Title: Simple Event Management & Attendee Tracking System

Industry: Community / Non-profit

Project Type: B2C Salesforce CRM Implementation

Target Users: Event Organizers, Community Members, Volunteers

Problem Statement

A small community organization struggles with manually managing local events and tracking attendees using spreadsheets. This leads to slow registration, disorganized attendee data, and difficulty in communicating with participants. The company lacks a centralized system to track event capacity and a reliable way to confirm registrations with attendees.

The organization wants a **Salesforce CRM solution** to:

* Automate event and attendee management.
* Maintain centralized event and attendee records.
* Provide real-time email notifications to students.
* Enable organizers to track event capacity and attendance.

Use Cases

1. Event Management

* Maintain a centralized list of events with details such as name, date, time, and maximum capacity.
* Track current attendance against maximum capacity.

1. Attendee Registration

* Automate the creation of a new Attendee record upon sign-up.
* Link each attendee to a specific event.

1. Process Automation

* Implement a **Record-Triggered Flow** to automatically send an email confirmation to a new attendee upon registration.
* Utilize an **Apex Trigger** and **Service Class** to prevent new attendees from being created if the event has reached its maximum capacity.
* Enforce data integrity with a **Validation Rule** to ensure the Event field is always populated on an Attendee record.

1. Reporting & Analytics

* Reports: Track event sign-ups, attendee details, and total event attendance.
* Dashboards: Provide a visual overview of event sign-up trends and attendance.

Tech Stack

* **Salesforce CRM** (Standard Platform)
* **Custom Objects:** Event, Attendee
* **Automation:** Record-Triggered Flow, Apex Trigger
* **Notifications:** Email Alerts
* **Dashboards & Reports:** For attendance tracking and analytics
* **Interface:** Lightning Experience, Lightning App Builder
* **Deployment:** Developer Console, VS Code / SFDX CLI (for production deployment)