Project Proposal: Salesforce Event Registration & Feedback Application

Introduction

Events play a significant role in the growth and engagement of organizations, institutions, and communities. However, when tasks such as attendee registration, communication, and feedback collection are handled manually, they often become time-consuming and inefficient. This project proposes the development of a Salesforce-based Event Registration & Feedback Application that streamlines the entire event management cycle. The solution will empower organizers to create events, track attendees, send automated updates, and analyze participant feedback using Salesforce's CRM capabilities and powerful reporting features.

Problem Statement

Conventional event management typically relies on manual efforts or disjointed tools for handling registrations, communication, and feedback. This approach leads to inefficiency, missed communication, and limited insights for organizers, making it difficult to measure success or improve future events.

Objectives

1. Provide organizers with a platform to design and manage events with essential details (date, location, capacity).

2. Enable seamless attendee registration along with instant confirmation emails.

3. Automate event-related communication such as reminders and post-event feedback requests.

4. Deliver real-time reports showcasing attendance and feedback trends.

5. Offer user-friendly dashboards for monitoring event performance and attendee satisfaction.

Proposed Solution

- Design custom Salesforce objects: Event, Attendee, and Feedback.

- Establish relationships: one event can have many attendees, and each attendee can submit one feedback.

- Implement Flows to automate confirmation messages, reminders, and feedback collection.

- Create reports for event summaries, attendee status, and feedback analysis.

- Develop dashboards to visualize overall event performance and attendee engagement.

Methodology (Phases)

1. Requirement gathering and defining use cases.

2. Salesforce environment setup and creation of custom objects.

3. Automation through Flows and email alerts.

4. Building reports and dashboards.

5. Testing with sample events and attendee data.

6. Final review and documentation.

Expected Outcomes

1. A working Salesforce application for event and attendee management.

2. Automated communication covering confirmations, reminders, and feedback collection.

3. Dynamic reports highlighting attendance and participant responses.

4. Interactive dashboards providing actionable insights to organizers.

5. A portfolio-ready Salesforce project showcasing CRM and automation expertise.

Future Scope

1. Integration with Web-to-Lead for public event registrations.

2. A mobile Lightning app for on-the-go event tracking.

3. Linking with external apps (Zoom/Google Meet) for virtual events.

4. Adding gamification elements to improve feedback participation.

Conclusion

The Salesforce Event Registration & Feedback Application will modernize the way events are managed by reducing manual effort, improving attendee interaction, and offering data-driven insights through analytics. Its blend of CRM features and automation makes it an impactful and practical solution, suitable for both academic learning and professional applications.