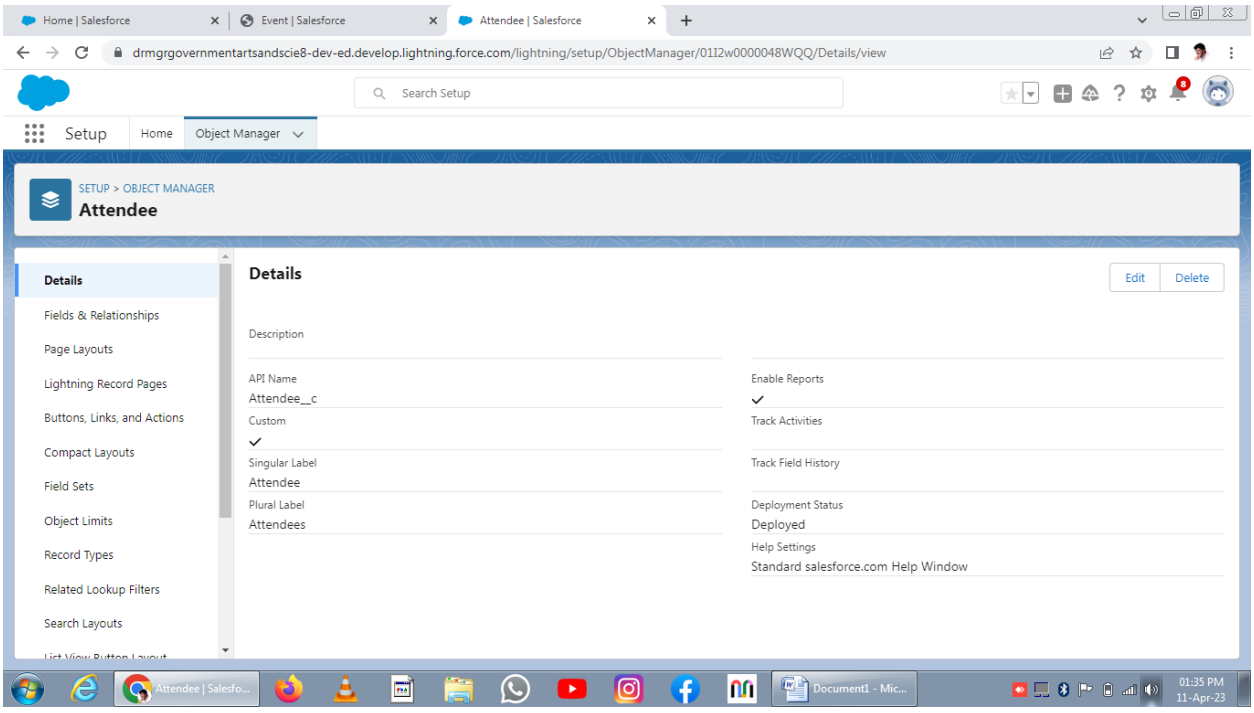
3. RESULT

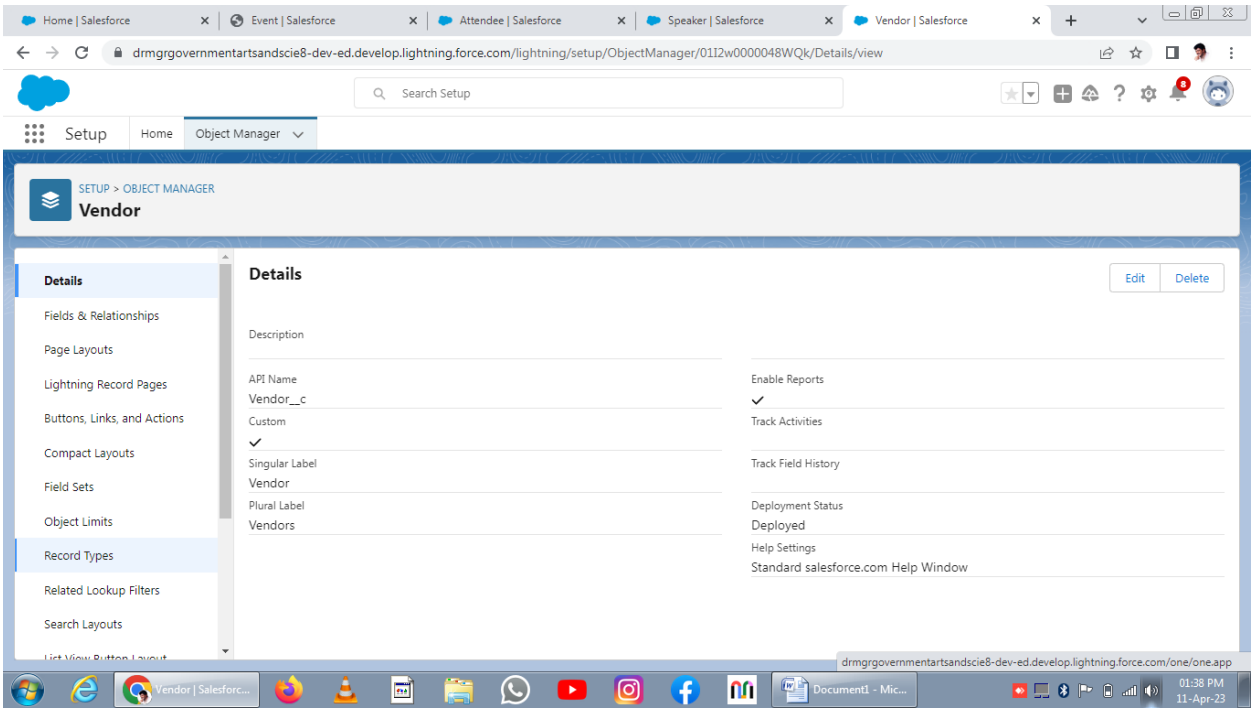
3.1 Data Model:

1. Data Model:

OBJECT NAME	FIELDS IN THE OBJECT	
	FIELD LABLE	DATA TYPE
OBJECT 1	EVENT	TEXT
OBJECT 2	ATTENDEES	PHONE
OBJECT 3	SPEAKER	TEXT AREA
OBJECT 4	VENDORS	PHONE

3.2 ACTIVITY & SCREEN SHORT

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Event | Salesforce
Attendee | Salesforce
Speaker | Salesforce
Vendor | Salesforce
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Setup
Home
Object Manager
SETUP > OBJECT MANAGER
Vendor
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
Details
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Enable Reports
Track Activities
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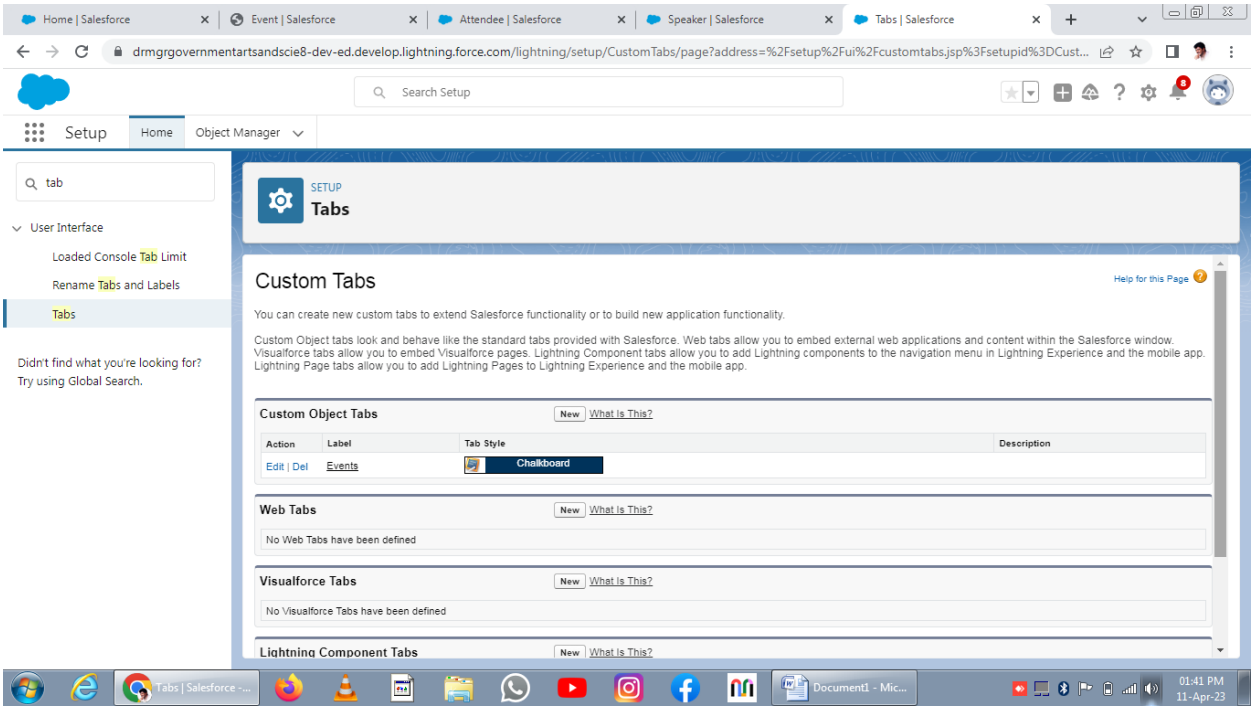
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Home
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Rename Tabs and Labels
Tabs
Didn't find what you're looking for?
Try using Global Search.
SETUP
Tabs
Custom Tabs
Help for this Page
You can create new custom tabs to extend Salesforce functionality or to build new application functionality.
Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.
Custom Object Tabs
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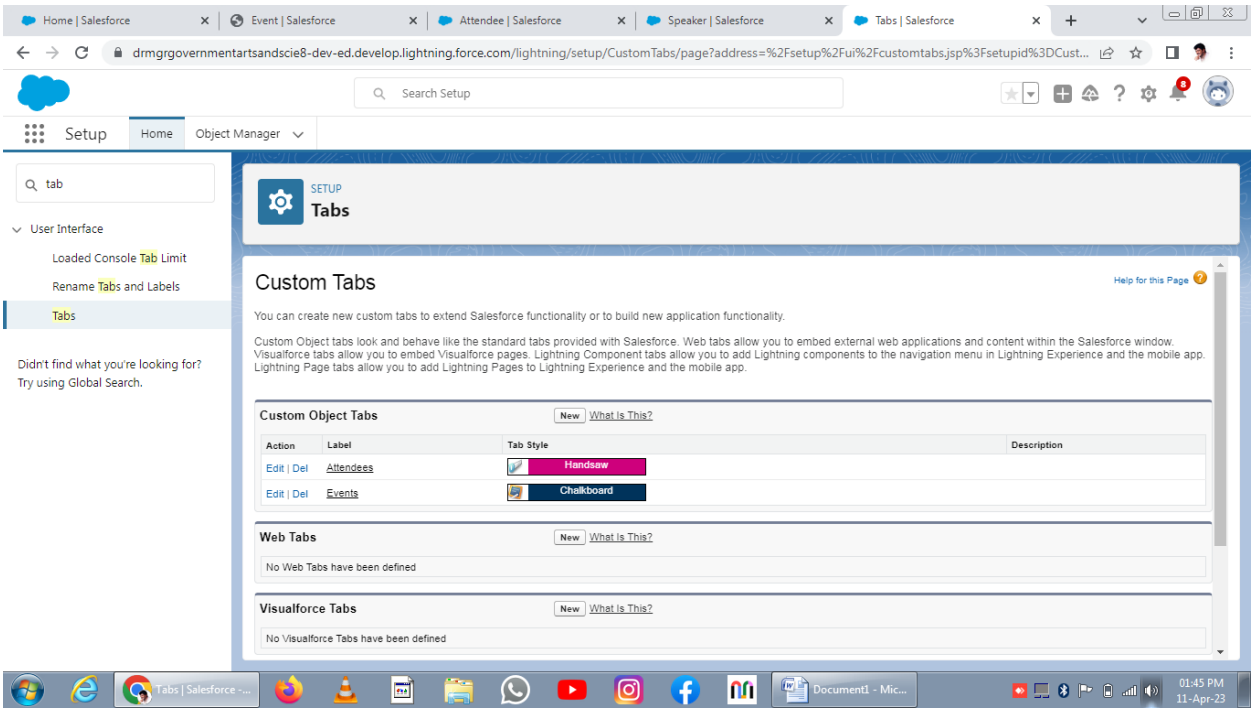
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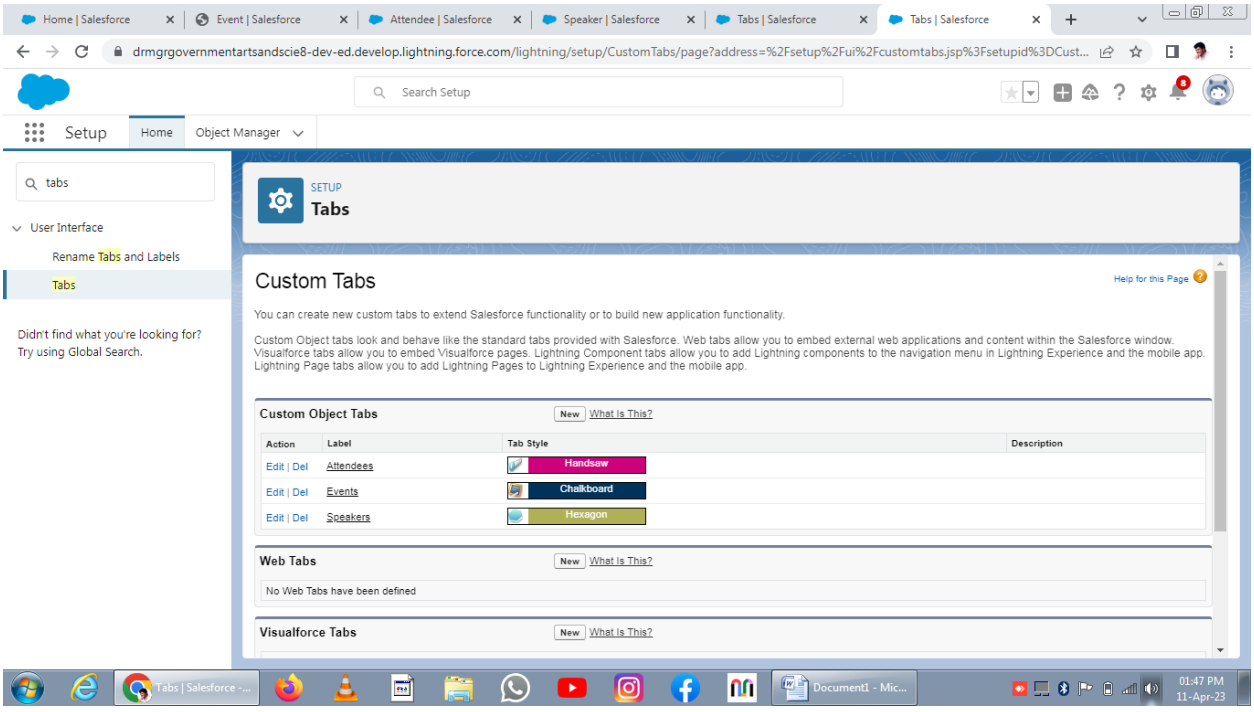
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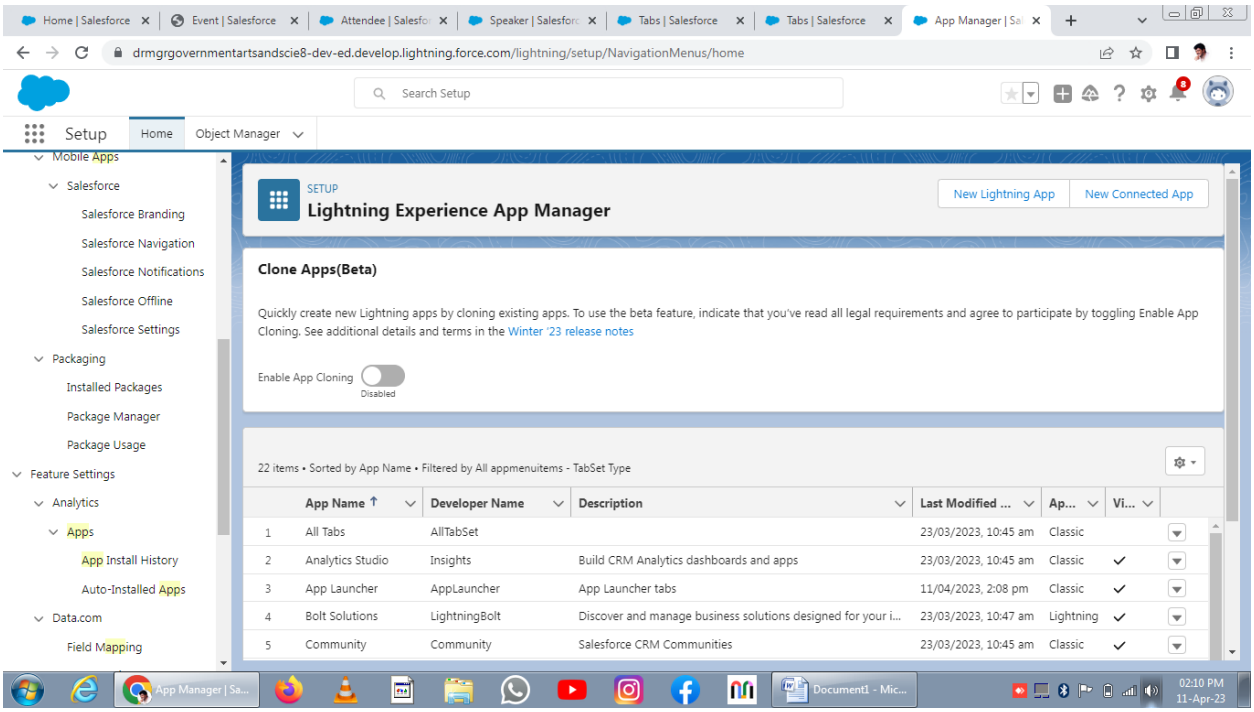
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Salesforce Notifications
Salesforce Offline
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Packaging
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Package Manager
Package Usage
Feature Settings
Analytics
Apps
App Install History
Auto-Installed Apps
Data.com
Field Mapping
SETUP
Lightning Experience App Manager
New Lightning App
New Connected App
Clone Apps(Beta)
Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the Winter '23 release notes
Enable App Cloning
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22 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type
App Name
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1 All Tabs AllTabSet 23/03/2023, 10:45 am Classic
2 Analytics Studio Insights Build CRM Analytics dashboards and apps 23/03/2023, 10:45 am Classic
3 App Launcher AppLauncher App Launcher tabs 11/04/2023, 2:08 pm Classic
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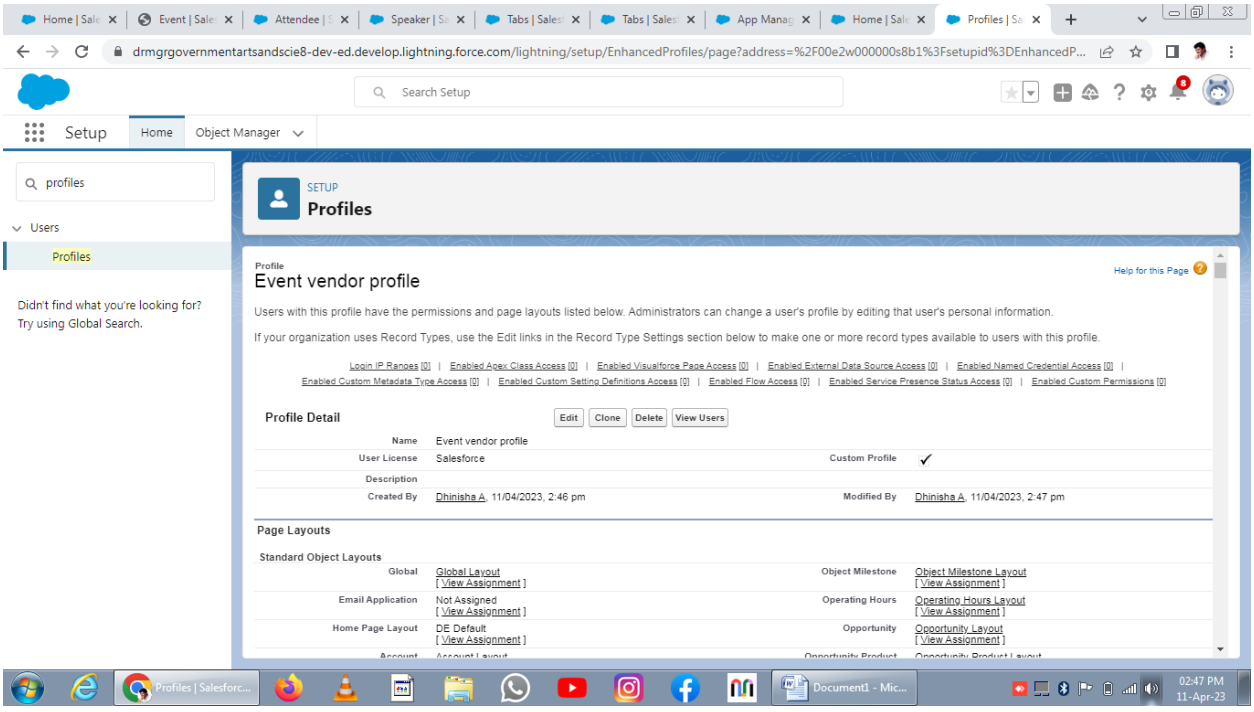
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Didn't find what you're looking for?
Try using Global Search.
SETUP
Profiles
Profile
Event vendor profile
Help for this Page
Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.
If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.
Login IP Ranges [0] | Enabled Apex Class Access [0] | Enabled Visualforce Page Access [0] | Enabled External Data Source Access [0] | Enabled Named Credential Access [0] | Enabled Custom Metadata Type Access [0] | Enabled Custom Setting Definitions Access [0] | Enabled Flow Access [0] | Enabled Service Presence Status Access [0] | Enabled Custom Permissions [0]
Profile Detail
Edit
Clone
Delete
View Users
Name Event vendor profile
User License Salesforce
Custom Profile
Description
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Modified By Dhinisha A, 11/04/2023, 2:47 pm
Page Layouts
Standard Object Layouts
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Email Application Not Assigned [View Assignment]
Home Page Layout DE Default [View Assignment]
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Operating Hours Operating Hours Layout [View Assignment]
Opportunity Opportunity Layout [View Assignment]
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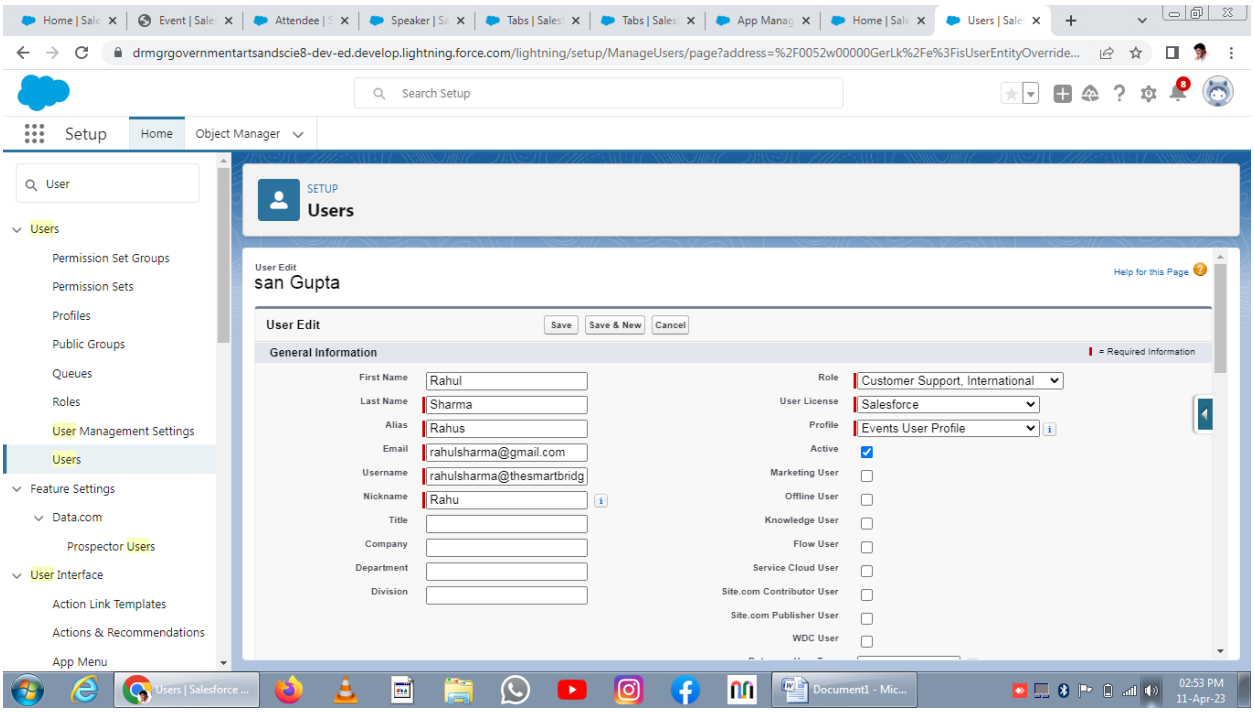
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Roles
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User Interface
Action Link Templates
Actions & Recommendations
App Menu
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Division
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Customer Support, International
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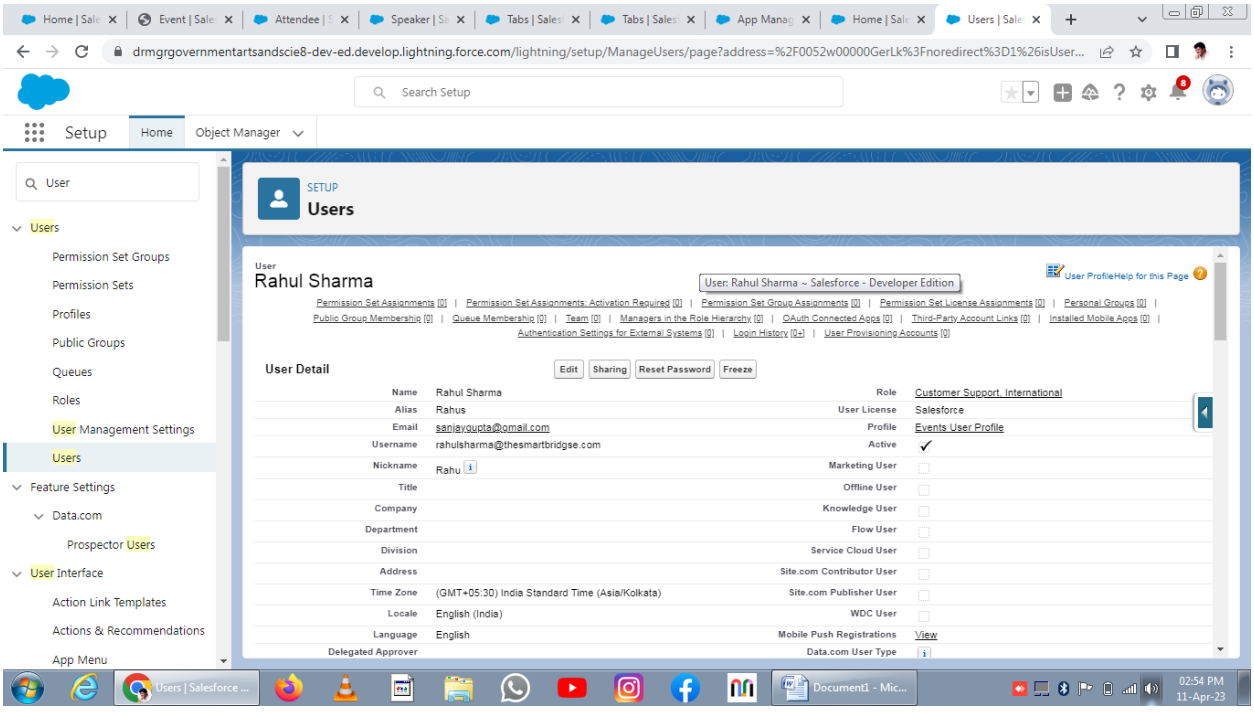
Offline User
Knowledge User
Flow User
Service Cloud User
Site.com Contributor User
Site.com Publisher User
WDC User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Prospector Users
User Interface
Action Link Templates
Actions & Recommendations
App Menu
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Rahul Sharma
User: Rahul Sharma ~ Salesforce - Developer Edition
User ProfileHelp for this Page
User Detail
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Reset Password
Freeze
Name
Rahul Sharma
Alias
Rahus
Email
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Username
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Nickname
Rahu
Title
Company
Department
Division
Address
Time Zone
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Locale
English (India)
Language
English
Delegated Approver
Role
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User License
Salesforce
Profile
Events User Profile
Active
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Flow User
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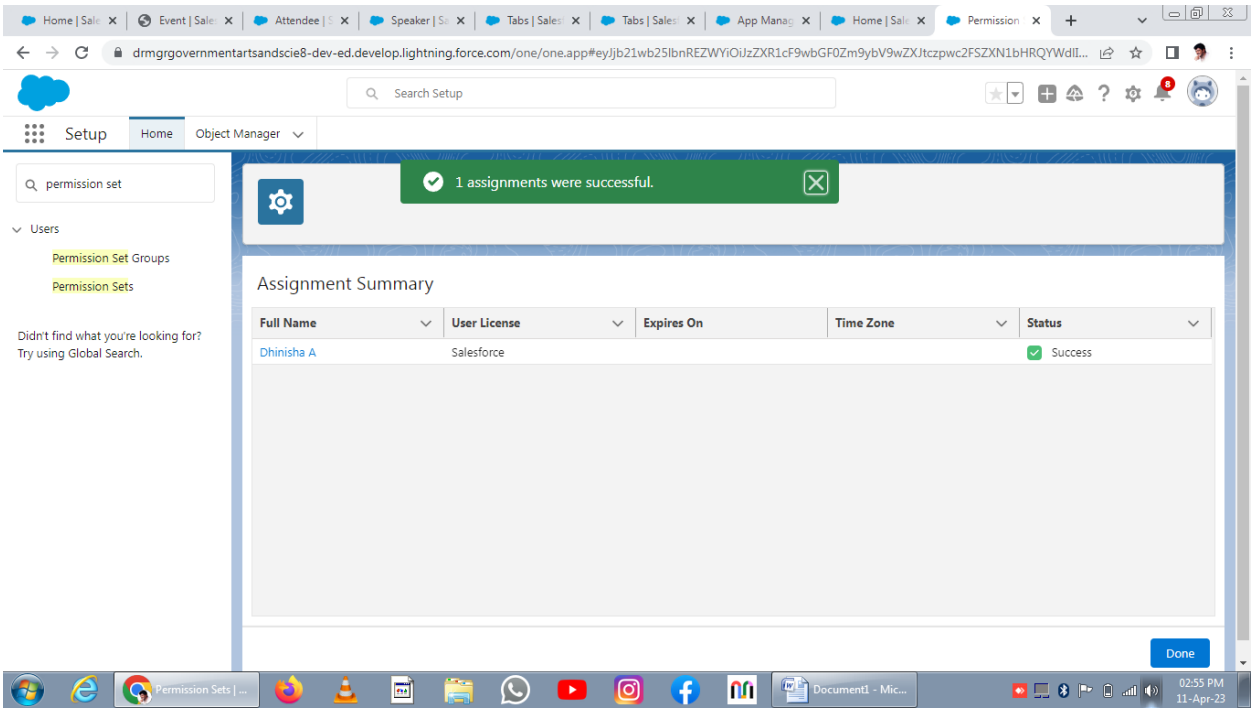
WDC User
Mobile Push Registrations
View
Data.com User Type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Try using Global Search.
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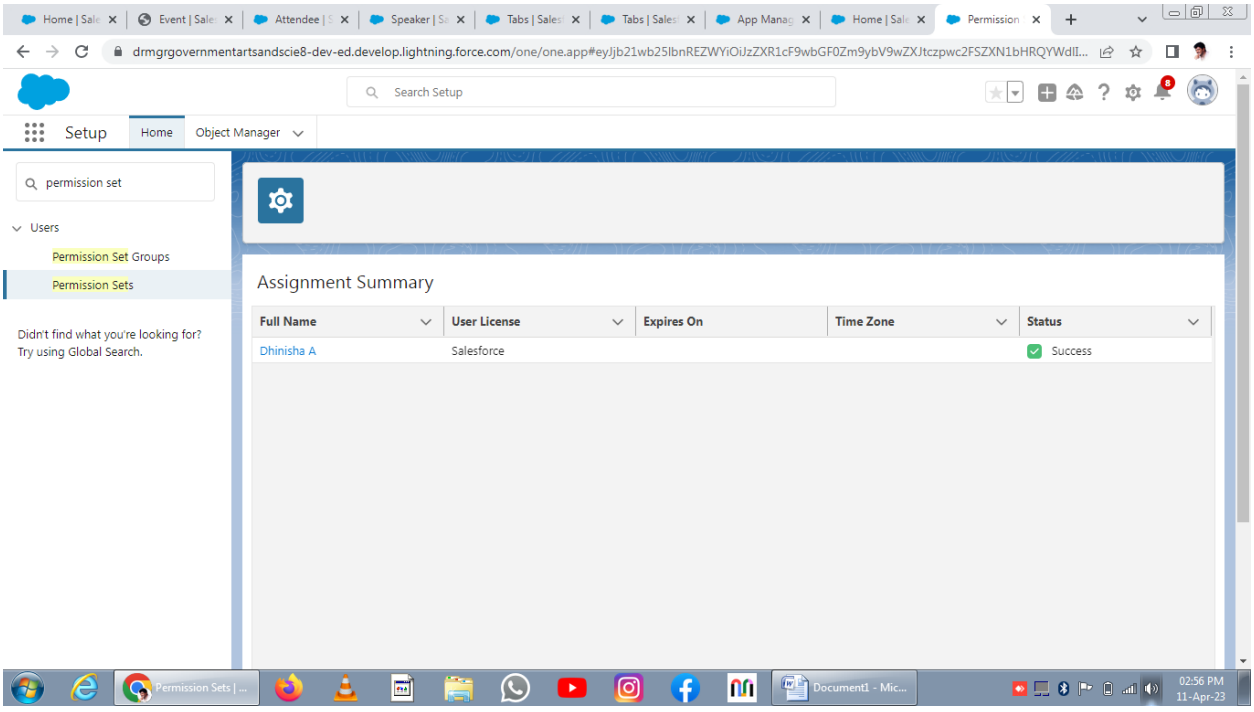
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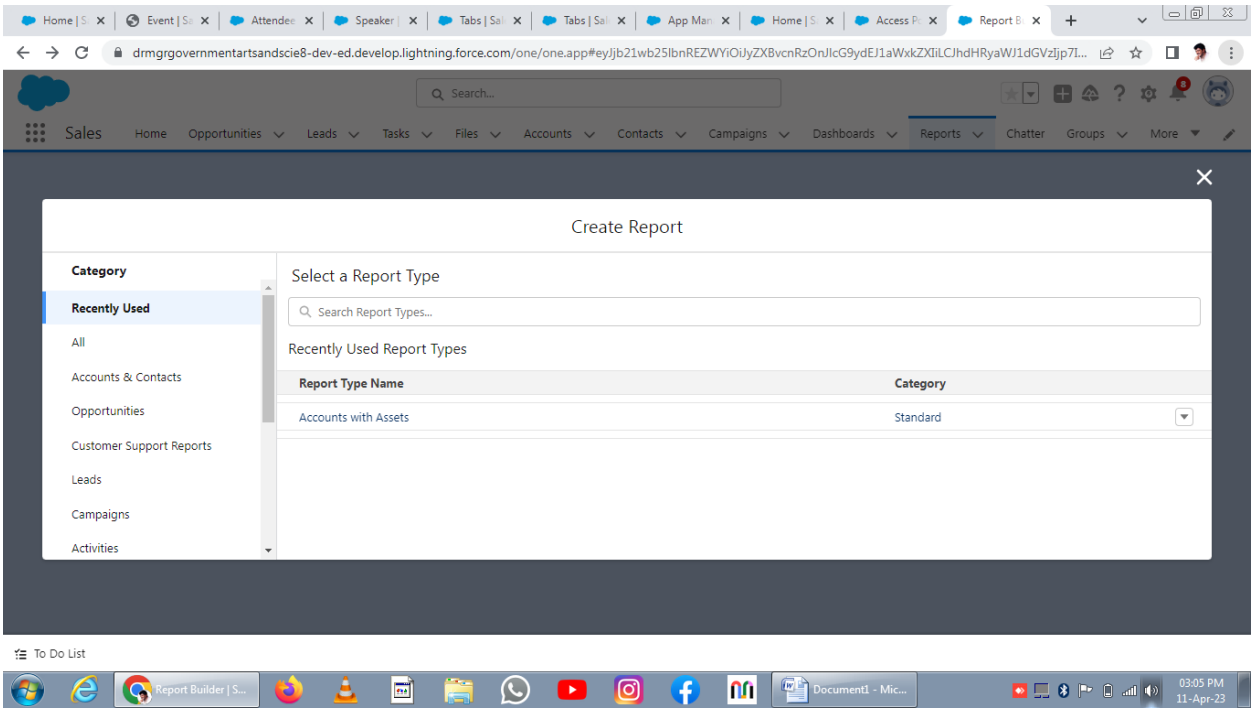
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Opportunities
Leads
Tasks
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Contacts
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Dashboards
Reports
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More
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Recently Used
All
Accounts & Contacts
Opportunities
Customer Support Reports
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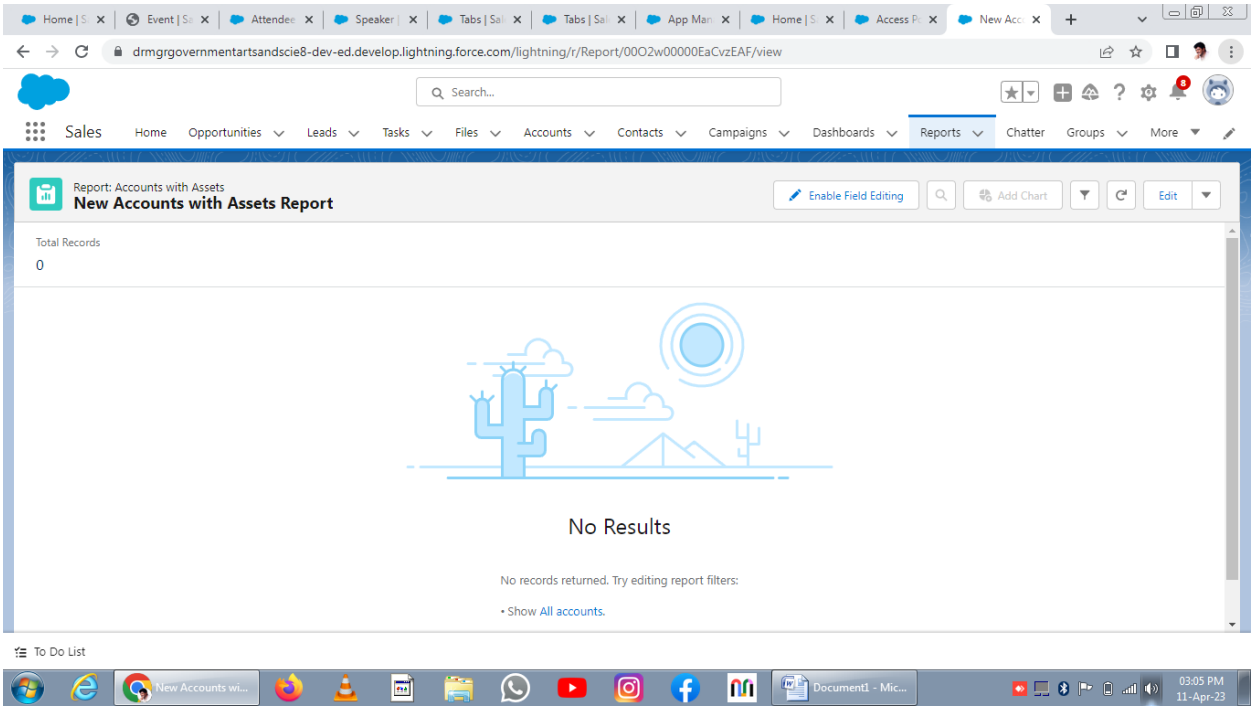
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Accounts
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Reports
Chatter
Groups
More
Report: Accounts with Assets
New Accounts with Assets Report
Enable Field Editing
Add Chart
Edit
Total Records
0
No Results
No records returned. Try editing report filters:
• Show All accounts.
To Do List

4. TRAILHEAD PROFILE PUBLIC URL

Team leader - https://trailblazer.me/id/gayu4520st12

Team member 1 - https://trailblazer.me/id/dhina34

Team member 2 - https://trailblazer.me/id/ddhiviya1

Team member 3 - https://trailblazer.me/id/rezhil6

PROJECT REPORT TEMPLATE

5. ADVANTAGE & DISADVANTAG

5.1 ADVANTAGE

- Finalizing contracts with vendors and performers
- Organizing transportation
- Designing event documents
- Securing a venue for the event
- Resolving issuess during the event

5.2 DISADVANTAGE

- Customer support has a poor reputation
- Configuration and setup is complex and time consuming
- The learning curve never seems to end
- Cluttered interface makes navigation and simple tasks unnccessarily complex
- You have to pay for add- one to get the most out of the software

6. APPLICATION

Salesforce is the customer relationship management (CRM) platform .Apps in salesforce are a group of tabs that help the application function by working together as a unit. It has a name, a loga, and a particular set of tabs. The simplest app usually has just two tabs. Salesforce products include several customer relationship management technologies, including sales c,oud, service cloud, marketing cloud, and commerce cloud and platform. Additional technologies include slack, mulesoft, tableau analytics and Trailhead.

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. Salesforce has been growing tremendously its employees, customers, offices throughout the world by providing innovative and best ideas/solutions to solve present generation business problems.

8. FUTURE SCOPE

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 . The scope of event management as a career in India is vast. It is a thriving industry and is home to a million people. So, if you have a knack for creativity and want to redesign the perceptions of society, the event management industry.