Multi-Day Community Event Tracker CRM

Industry: Events / Education / Non-Profit

Project Type: Salesforce CRM Implementation

Target Users

• Event Managers

• Attendees (Students/Community Members)

• Volunteers

• Speakers

Problem Statement

Coordinating multi-day community events (such as college fests or hackathons) is complex, with overlapping sessions, volunteer needs, personalized registration, and a demand for real-time attendance tracking.

Current Pain Points

• Event details scattered across spreadsheets, chat groups, and emails.

• Hard to personalize and manage attendee schedules.

• Manual volunteer scheduling leads to gaps/overlaps.

• No live tracking of session attendance or volunteer contribution.

• Feedback and analytics are slow and fragmented.

The organization needs a Salesforce CRM solution to:

• Centralize all event, session, and attendee data.

• Automate registration, check-in, and feedback collection.

• Provide personalized schedules to attendees, volunteers, and speakers.

• Offer real-time dashboards for attendance, engagement, and volunteer activity.

• Improve post-event reporting and engagement follow-up.

Use Cases

1. Event & Session Management
• Create and edit events (multi-day support).

• Set up multiple Tracks (e.g., Workshops, Seminars, Competitions).

• Schedule Sessions within tracks; assign speakers and venues.

• Real-time updates: adjust session time or location, notify affected users.

2. Registration & Personalized Schedules
• Attendees view all sessions and register (RSVP) for sessions of interest.

• System prevents double-booking of sessions.

• Attendees receive a personal schedule via email/SMS.

• Session capacity limits managed automatically.

3. Volunteer Assignment & Tracking
• Volunteers assigned to specific sessions/tracks/roles (usher, tech support).

• Volunteer portal: view shifts, request swaps, receive reminders.

• Automatic tracking of attendance and hours.

4. QR Code Attendance & Analytics
• Generate unique QR codes for attendees and volunteers.

• QR scanning at every session for precise attendance capture.

• Live dashboards: session occupancy, absentees, room status.

5. Speaker & Session Feedback
• Collect post-session and event feedback from attendees.

• Speakers have personal profiles with session linkages.

6. Post-Event Analytics & Reporting
• Event managers view reports:

• Most popular sessions/tracks

• Volunteer hours/stats

• Engagement & satisfaction scores

Tech Stack

• Salesforce Clouds: Service Cloud, Experience Cloud

• Custom Objects: Event, Track, Session, Attendee, Volunteer, Speaker, Attendance, Feedback

• Automation: Process Builder/Flows for registration reminders, check-in tracking, feedback requests

• Notifications: Email & SMS (Twilio or similar)

• Dashboards & Reports: Real-time occupancy, engagement, volunteer contribution, feedback analysis