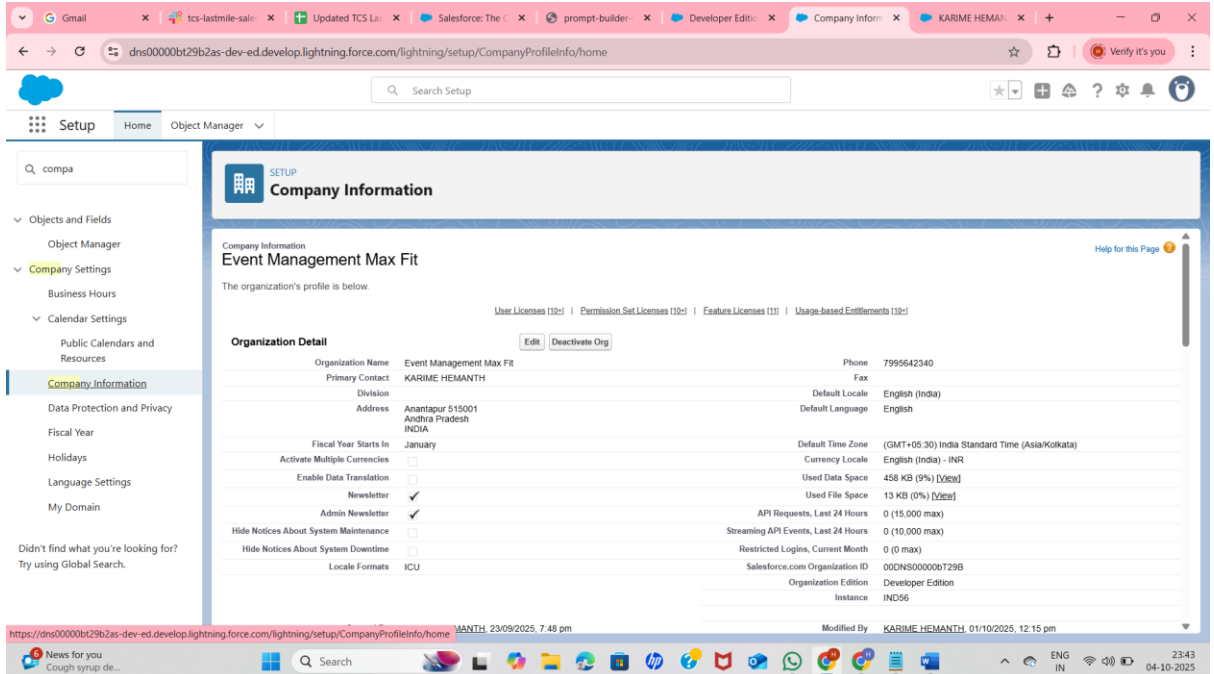


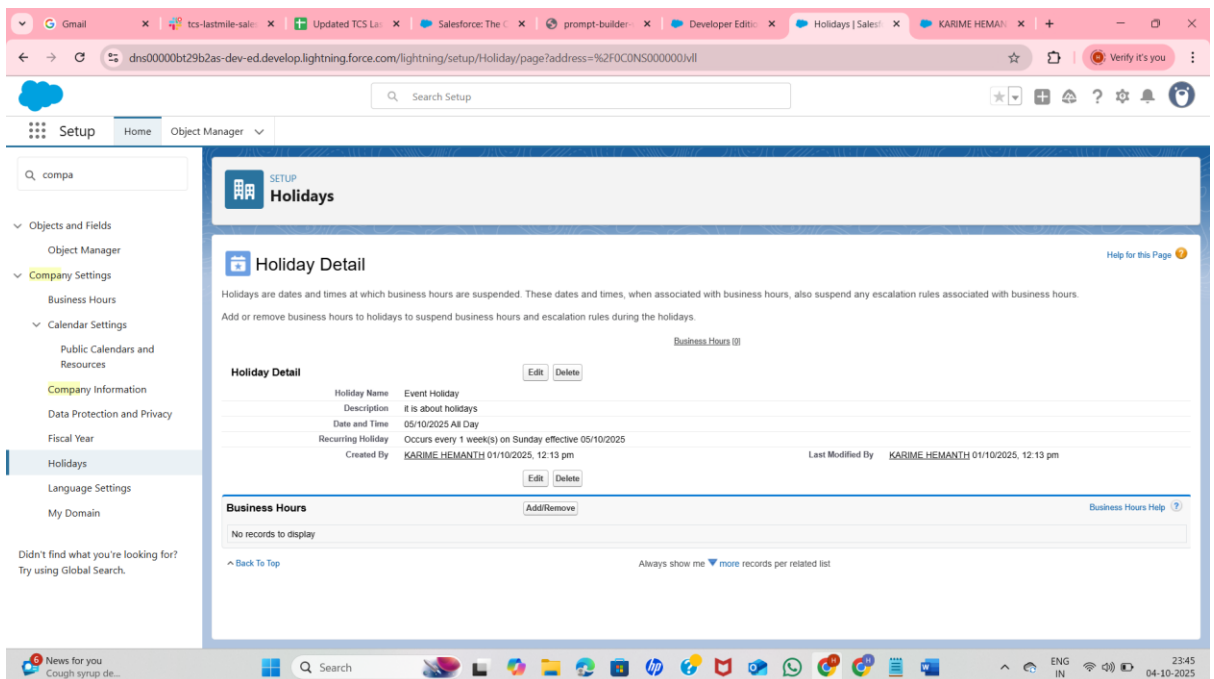
## Phase 2: Org Setup & Configuration

- **Salesforce Org:** Use Developer Edition/free dev org.
- **Company Profile:** Set up company info, time zone, and currency.

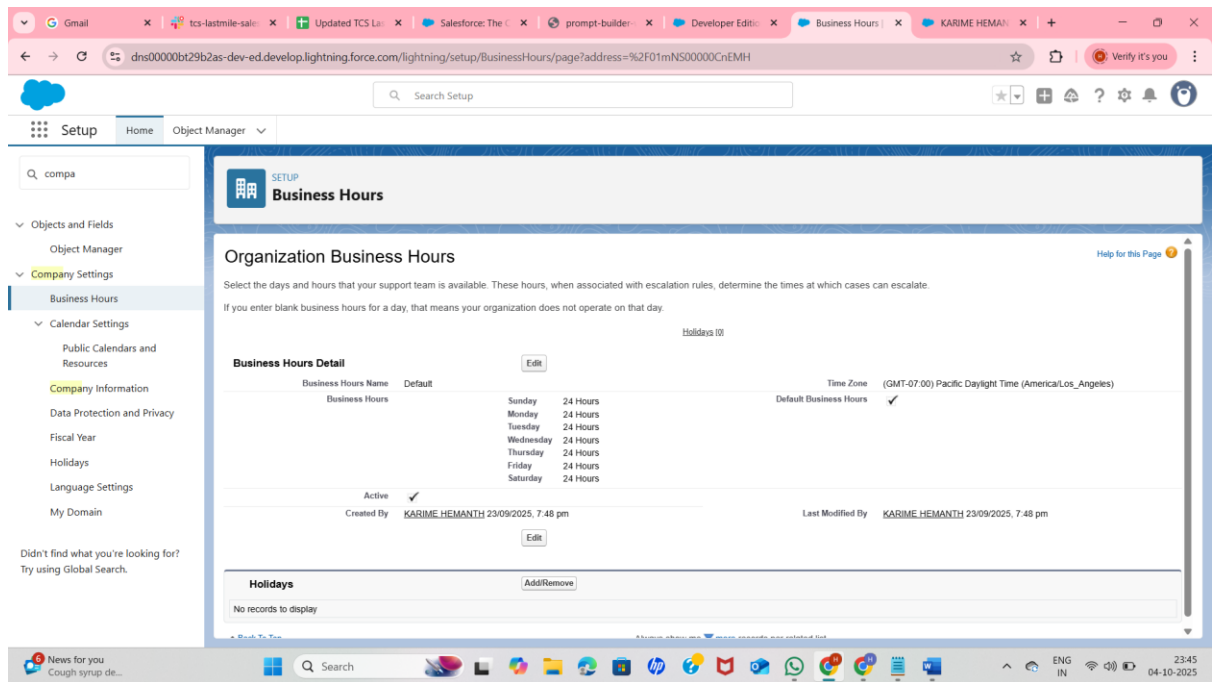


The screenshot shows the Salesforce Setup interface for a Developer Edition organization. The left sidebar contains navigation links for Setup, Home, and Object Manager. The main content area is titled "Company Information" and displays the organization's profile details. The organization name is "Event Management Max Fit". The primary contact is "KARIME HEMANTH". The address is "Anantapur 515001, Andhra Pradesh, INDIA". The phone number is "7995642340". The default locale is "English (India)" and the default language is "English". The default time zone is "GMT+05:30 India Standard Time (Asia/Kolkata)". The currency locale is "English (India) - INR". The used data space is "458 KB (9%) [View]". The used file space is "13 KB (0%) [View]". The API requests, last 24 hours, are "0 (15,000 max)". The streaming API events, last 24 hours, are "0 (10,000 max)". The restricted logins, current month, are "0 (0 max)". The Salesforce.com organization ID is "00DNS00000bT29b". The organization edition is "Developer Edition" and the instance is "IND56". The page was modified by "KARIME HEMANTH" on "01/10/2025, 12:15 pm".

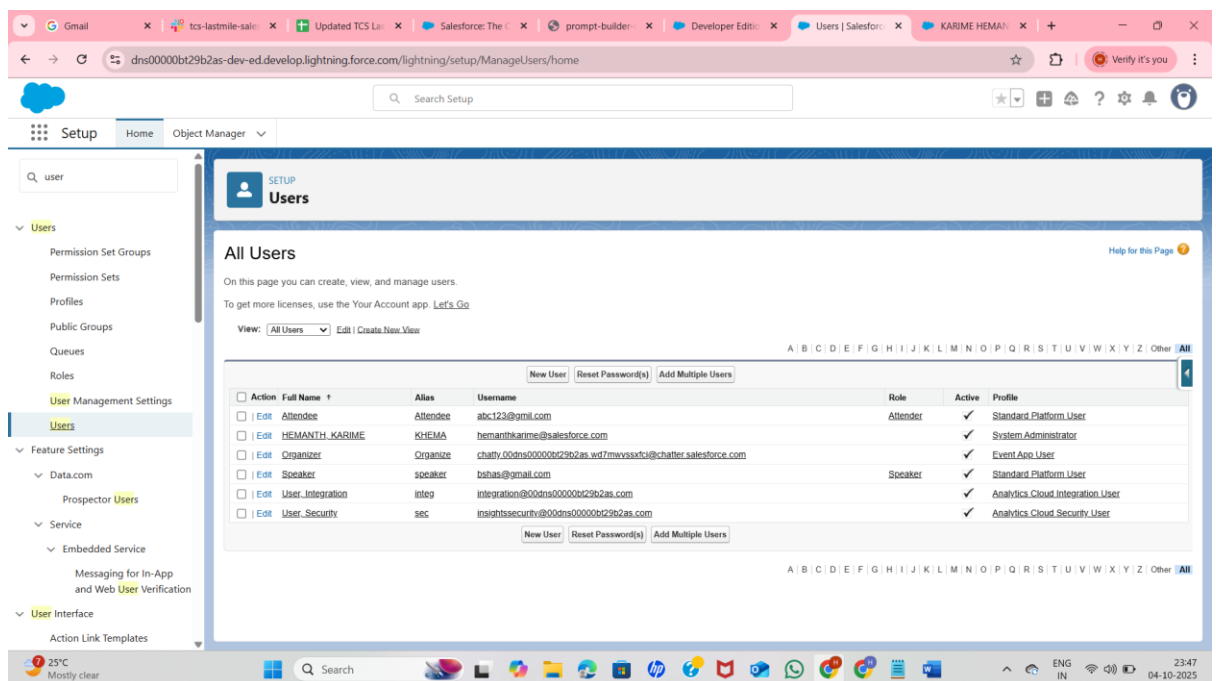
- **Business Hours:** Define business hours , add public holidays.



The screenshot shows the Salesforce Setup interface for a Developer Edition organization, specifically the "Holidays" page. The left sidebar contains navigation links for Setup, Home, and Object Manager. The main content area is titled "Holidays" and displays the "Holiday Detail" for a specific holiday. The holiday name is "Event Holiday". The description is "It is about holidays". The date and time is "05/10/2025 All Day". The recurring holiday is "Occurs every 1 week(s) on Sunday effective 05/10/2025". The created by is "KARIME HEMANTH" on "01/10/2025, 12:13 pm". The last modified by is "KARIME HEMANTH" on "01/10/2025, 12:13 pm". The page also shows a section for "Business Hours" with a link to "Add/Remove".



- **Users & Licenses:** Create users (Organizer, Attendee, Speaker). Assign Salesforce or platform licenses.



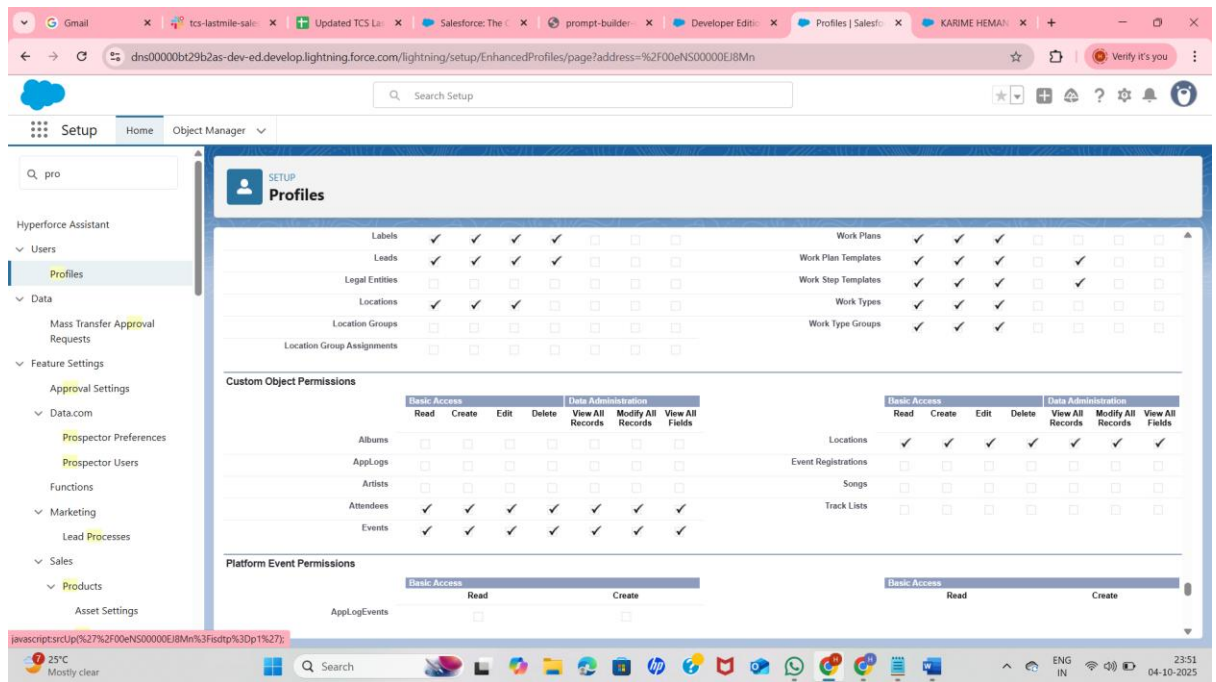
- **Profiles & Permission Sets:**
  - Organizer: Full event management.
  - Attendee: Can register, view events.
  - Speaker: Can be assigned to events.

The screenshot shows the Salesforce Setup interface with the 'Profiles' page selected. The left sidebar contains a search bar with 'pro' and a list of setup categories: Hyperforce Assistant, Users, Profiles (selected), Data, Feature Settings, Approval Settings, Data.com, Prospecter Preferences, Prospecter Users, Functions, Marketing, Lead Processes, Sales, Products, and Asset Settings. The main content area is titled 'Event App User' and includes a 'Profile Detail' section with fields for Name, User License, Description, Created By, and Modified By. Below this is a 'Page Layouts' section with a table of assignments for Standard Object Layouts, Email Application, Home Page Layout, Account, Alternative Payment Method, Location Group Assignment, Macro, Object Milestone, Operating Hours, and Opportunity.

- **Roles & Hierarchy:**
  - CEO > Organizer > Attendee/Speaker.

The screenshot shows the Salesforce Setup interface with the 'Roles' page selected. The left sidebar contains a search bar with 'role' and a list of setup categories: Users, Roles (selected), Feature Settings, Sales, Service, Case Teams, and Contact Roles on Cases. The main content area is titled 'Creating the Role Hierarchy' and displays a tree view of the organization's role hierarchy. The hierarchy starts with 'Event Management Max Fit' at the top, followed by 'CEO', 'COO', 'Organizer', 'Attendee', 'Speaker', 'SVP Customer Service & Support', 'Customer Support International', 'Customer Support North America', and 'Installation & Repair Services'.

- **Object Permissions:** Set object and field-level security.



- **Org-Wide Defaults:**
  - Public Read/Write for Event.
  - Private for Attendee/Speaker, with sharing rules for Organizer role.
- **Sharing Rules:** Share Attendee and Speaker objects with Organizer profile.
- **Community Setup:** Enable Communities for public event access.