

1 INTRODUCTION

This Project helps in managing the on-going and upcoming events in an organization. The project aim is to provide real-time knowledge for all the students who have basic knowledge of Salesforce and Looking for a real-time project.

1.1 Overview

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

At 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 runsmoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you 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.

Real Time Salesforce Project

Object & Relationship in Salesforce

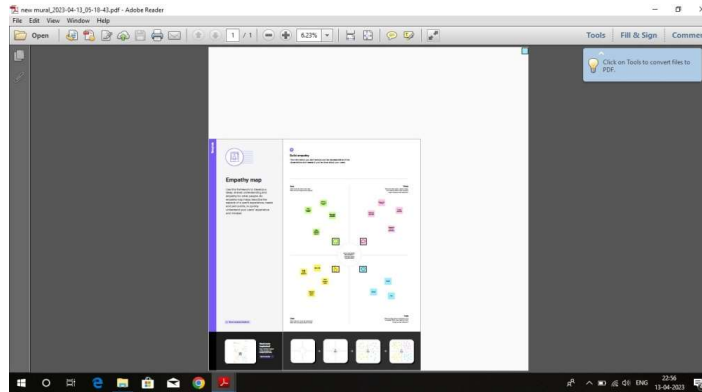
Create Salesforce Org:

Purpose

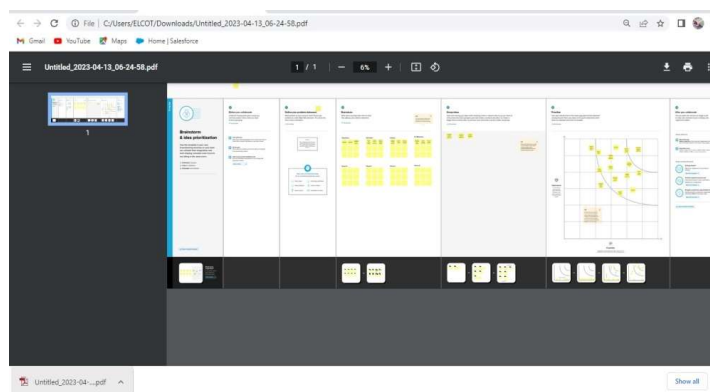
This project will also help to those professionals who are in cross-technology and wanted to switch to Salesforce with the help of this project they will gain knowledge and can include into their resume as well.

2 Problem Definition & Design Thinking

Empathy Map



Ideation & Brainstorming Map



3 RESULT

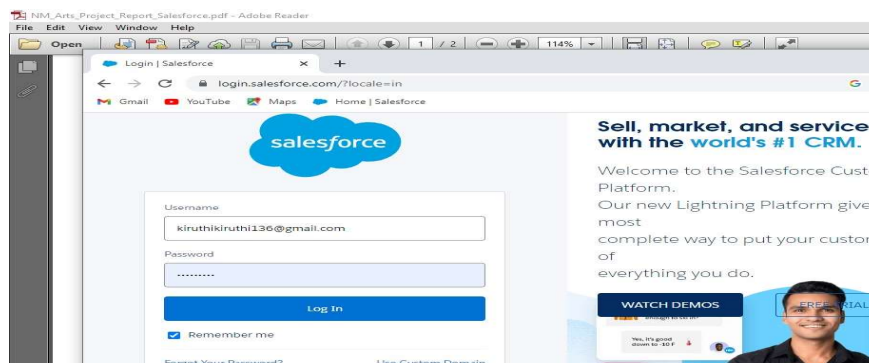
Data Model:

Object name	Fields in the Object	
obj1	Field Label	Data Type
	City	Text
	Start Date	Date/Time
obj2	Field Label	Data Type
	ID	Auto Number
	Tickets	PickList
Obj3	Field Label	Data Type
	Event Name	Master-Detail-Relationship

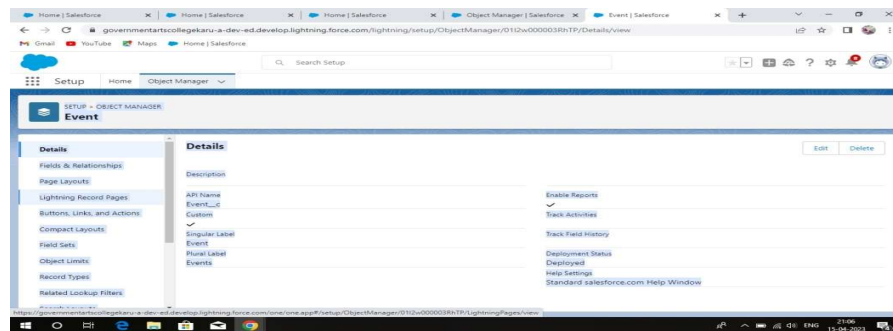
Build an Event Management System using Salesforce

Obj4	Field Label	Data Type
	Bio	Text Area
	Email	Email
Obj5	Field Label	Data Type
	Service Provider	Text
	Event Name	Look up Relationship

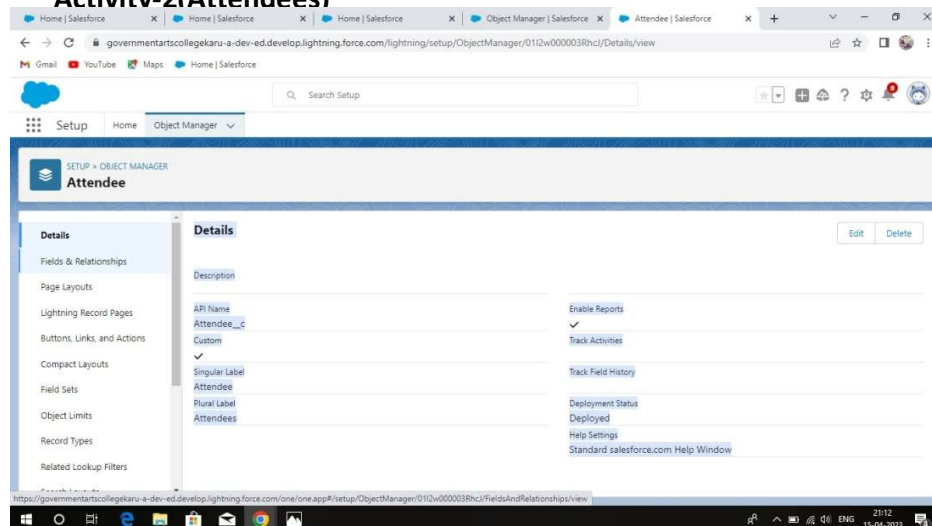
Activity & Screenshot Mailstone-1



Mailstone-2 Activity-1(Event)

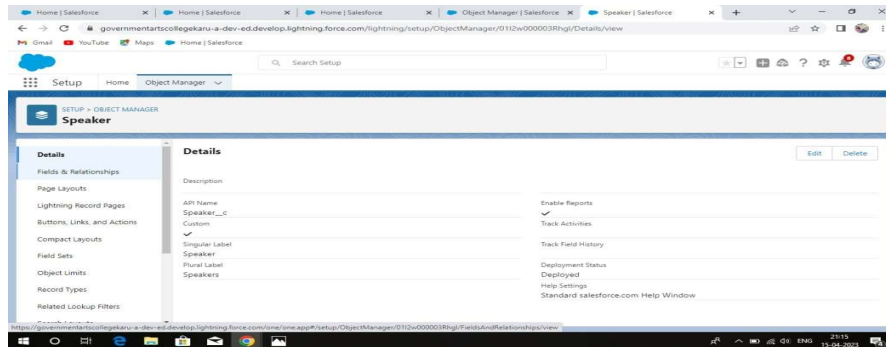


Activity-2(Attendees)

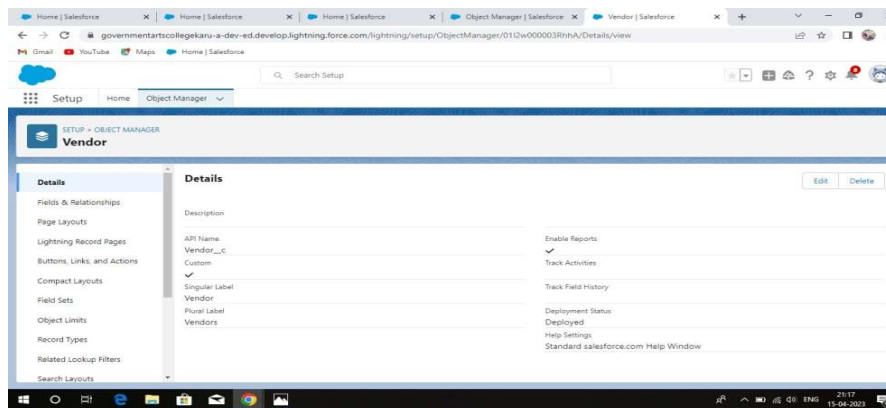


Build an Event Management System using Salesforce

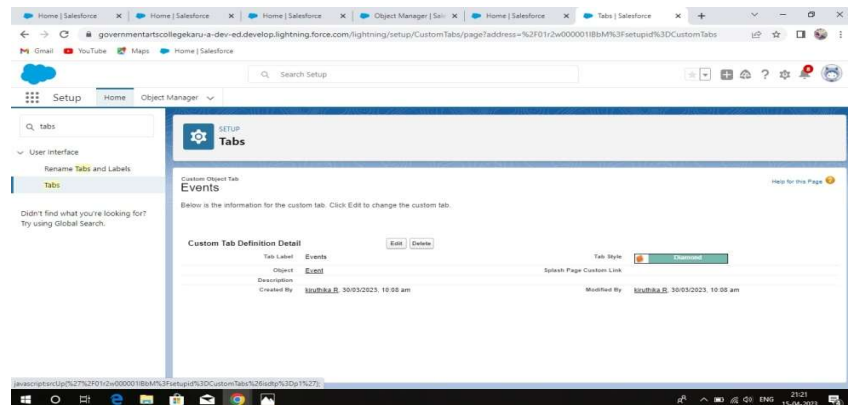
Activity-3(Speaker)



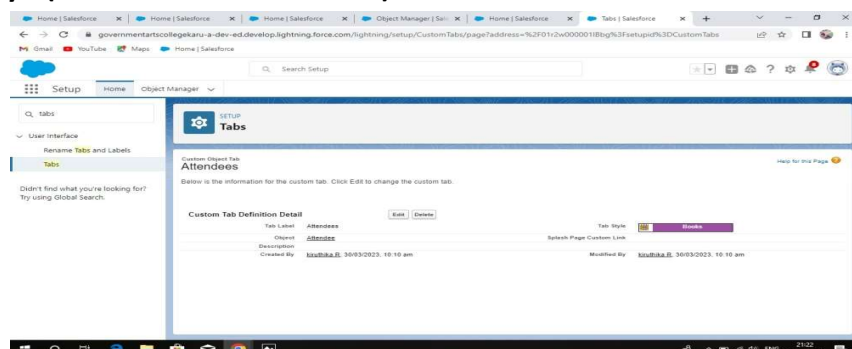
Activity-4(Vendors)



Mailstone-3 Activity-1(Creation of Event Tab)

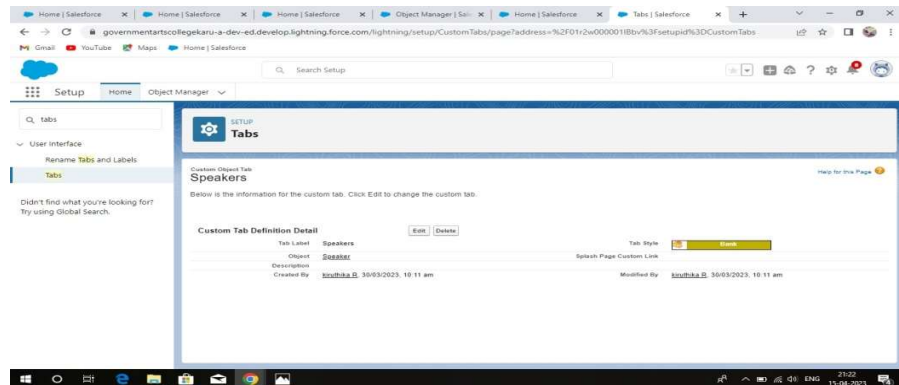


Activity-2(Creation of Attendee Tab)

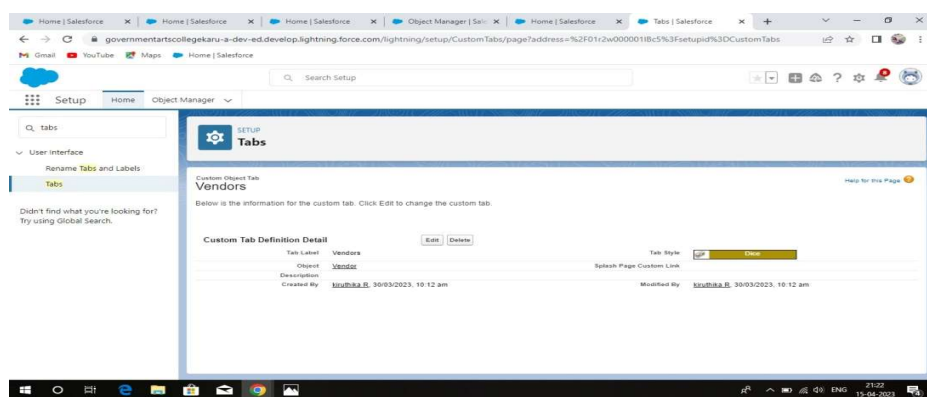


Build an Event Management System using Salesforce

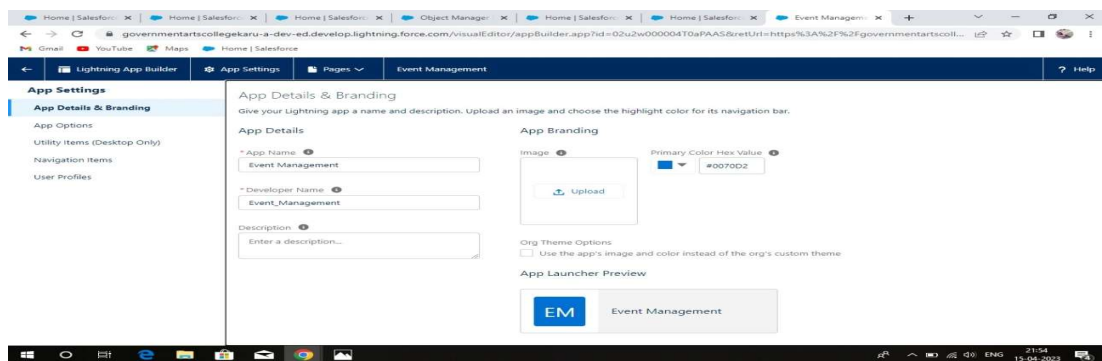
Activity-3(Creation of Speakers Tab)



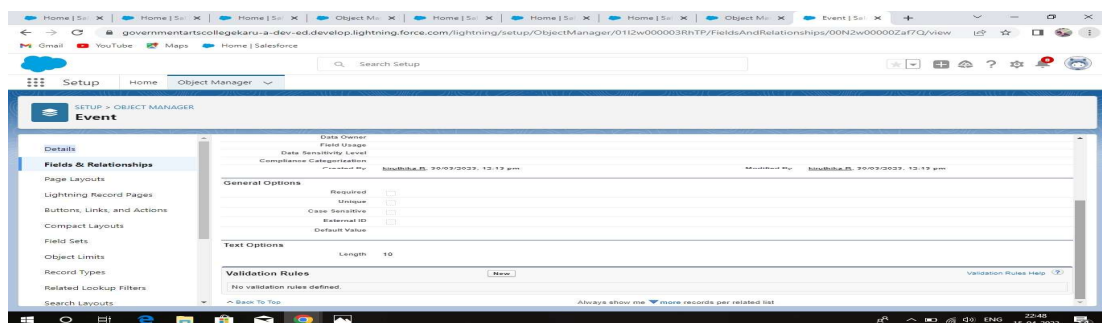
Activity-4(Creation of Vendors Tab)



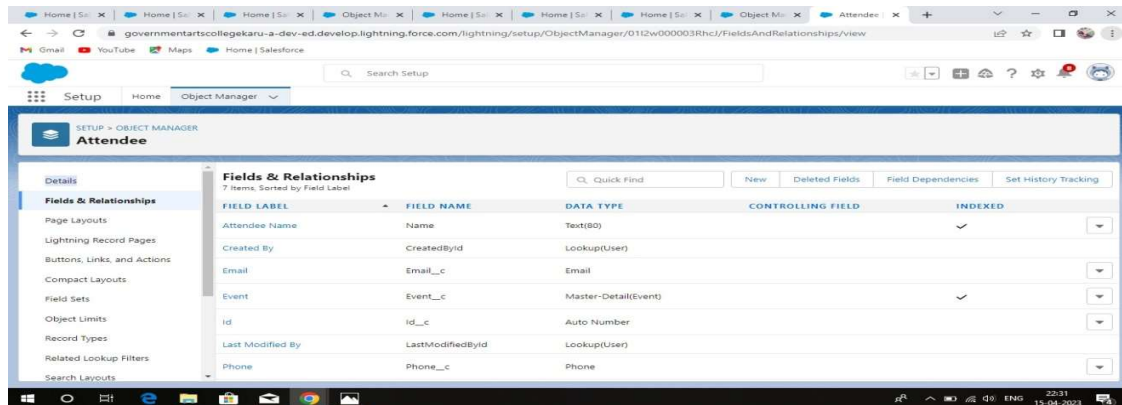
Milestone -3 Application Activity-(Create the event Management construction App)



Mailstone-4 (Filed) Activity-1(Creation of fields for the event objects)



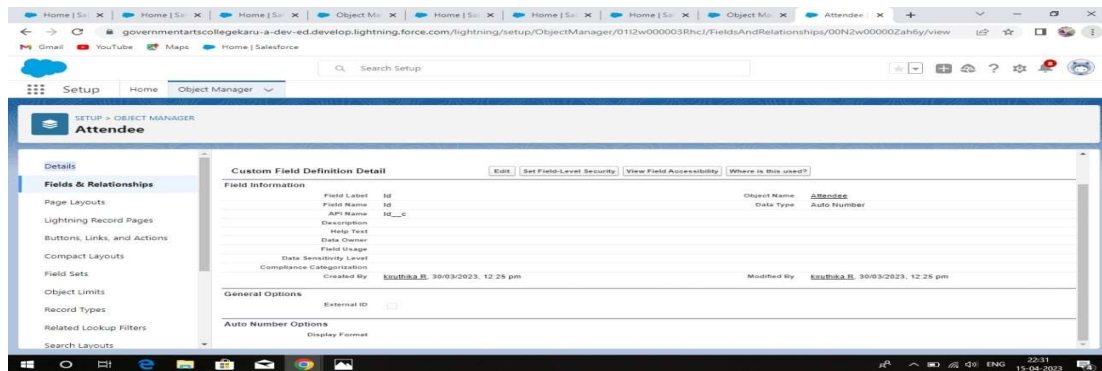
Activity-2(Creation of fields for the Attendees objects)



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The 'Fields & Relationships' tab is selected, displaying a list of fields. The table below represents the data shown in the screenshot:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedBy	Lookup(User)		
Email	Email_c	Email		
Event	Event_c	Master-Detail(Event)		✓
Id	Id_c	Auto Number		
Last Modified By	LastModifiedBy	Lookup(User)		
Phone	Phone_c	Phone		

(field Label enter ID)



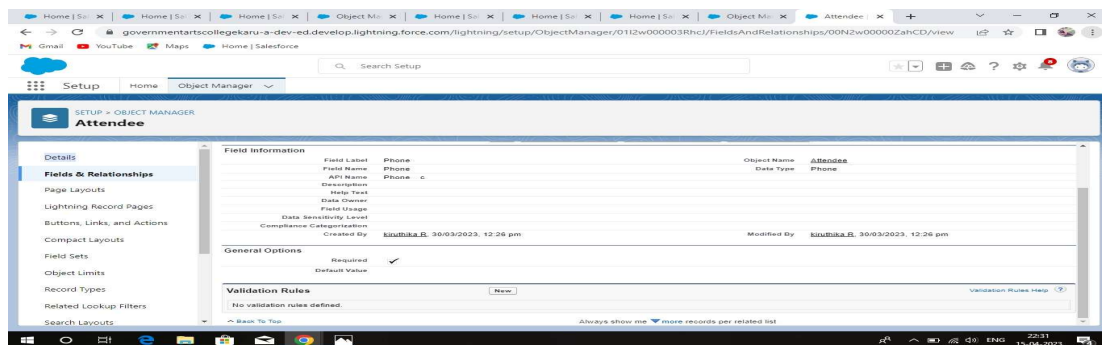
The screenshot shows the 'Custom Field Definition Detail' for the 'Id' field. The field information is as follows:

Field Information	Field Label	Field Name	API Name	Description	Help Text	Data Owner	Field Usage	Data Sensitivity Level	Compliance Categorization	Created By	Created Date	Modified By	Modified Date
	Id	Id_c	Id_c							khushika.B	30/03/2023, 12:25 pm	khushika.B	30/03/2023, 12:25 pm

General Options: External ID ☐

Auto Number Options: Display Format

Field label Phone



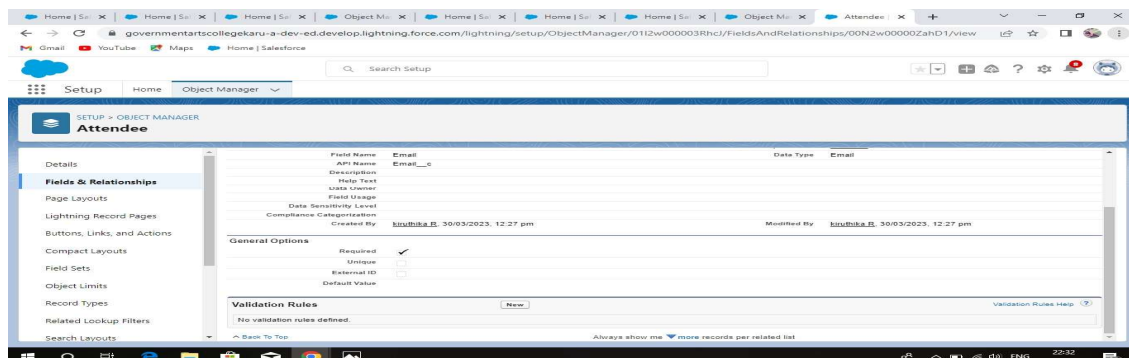
The screenshot shows the 'Custom Field Definition Detail' for the 'Phone' field. The field information is as follows:

Field Information	Field Label	Field Name	API Name	Description	Help Text	Data Owner	Field Usage	Data Sensitivity Level	Compliance Categorization	Created By	Created Date	Modified By	Modified Date
	Phone	Phone_c	Phone_c							khushika.B	30/03/2023, 12:26 pm	khushika.B	30/03/2023, 12:26 pm

General Options: Required ☒ Default Value

Validation Rules: No validation rules defined. [New](#) [Validation Rules Help](#)

Field label Email



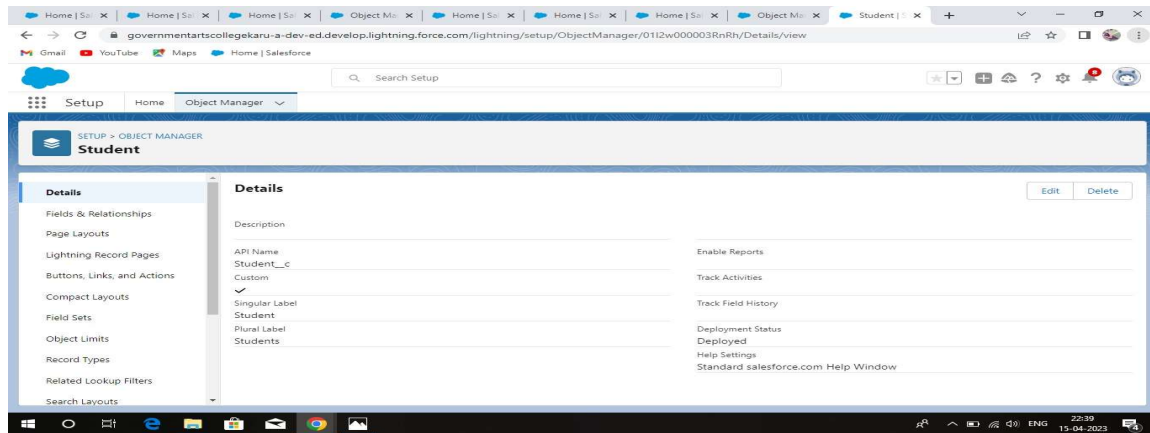
The screenshot shows the 'Custom Field Definition Detail' for the 'Email' field. The field information is as follows:

Field Information	Field Name	Field Label	API Name	Description	Help Text	Data Owner	Field Usage	Data Sensitivity Level	Compliance Categorization	Created By	Created Date	Modified By	Modified Date
	Email_c	Email	Email_c							khushika.B	30/03/2023, 12:27 pm	khushika.B	30/03/2023, 12:27 pm

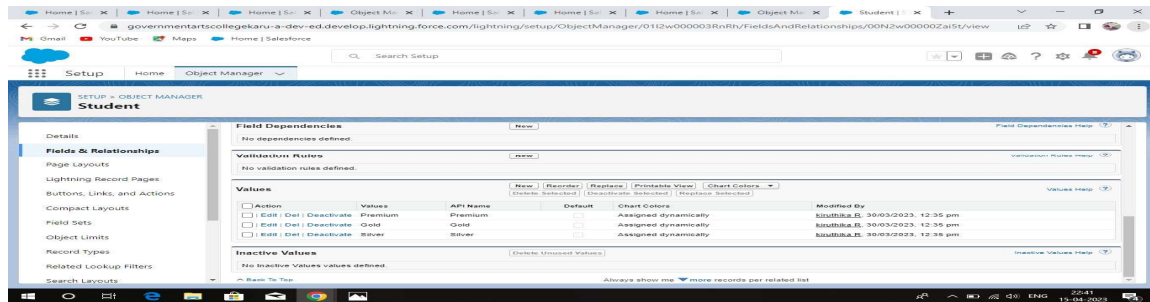
General Options: Required ☒ Unique ☐ External ID ☐ Default Value

Validation Rules: No validation rules defined. [New](#) [Validation Rules Help](#)

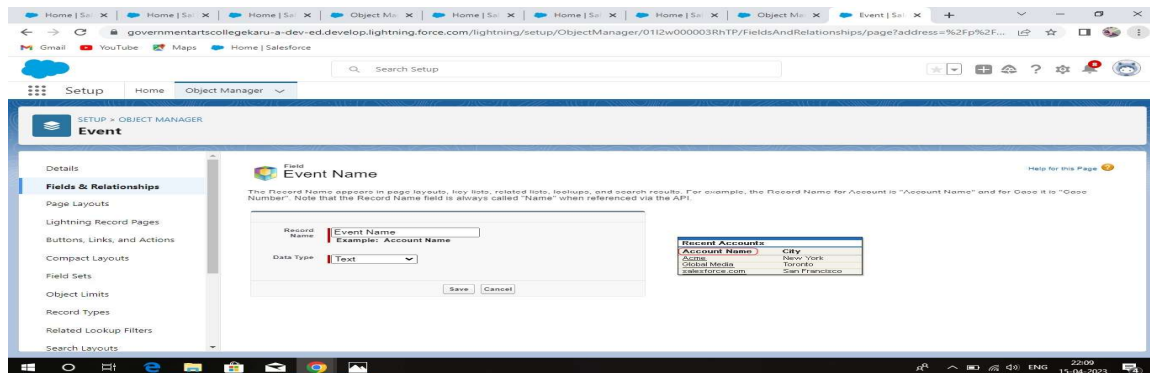
Object Manager student



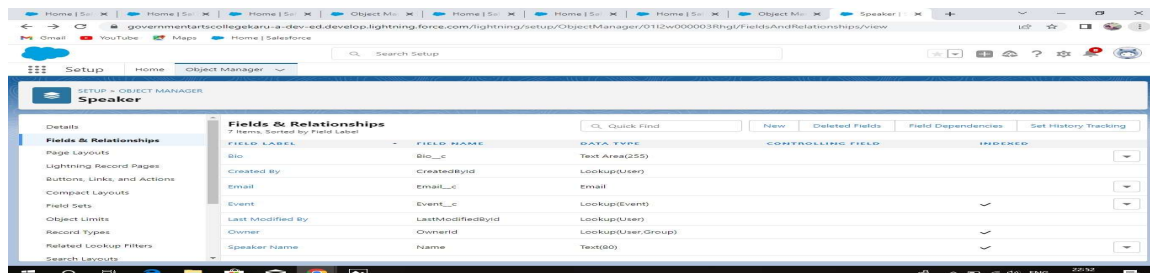
Field label Tickets



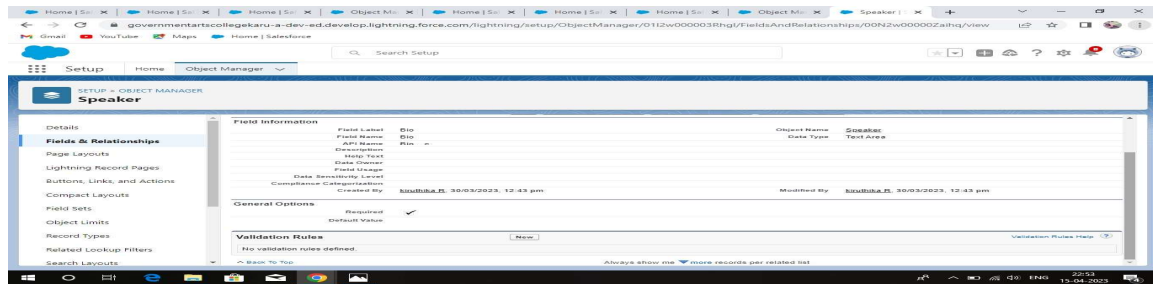
Activity -3(Enter City)



Activity -4(Creation of fields for the speakers object



Field label Bio



Field Information

Field Label	Bio	Object Name	Speaker
Field Name	Bio	Data Type	Text Area
API Name	Bio		
Description			
Help Text			
Field Usage			
Data Sensitivity Level			
Compliance Category			
Created By	ksudhakar	Created By	ksudhakar
Modified By	ksudhakar	Modified By	ksudhakar

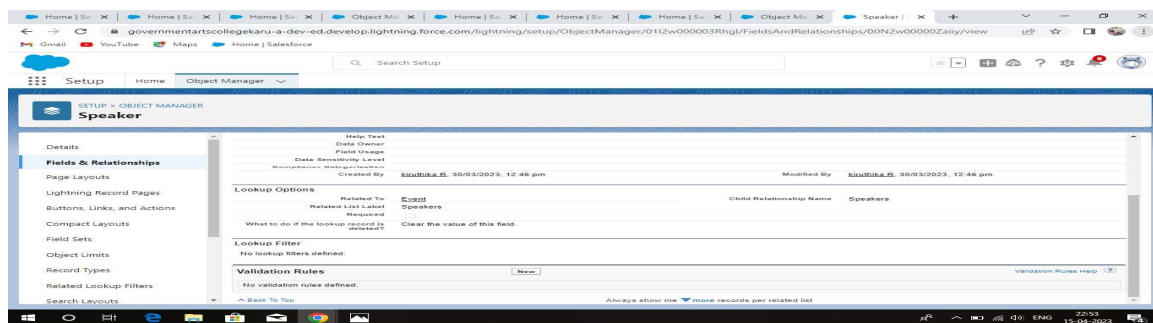
General Options

Required ☒ Default Value

Validation Rules

No validation rules defined. [New](#) [Validation Rules Help](#)

Filed label Event



Field Information

Field Label	Event	Object Name	Speaker
Field Name	Event	Data Type	Text Area
API Name	Event		
Description			
Help Text			
Field Usage			
Data Sensitivity Level			
Compliance Category			
Created By	ksudhakar	Created By	ksudhakar
Modified By	ksudhakar	Modified By	ksudhakar

Lookup Options

Related To: **Event** (Speakers)

Child Relationship Name: **Speakers**

What to do if the lookup record is deleted?

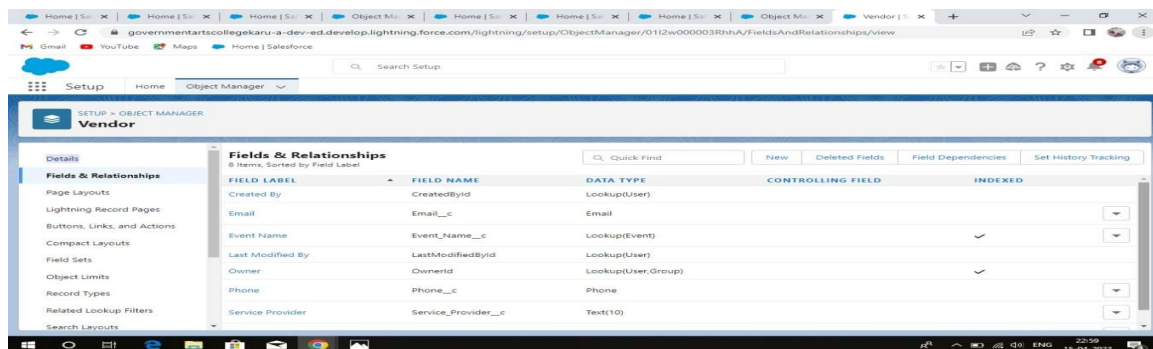
Lookup Filter

No lookup filters defined.

Validation Rules

No validation rules defined. [New](#) [Validation Rules Help](#)

Activity -5(Creation on fields of the vendors objects)

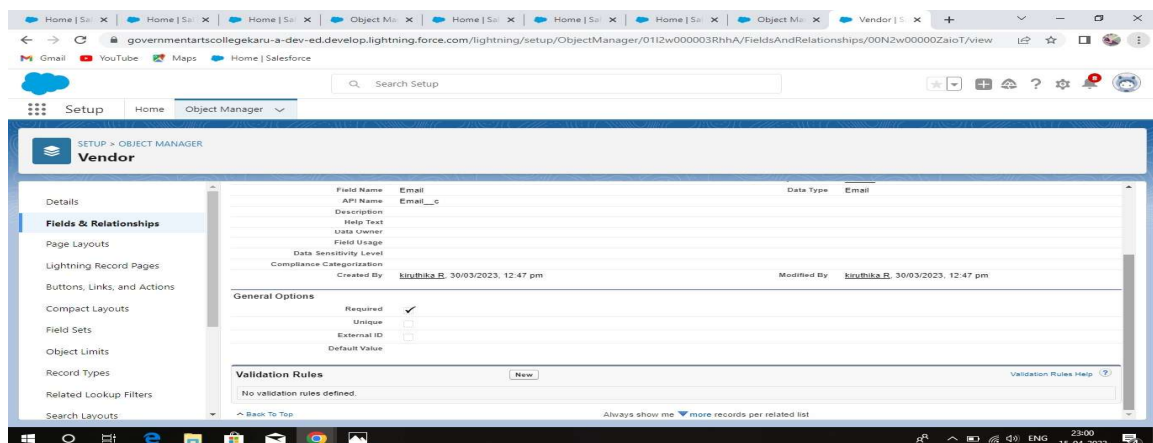


Fields & Relationships

8 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Email	Email_c	Email		
Event Name	Event_Name_c	Lookup(Event)		
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User.Group)		
Phone	Phone_c	Phone		
Service Provider	Service_Provider_c	Text(10)		

Field label Email



Field Information

Field Name	Email	Data Type	Email
API Name	Email_c		
Description			
Help Text			
Field Usage			
Data Sensitivity Level			
Compliance Category			
Created By	ksudhakar	Created By	ksudhakar
Modified By	ksudhakar	Modified By	ksudhakar

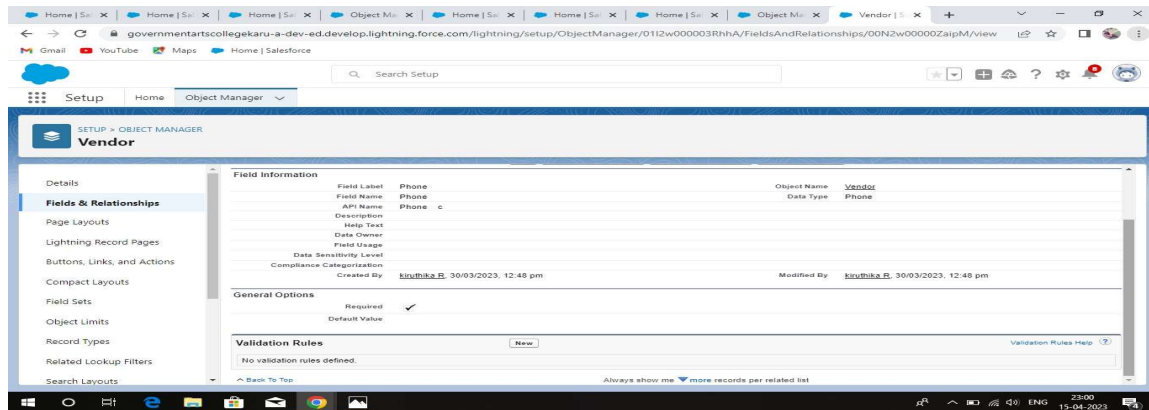
General Options

Required ☒ Unique ☐ External ID ☐ Default Value

Validation Rules

No validation rules defined. [New](#) [Validation Rules Help](#)

Field label Phone



Field Information

Field Label	Phone	Object Name	Vendor
Field Name	Phone	Data Type	Phone
API Name	Phone_c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	kyuthika R	30/03/2023, 12:48 pm	Modified By
			kyuthika R 30/03/2023, 12:48 pm

General Options

Required ☒

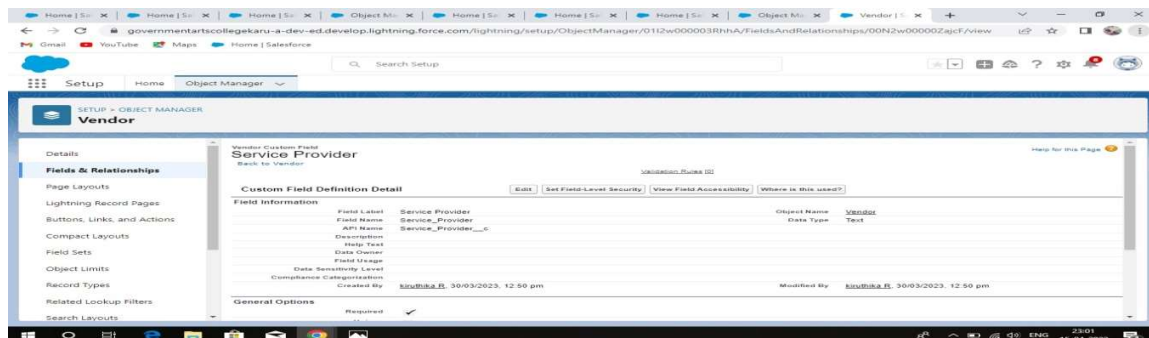
Default Value

Validation Rules

No validation rules defined.

Validation Rules Help

Field label service Provider



Field Information

Field Label	Service Provider	Object Name	Vendor
Field Name	Service_Provider	Data Type	Text
API Name	Service_Provider__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	kyuthika R	30/03/2023, 12:50 pm	Modified By
			kyuthika R 30/03/2023, 12:50 pm

General Options

Required ☒

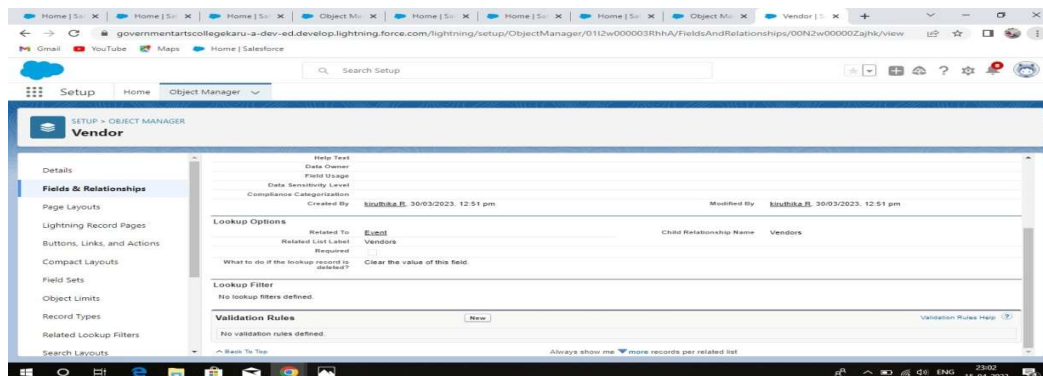
Default Value

Validation Rules

No validation rules defined.

Validation Rules Help

Fieldlabel event Name



Field Information

Field Label	Event Name	Object Name	Vendor
Field Name <td>Event_Name</td> <td>Data Type</td> <td>Text</td>	Event_Name	Data Type	Text
API Name <td>Event_Name__c</td> <td></td> <td></td>	Event_Name__c		
Description <td></td> <td></td> <td></td>			
Help Text <td></td> <td></td> <td></td>			
Data Owner <td></td> <td></td> <td></td>			
Field Usage <td></td> <td></td> <td></td>			
Data Sensitivity Level <td></td> <td></td> <td></td>			
Compliance Categorization <td></td> <td></td> <td></td>			
Created By <td>kyuthika R</td> <td>30/03/2023, 12:51 pm</td> <td>Modified By</td>	kyuthika R	30/03/2023, 12:51 pm	Modified By
			kyuthika R 30/03/2023, 12:51 pm

General Options

Required ☒

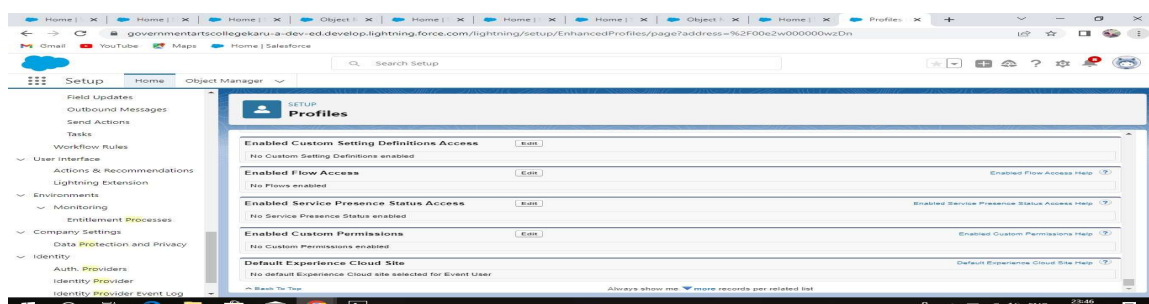
Default Value

Validation Rules

No validation rules defined.

Validation Rules Help

Milestone-5(Profile) Activity -1



Profiles

Enabled Custom Setting Definitions Access

No Custom Setting Definitions enabled

Enabled Flow Access

No Flows enabled

Enabled Service Presence Status Access

No Service Presence Status enabled

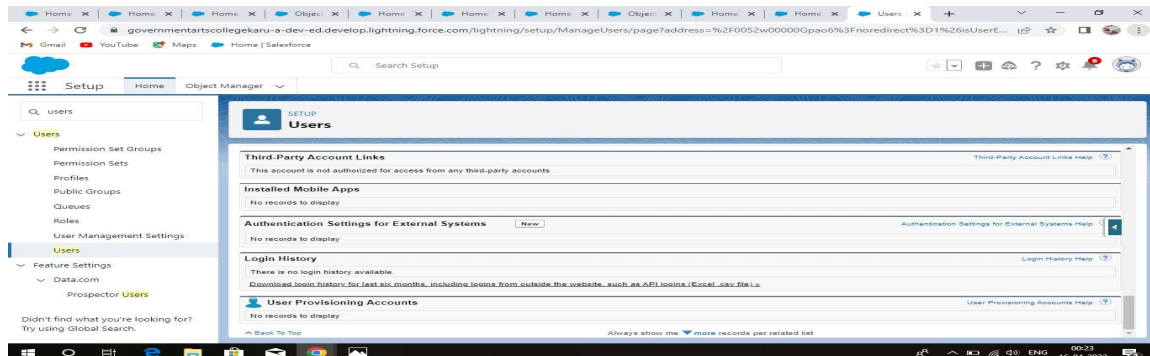
Enabled Custom Permissions

No Custom Permissions enabled

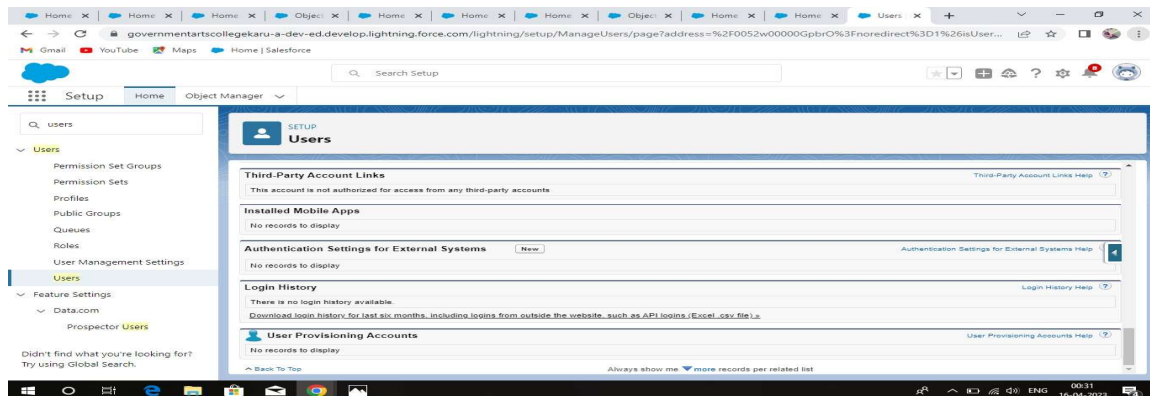
Default Experience Cloud Site

No default Experience Cloud site selected for Event User

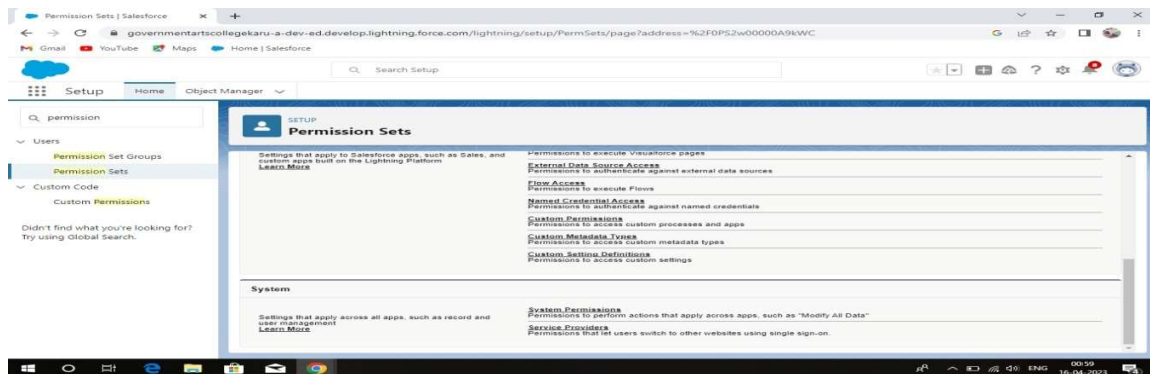
Milestone-6(User) Activity-1 (Creating user)



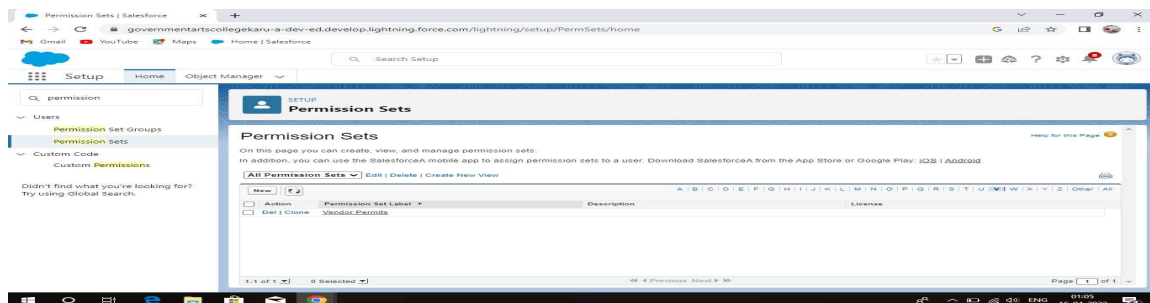
Activity-2



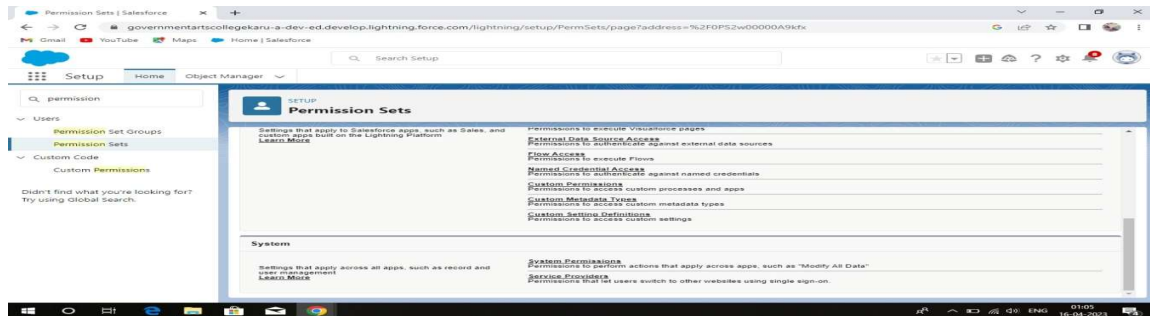
Milestone-7(permission sets) Activity-1(creating a permission set)



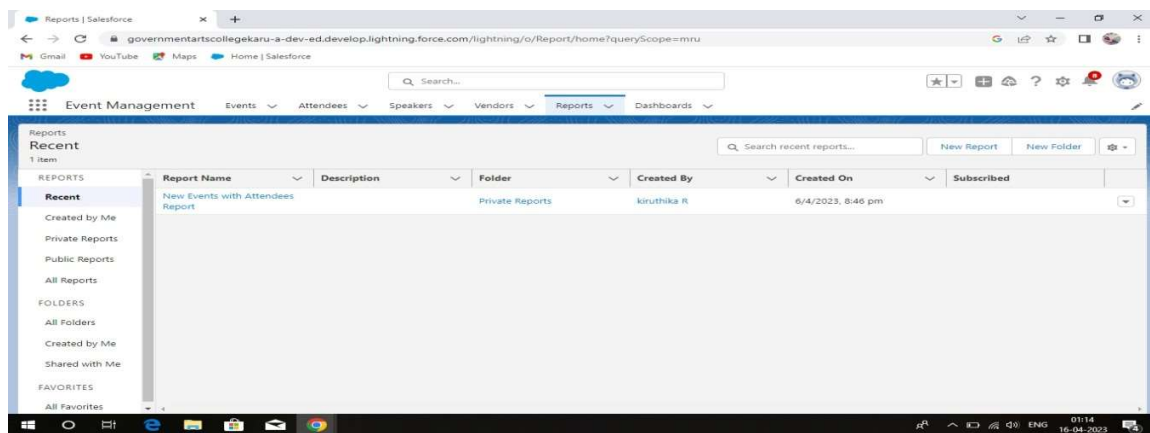
Activity-2



Vendor Permits



Milestone-8 Reports



4 Trailhead Profile Public URL

Team Leader - S.Keerthana

<http://trailblazer.me/id/keer62>

Team Member 1 - R.Kiruthika

<https://trailblazer.me/id/kir63>

Team Member 2 -:S.kiruba

<https://trailblazer.me/id/kiru64>

Team Member 3 – Mahendran M

<https://trailblazer.me/id/mam65>

5 ADVANTAGES

List of advantages and disadvantages of the proposed solution

Sophisticated Event Analytics for Enhanced Meeting Success

Real-Time Event Metrics

Streamline Pricing Models to Streamline Purchasing Process

Create unlimited discount packages with customizable levels.

Provide layer discounts levels based on date and inventory.

Build an Event Management System using Salesforce

DISADVANTAGE

Event is complicated to use.(Event's platform is not user-friendly.)

The event Salesforce integration can be confusing.

Event doesn't offer enough support for Salesforce users.

The Event Salesforce integration is costly.

6 APPLICATIONS

The areas where this solution can be applied

Multi-Track or Multi-Session Events

Conferences, RSVP Events, Training Courses, Fundraising Events

7 CONCLUSION

Conclusion summarizing the entire work and findings.

The Projects Says about the Event Management System and the user experience.

8 FUTURE SCOPE

Yes, it is. 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. Enhancements that can be made in the future.