

# BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

## 1. INTRODUCTION

### ■ 1.1 Overview:

■ *Event Management is the process of creating and maintaining an event. This process spans from the beginning of planning all the way to post-event strategist. An Event Management system helps organizers plan, execute and report on events, driving success for their business.*

### 1.2 Purpose

■ *As the start, an event manager makes planning decisions, such as the time, location and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are task with reviewing event data, submitting KIP finding, and staying on the ball for post-event offerings.*


■ *To manage events throughout their life-cycle is the purpose of event management*

■ *Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions.*

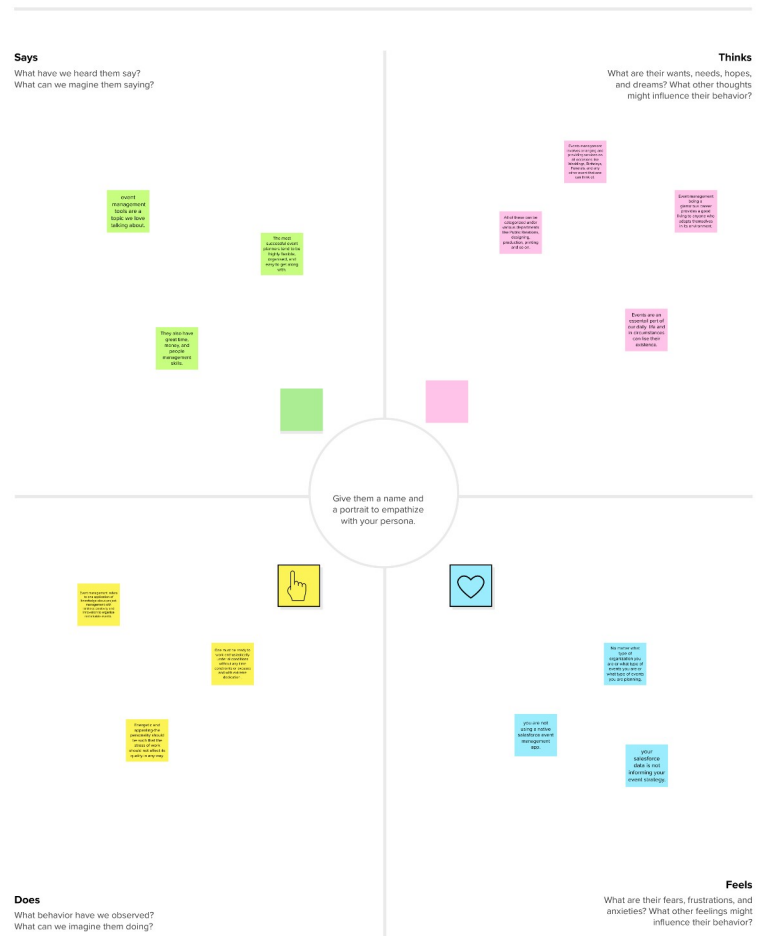
■ *Different teams are needed to hire to manage an event but still there are some chances of negligence in sending invitations to all, payments and record maintains.*

## ■ 2.1 Empathy Map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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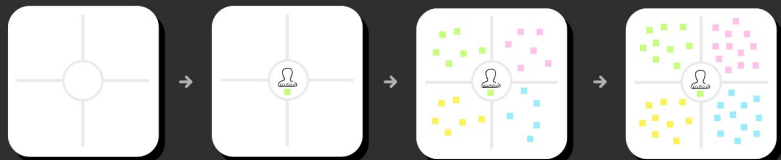
The information you add here should be representative of the observations and research you've done about your users.



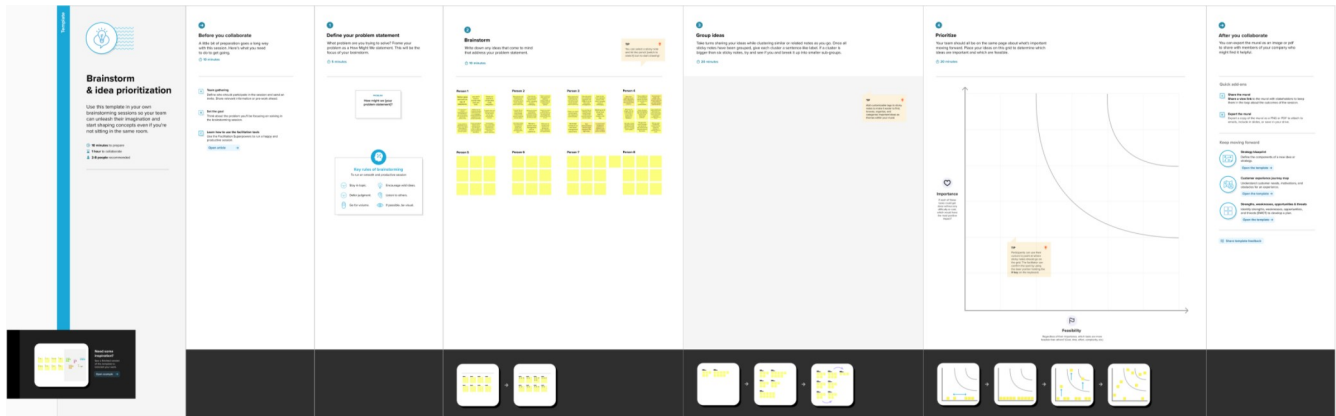
**Need some inspiration?**

See a finished version of this template to kickstart your work.

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## 2.2 Idealization & Brainstorming Map:



## 3 RESULT

### 3.1 Data Model:

Object Name	Fields in the Object						
<b>Event</b>	<table> <tr> <th>Field Label</th><th>Data Type</th></tr> <tr> <td>City</td><td>Text</td></tr> <tr> <td>Start Date</td><td>Date/time</td></tr> </table>	Field Label	Data Type	City	Text	Start Date	Date/time
Field Label	Data Type						
City	Text						
Start Date	Date/time						
<b>Attendees</b>	<table> <tr> <th>Field Label</th><th>Data Type</th></tr> <tr> <td>Id</td><td>Auto number</td></tr> <tr> <td>Phone</td><td>phone</td></tr> </table>	Field Label	Data Type	Id	Auto number	Phone	phone
Field Label	Data Type						
Id	Auto number						
Phone	phone						
<b>Speakers</b>	<table> <tr> <th>Field Label</th><th>Data Type</th></tr> <tr> <td>Bio</td><td>Text Area</td></tr> <tr> <td>e-mail</td><td>Email</td></tr> </table>	Field Label	Data Type	Bio	Text Area	e-mail	Email
Field Label	Data Type						
Bio	Text Area						
e-mail	Email						
<b>Vendors</b>	<table> <tr> <th>Field Label</th><th>Data Type</th></tr> <tr> <td>Service provider</td><td>Text</td></tr> <tr> <td>Event Name</td><td>Look-up Relationship</td></tr> </table>	Field Label	Data Type	Service provider	Text	Event Name	Look-up Relationship
Field Label	Data Type						
Service provider	Text						
Event Name	Look-up Relationship						

## 3.2 Activity & Screenshot:

### Event Object:

The screenshot shows the Salesforce Object Manager interface for the 'Event' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area displays the 'Fields & Relationships' section for the 'Event' object, showing 7 items sorted by Field Label. The table lists the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text(23)		
Created By	CreatedById	Lookup(User)		
End date	End_date__c	Date/Time		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Start date	Start_date__c	Date/Time		

In Event object, we create fields such as city, start date and End date with various data types.

### Attendees Object:

The screenshot shows the Salesforce Object Manager interface for the 'Attendee' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area displays the 'Fields & Relationships' section for the 'Attendee' object, showing 7 items sorted by Field Label. The table lists the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Event Name	Event__c	Master-Detail(Event)		✓
Id	Id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Phone	Phone__c	Phone		

In Attendee object, we create fields such as Id, Phone, Email, Tickets and Event name with various data types.

## Speaker Object:

The screenshot shows the Salesforce Object Manager interface for the 'Speaker' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the Speaker object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are Bio, Created By, e-mail, Event Name, Last Modified By, Owner, and Speaker Name.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio__c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

In Speaker Object, we create fields such as Bio, e-mail an event name with various data type.

## Vendor Object:

The screenshot shows the Salesforce Object Manager interface for the 'Vendor' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the Vendor object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are Created By, e-mail, Event Name, Last Modified By, Owner, Phone, Service Provider, and Vendor Name.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
Service Provider	Service_Provider__c	Text(23)		
Vendor Name	Name	Text(80)		✓

In Vendor object, we create fields such as Email, Phone, Service provider and Event name with various data type.

## 4 TRAILHEAD PROFILE PUBLIC PROFILE URL

- Team Lead- <https://trailblazer.me/id/imathim>
- Team Member 1- <https://trailblazer.me/id/isish1>
- Team Member 2- <https://trailblazer.me/id/iiswarya3>
- Team Member 3 <https://trailblazer.me/id/jasri30>

## 5 ADVANTAGE & DISADVANTAGE

### ■ Advantage:

- *As an event manager, you can use your creative skills and talents to coordinate the details of parties and celebrations.*
- *Your client base might prefer different party styles, allowing you to take creative approaches to each event.*
- *An event manager often works on several types of events. For example they might plan a business conference, holiday party, music festival or product launch.*
- *Event managers often work on a team to manage and coordinate the details of their events.*
- *Event planners can expect high projections for job growth in their field.*
- *Event managers improve their communication and social skills and learn new techniques to apply to future clients.*

### ■ Disadvantage:

- ◆ *Event managers often work nights and weekend to complete their responsibilities.*
- ◆ *Event planners might travel often manage their tasks.*
- ◆ *Event management positions often require applicants to have extensive experience in their field.*
- ◆ *As an event manager, you might find yourself planning several events at the same time.*
- ◆ *Event managers are responsible for helping clients plan successful events.*

## 6 APPLICATION

- ➔ *All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management.*
- ➔ *In event management could be in the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding.*
- ➔ *Really, any event that requires considerable planning and execution is event management.*
- ➔ *It is needed everywhere in many businesses like retail, sport, finance, software etc.*

## 7 CONCLUSION

*Event Management system is user friendly and cost effective system, it is customized with activities related to event management life-cycles. It provides a new edge to management industry. Event management always keep your objectives and goals on top priority while developing any plan of work*

## 8 FUTURE SCOPE

- *Event management as a career is a multifaceted activity.*
- *It involves management, creation and development of events such as corporate conferences, wedding 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's 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 is all for you.*
- *Event Planner, Creative director, Event manager, Event coordinator, Event executive, Public relations officer, Event legal executive, finance manager are the some several job designations in the Event management.*