

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

Introduction

1.1 Overview

The project Event management is the process of creating and maintaining an event. The process spans from the event strategizing. At the start, an event manager makes planning decisions, such as the time, location and theme of their event. All different branches of planning go into event management including various type of sourcing, designing, regulation checks and onsite management.

1.2 Purpose

Uses

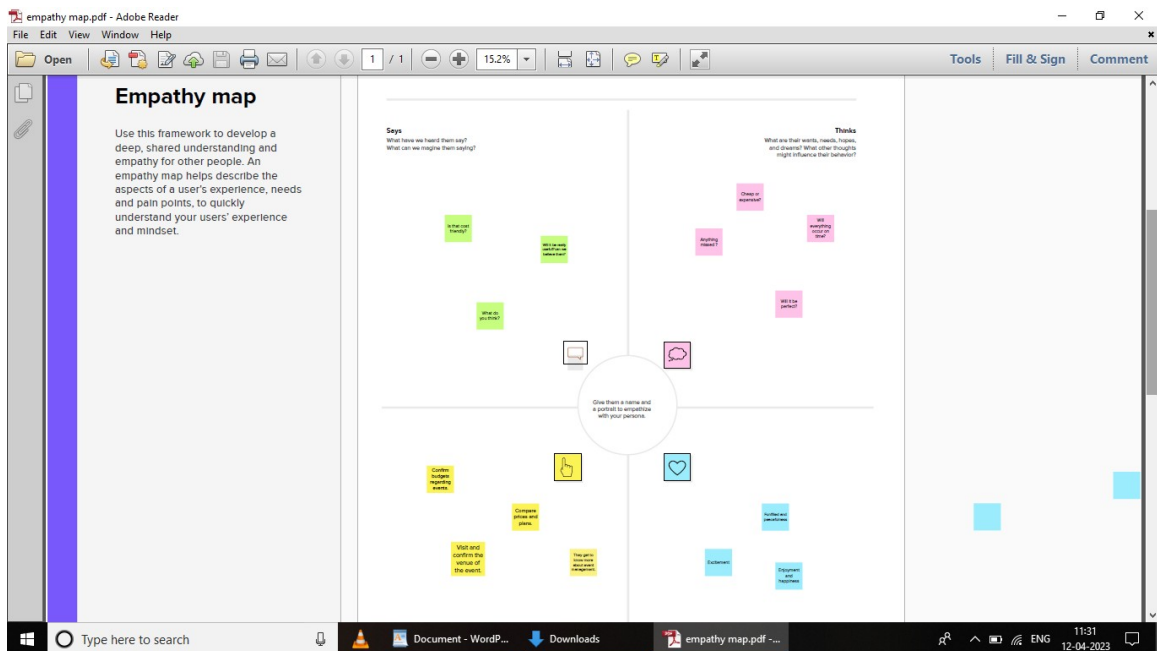
- * saves your time and money.
- * Gives you creative ideas and proven event formats that will work for you.
- * Expert planning and budget management to ensure overall event success.

Achieve

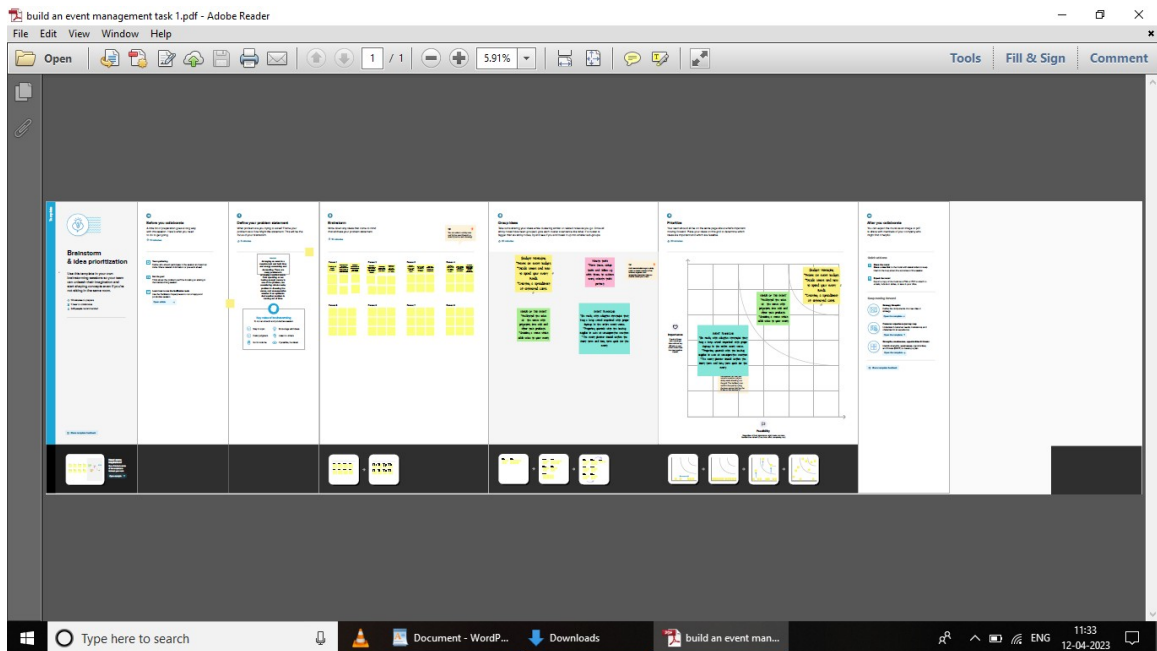
- * Improve customer service.
- * Increase operational efficiency.
- * Grow revenue.
- * Optimize facility utilization.
- * Increase safety.

2.PROBLEM DEFINITION AND DESIGN THINKING

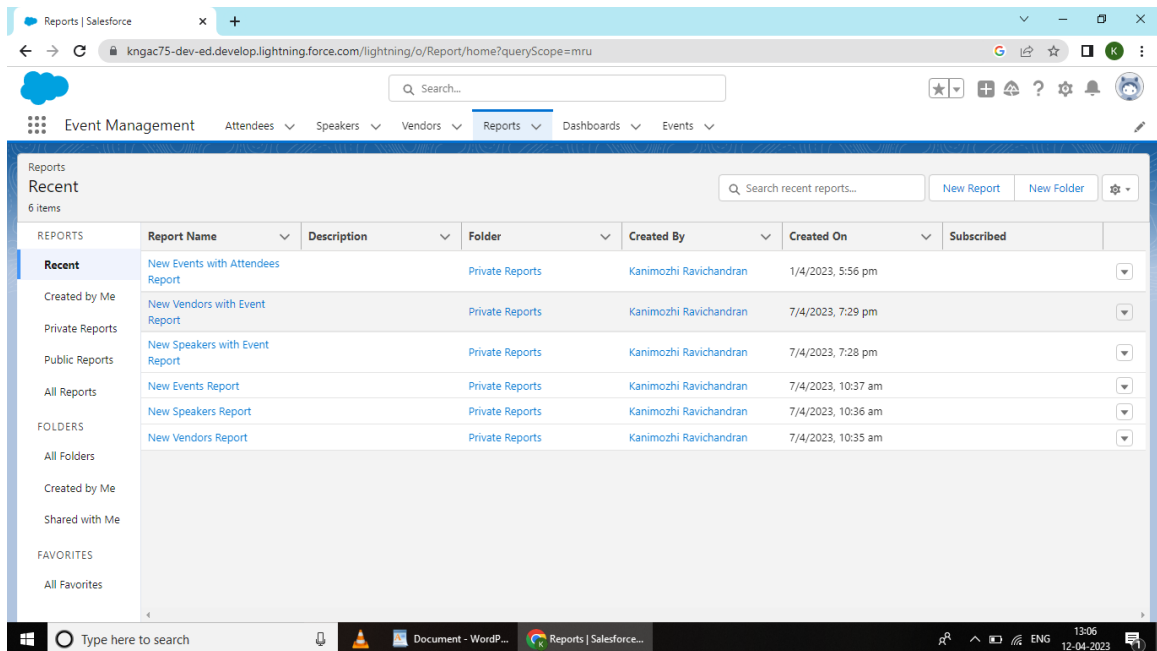
2.1 Empathy map



2.2 Ideation and brainstorming map



3.Result



4.Advantages and disadvantages:

Advantages

- *They make it less stressful.
- *Opportunities for creativity
- * Ability to work on different events
- *Chance to work with diverse clients
- * Collaborative work environment

Disadvantages

- *Time away from family and friends.
- * Multiple events at the same time
- *High level of responsibility
- * Job instability
- *Experience requirements

5.Applications

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

6. 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. solution dot always keep your objectives and goals on top priority while developing any plan of work.

7. Future scope

Events and festivities are the heart and soul of india. there are thousands of events held every year which are professionally managed. The event management can be good career option for everyone. The scope of event management as a career in india is broad as the events and activations industry is one of the fastest growing industries in india.

8. Appendix



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Project Based Experiential Learning Program