

<b>Date</b>	<b>27.04.2023</b>
<b>Team ID</b>	<b>NM2023TMID08176</b>
<b>Project Name</b>	<b>BUILD AN EVENT MANAGEMENT SYSTEM</b>
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# BUILD AN EVENT MANAGEMENT SYSTEM

## 1 INTRODUCTION

### 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 run smoothly. 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.

- Event management is the application of project management to the creation and development of festivals, events and conferences.
- Event management involves studying the intricacies of the brand, identifying the target audience.
- Devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

### 1.2 Purpose

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.


A truly comprehensive event management system will allow users and organizers to access and manage all aspects of an event, including registration, marketing, engagement, integrations, physical planning and preparation, reporting and analytics, and more.

On college and university campuses, events are happening all the time, whether student- or faculty-focused, and often through in-house or third parties and vendors.

## 2 PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map

Template




### Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

**Build empathy**

The information you add here should be representative of the observations and research you've done about your users.



**Says**  
What have we heard them say?  
What can we imagine them saying?

**Thinks**  
What are their worries, needs, hopes, and dreams? What other thoughts might influence their behavior?


**Does**  
What behavior have we observed?  
What can we imagine them doing?

**Feels**  
What are their fears, frustrations, and emotions? What other feelings might influence their behavior?

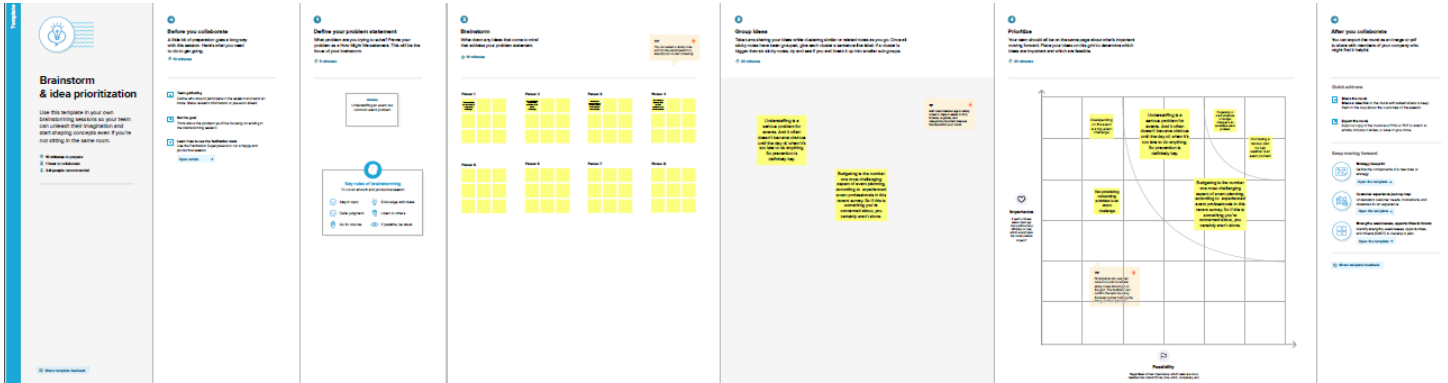
Event Management System

**Need some inspiration?**  
Check out some of the examples below to get your work started.

[Open example](#)



## 2.2 Ideation & Brainstorming Map



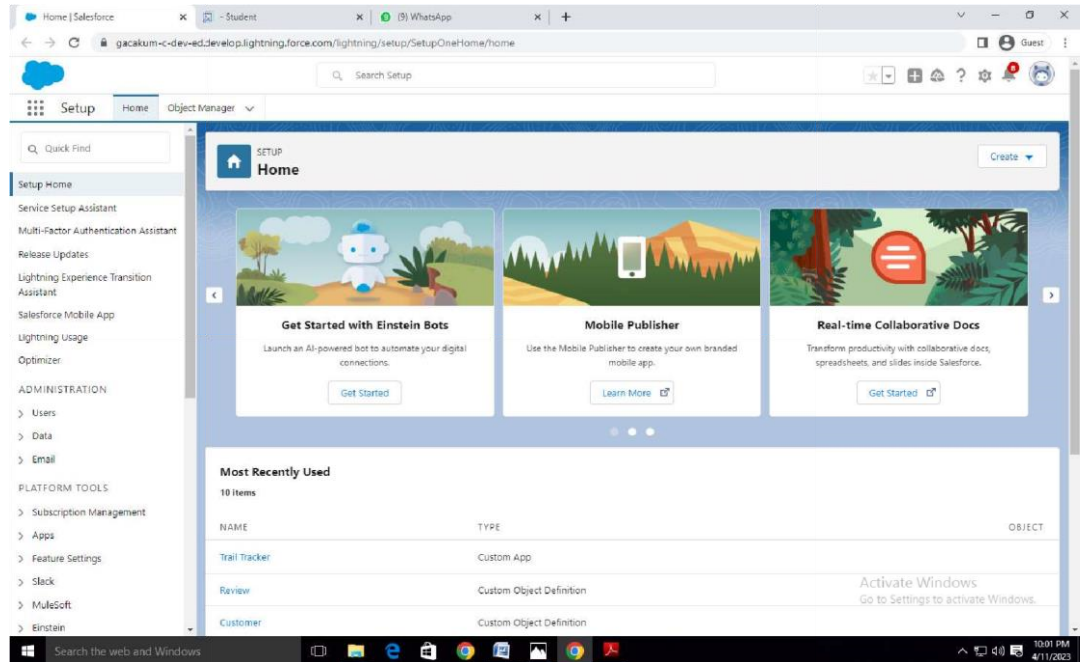
## 3 RESULT

### 3.1 Data Model

Object Name	Fields in the Object	
	Field Label	Date Type
Job Posting Site	Date and Time	URL
	Id	URL
	Phone	URL
	Email	URL
	Tickets	Phone
Review	-	-

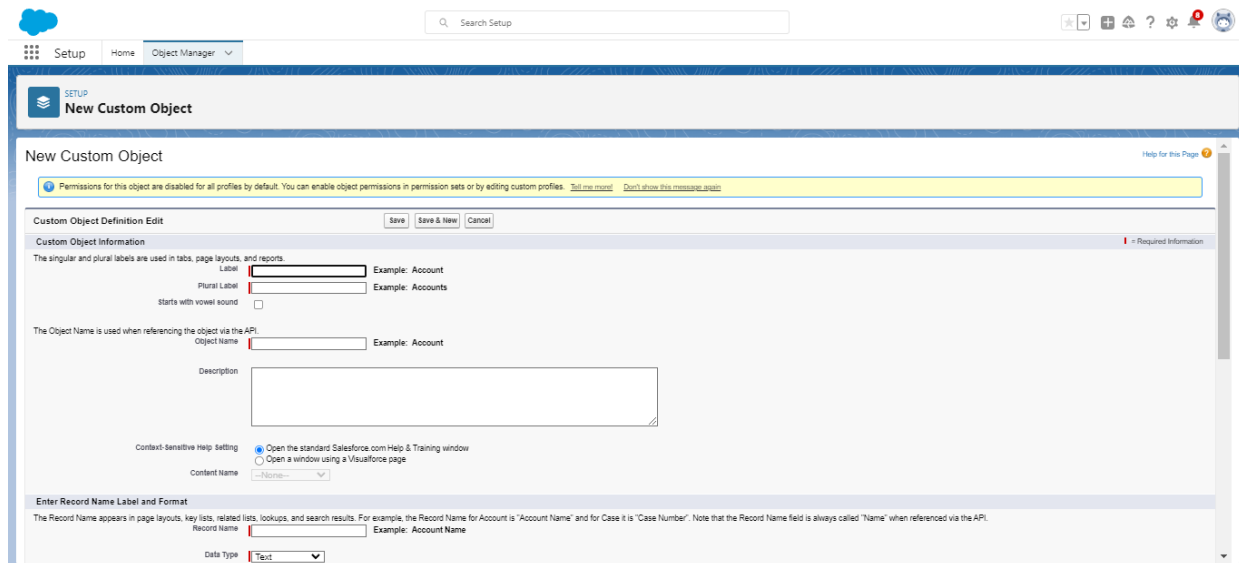
## 3.2 Activity & Screenshot

### Milestone 1:

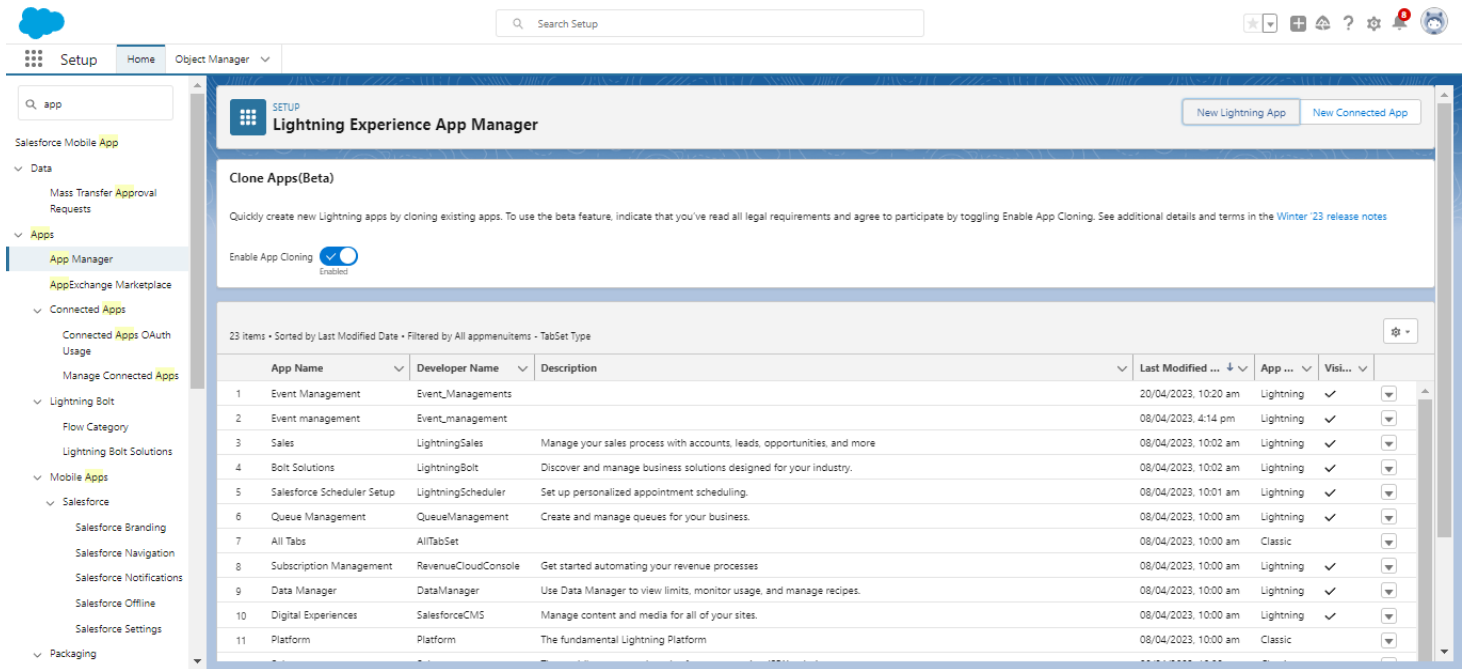


Creation of Salesforce Account.

### Milestone 2:



## Milestone 3:



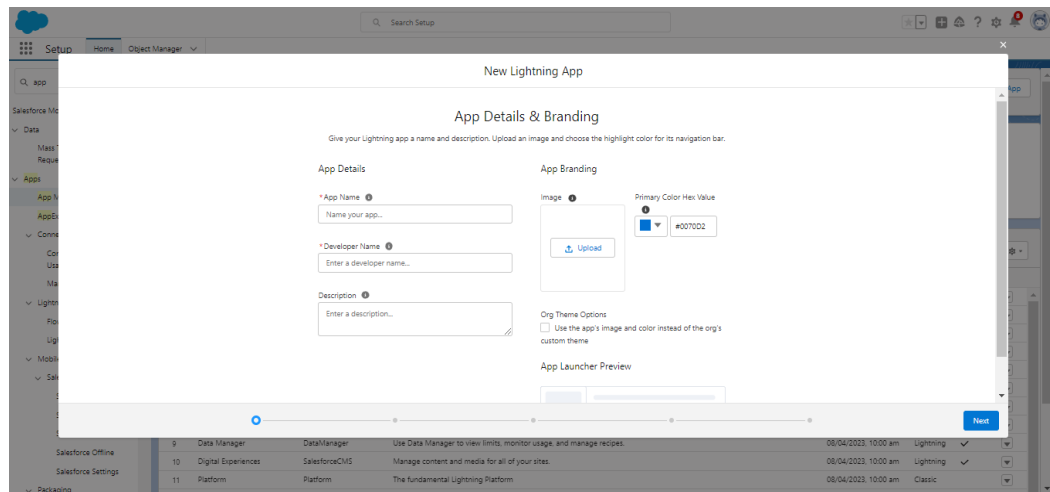
**Clone Apps(Beta)**

Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the [Winter '23 release notes](#).

Enable App Cloning ☒ Enabled

23 Items • Sorted by Last Modified Date • Filtered by All appmenuitems • TabSet Type

	App Name	Developer Name	Description	Last Modified ...	App ...	Visi...
1	Event Management	Event_Managements		20/04/2023, 10:20 am	Lightning	✓
2	Event management	Event_Management		08/04/2023, 4:14 pm	Lightning	✓
3	Sales	LightningSales	Manage your sales process with accounts, leads, opportunities, and more	08/04/2023, 10:02 am	Lightning	✓
4	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your industry.	08/04/2023, 10:02 am	Lightning	✓
5	Salesforce Scheduler Setup	LightningScheduler	Set up personalized appointment scheduling.	08/04/2023, 10:01 am	Lightning	✓
6	Queue Management	QueueManagement	Create and manage queues for your business.	08/04/2023, 10:00 am	Lightning	✓
7	All Tabs	AllTabSet		08/04/2023, 10:00 am	Classic	
8	Subscription Management	RevenueCloudConsole	Get started automating your revenue processes	08/04/2023, 10:00 am	Lightning	✓
9	Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manage recipes.	08/04/2023, 10:00 am	Lightning	✓
10	Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	08/04/2023, 10:00 am	Lightning	✓
11	Platform	Platform	The fundamental Lightning Platform	08/04/2023, 10:00 am	Classic	



**New Lightning App**

**App Details & Branding**

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

**App Details**

\* App Name

\* Developer Name

Description

**App Branding**

Image


Primary Color Hex Value






Org Theme Options ☐ Use the app's image and color instead of the org's custom theme


**App Launcher Preview**

# BUILD AN EVENT MANAGEMENT SYSTEM

## Milestone 4 :


[Setup](#)
[Home](#)
[Object Manager](#)


[SETUP](#) > [OBJECT MANAGER](#)

## Event

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Triggers

Flow Triggers

Fields & Relationships

8 items. Sorted by Field Label

[New](#)
[Deleted Fields](#)
[Field Dependencies](#)
[Set History Tracking](#)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Date		<input type="checkbox"/>
Created By	CreatedBy	Lookup(User)		<input type="checkbox"/>
Event	Event__c	Date		<input type="checkbox"/>
Event Name	Name	Text(80)		<input checked="" type="checkbox"/>
Last Modified By	LastModifiedBy	Lookup(User)		<input type="checkbox"/>
Owner	OwnerId	Lookup(User Group)		<input checked="" type="checkbox"/>

### Milestone 5:

The screenshot shows the Salesforce Setup interface. The left sidebar contains the Setup menu with options like Users, Profiles, Data, and more. The main content area displays the 'Profiles' section, which includes a list of profiles and their associated licenses. The 'Profiles' section is highlighted in the sidebar.

**Profiles**

Help for this Page

All Profiles Edit Delete Create New View

New Profile	Action	Profile Name	User License	Custom
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Analytics Service Admin	Salesforce	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Authenticated Website	Authenticated Website	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Authenticated Website	Authenticated Website	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Chatter External User	Chatter External	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Chatter Free User	Chatter Free	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Contract Manager	Salesforce	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Cloud One Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Custom Marketing Profile	Salesforce	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Custom Sales Profile	Salesforce	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Custom Support Profile	Salesforce	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Customer Community Login User	Customer Community Login	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Customer Community Plus Login User	Customer Community Plus Login	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Customer Community Plus User	Customer Community Plus	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Clone</a>	Customer Community User	Customer Community	<input type="checkbox"/>

1-25 of 43 0 Selected

Page 1 of 2

## Milestone 6:

**Setup**
Home
Object Manager

**Users**

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile device: [iOS](#) | [Android](#)

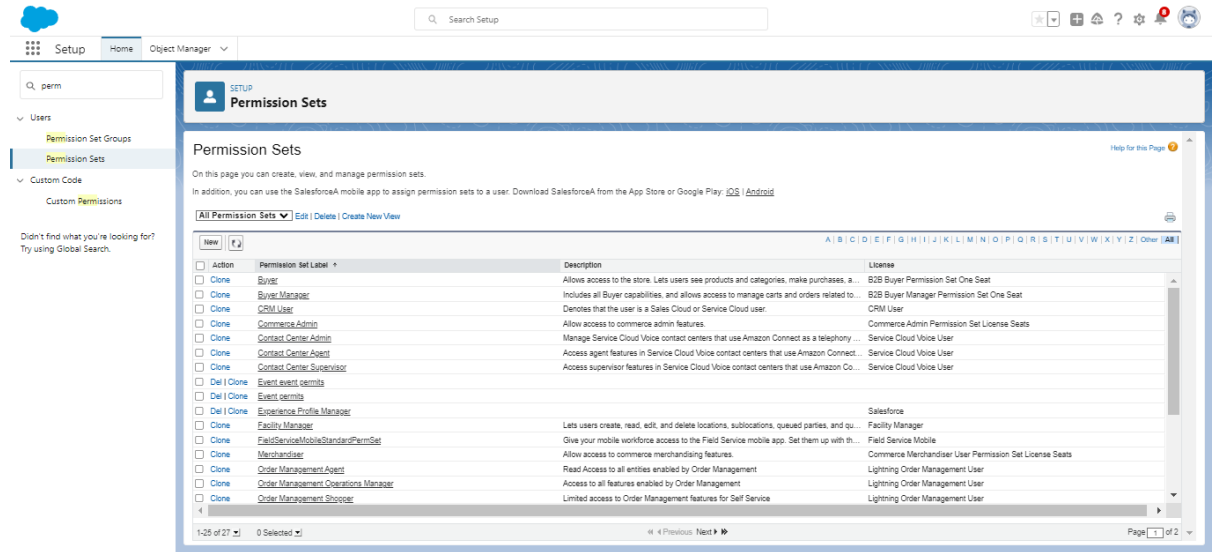
View: All Users Go [Create New User](#)

Action	Full Name	Alter	Username	Role	Active	Profile
	Charles Everett	Charles	<a href="#">charles010000000@salesforce.org@salesforce.com</a>		<input checked="" type="checkbox"/>	Channel Sales User
	Misha_Mishy	Misha	<a href="#">mishamishy@sales.com</a>		<input checked="" type="checkbox"/>	System Administrator
	Misha_Mishy	Misha	<a href="#">mishamishy@sales.com</a>	Channel Sales Team	<input checked="" type="checkbox"/>	Standard Platform User
	Misha_Mishy	Misha	<a href="#">mishamishy@sales.com</a>	Channel Sales Team	<input checked="" type="checkbox"/>	Standard Platform User
	Misha_Mishy	Misha	<a href="#">mishamishy@sales.com</a>	Channel Sales Team	<input checked="" type="checkbox"/>	Attendee persona profile
	User_Innovation	user	<a href="#">innovation000000000@sales.com</a>		<input checked="" type="checkbox"/>	Analytics Cloud Innovation User
	User_Search	user	<a href="#">search000000000@sales.com</a>		<input checked="" type="checkbox"/>	Analytics Cloud Search User

[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

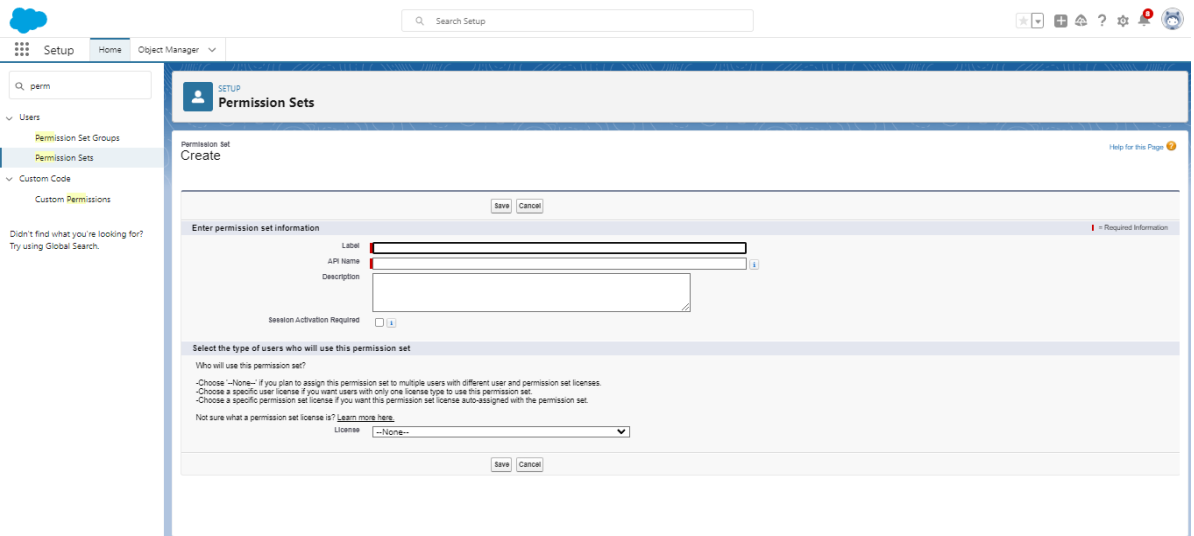
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other [More](#)

## Milestone 7:



The screenshot shows the Salesforce Setup interface for the 'Permission Sets' section. The left sidebar contains navigation links: Setup, Home, Object Manager, Users, Permission Set Groups, Permission Sets (selected), Custom Code, and Custom Permissions. The main content area is titled 'Permission Sets' and includes a search bar and a list of existing permission sets. The list has columns for Action, Permission Set Label, Description, and License. The bottom of the list shows '1-25 of 27' items, '0 Selected', and a 'Page 1 of 2' indicator.

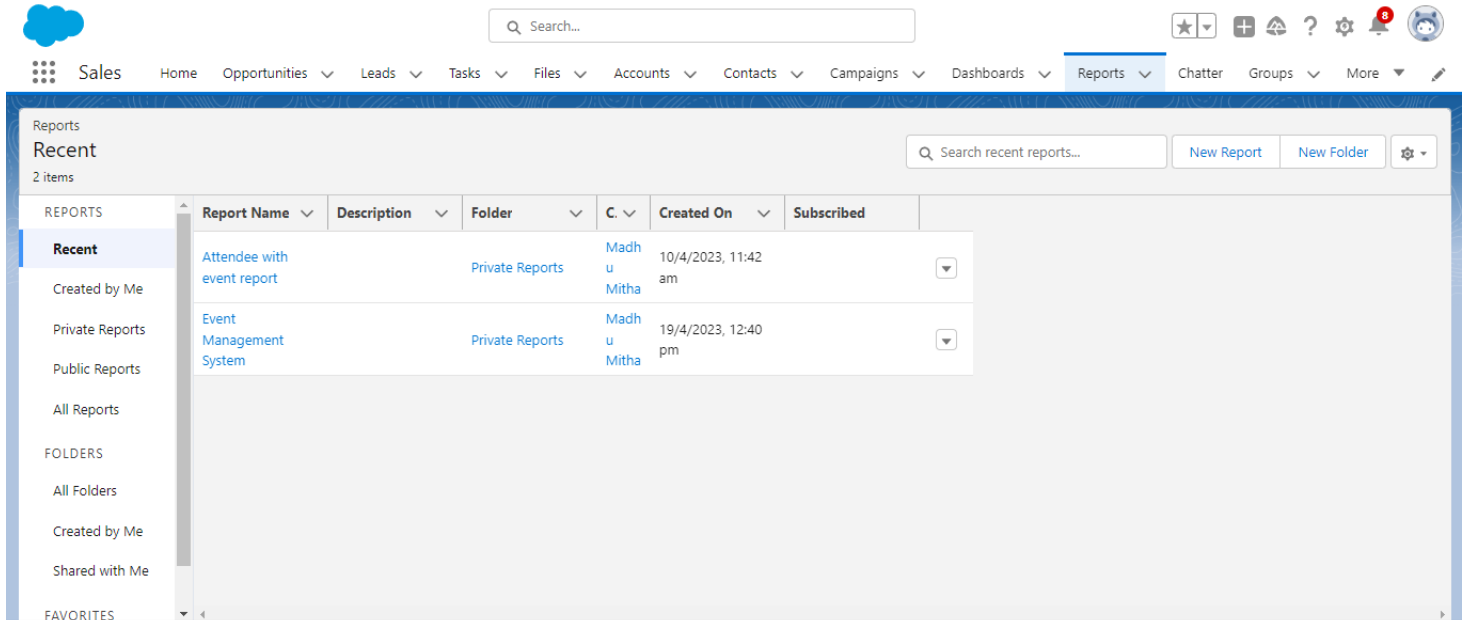
Action	Permission Set Label	Description	License
<input type="checkbox"/>	Buyer	Allows access to the store. Lets users see products and categories, make purchases, a...	S2B Buyer Permission Set One Seat
<input type="checkbox"/>	Buyer Manager	Includes all Buyer capabilities, and allows access to manage carts and orders related to...	S2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	CRM User	Denotes that the user is a Sales Cloud or Service Cloud user.	CRM User
<input type="checkbox"/>	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seats
<input type="checkbox"/>	Contact Center Admin	Manage Service Cloud Voice contact centers that use Amazon Connect as a telephony ...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Agent	Access agent features in Service Cloud Voice contact centers that use Amazon Connect...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Supervisor	Access supervisor features in Service Cloud Voice contact centers that use Amazon Co...	Service Cloud Voice User
<input type="checkbox"/>	Event event permits		
<input type="checkbox"/>	Event permits		
<input type="checkbox"/>	Experience Profile Manager		Salesforce
<input type="checkbox"/>	Facility Manager	Lets users create, read, edit, and delete locations, sublocations, queued parties, and qu...	Facility Manager
<input type="checkbox"/>	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service mobile app. Set them up with th...	Field Service Mobile
<input type="checkbox"/>	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License Seats
<input type="checkbox"/>	Order Management Agent	Read Access to all entities enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Operations Manager	Access to all features enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Supervisor	Limited access to Order Management features for Self Service	Lightning Order Management User



The screenshot shows the 'Create' page for a new Permission Set in Salesforce. The left sidebar is the same as the previous screenshot. The main content area is titled 'Create' and includes a 'Save' button and a 'Cancel' button. The form is divided into two sections: 'Enter permission set information' and 'Select the type of users who will use this permission set'. The first section has fields for Label, API Name, and Description, with a 'Required Information' indicator. The second section has a 'Session Activation Required' checkbox and a 'License' dropdown menu. The bottom of the form has 'Save' and 'Cancel' buttons.



## Milestone 8:



Reports

Recent

2 items

REPORTS

Recent

Created by Me

Private Reports

Public Reports

All Reports

FOLDERS

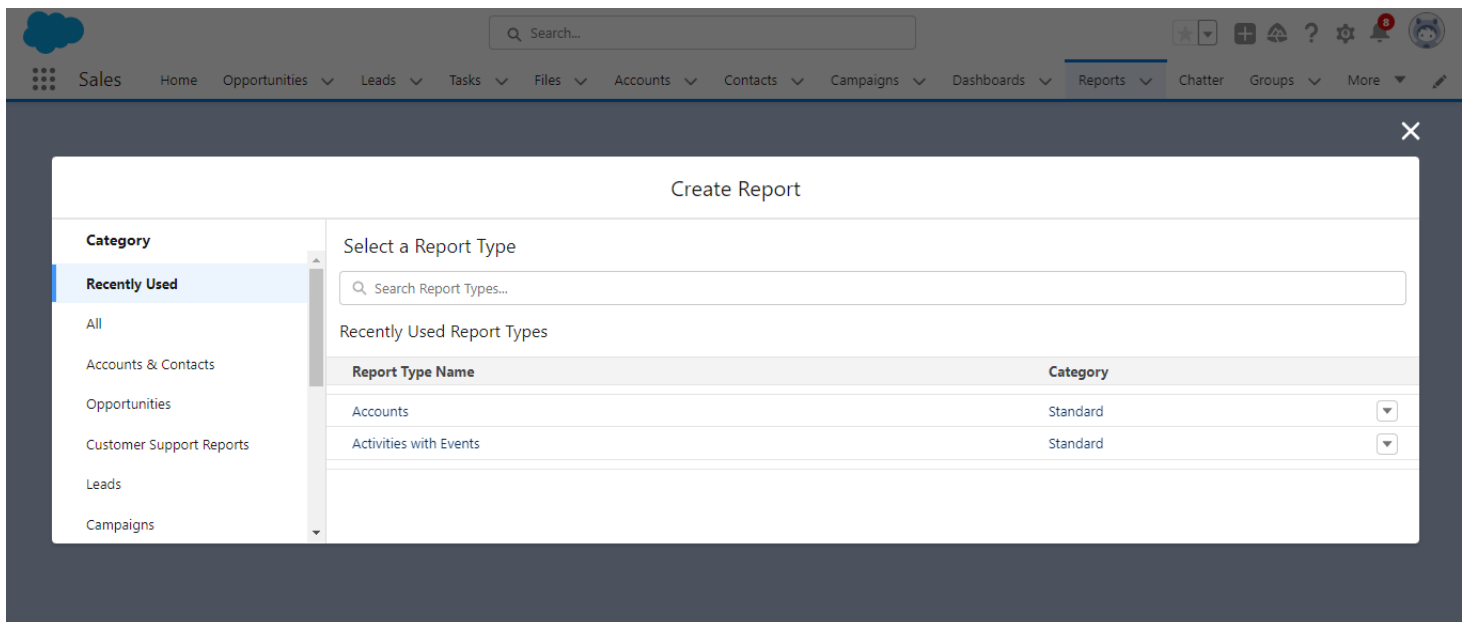
All Folders

Created by Me

Shared with Me

FAVORITES

Report Name	Description	Folder	C.	Created On	Subscribed
Attendee with event report		Private Reports	Madhu Mitha	10/4/2023, 11:42 am	<input type="checkbox"/>
Event Management System		Private Reports	Madhu Mitha	19/4/2023, 12:40 pm	<input type="checkbox"/>



Create Report

Select a Report Type

Search Report Types...

Recently Used Report Types

Report Type Name	Category
Accounts	Standard
Activities with Events	Standard

# BUILD AN EVENT MANAGEMENT SYSTEM

The screenshot displays the Salesforce Reports interface. At the top, there's a navigation bar with a search bar and various utility icons. Below it, a menu bar lists standard Salesforce objects like Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The 'Reports' tab is active, showing a report titled 'New Activities with Events Report'. The report is in 'Preview' mode, displaying a message: 'No records returned. Try editing report filters:'. Below this message, there are two filter criteria: 'Subject' and 'Event: Event Name'. The left sidebar shows the 'Outline' view with a search bar and a list of columns: 'Subject' and 'Event: Event Name'. The right sidebar shows the 'Filters' view with a search bar and a list of filters: 'Subject' and 'Event: Event Name'. The bottom of the interface has a 'Run' button and a 'Save & Run' button.

## 4 TRAILHEAD PROFILE PUBLIC URL

Team Lead - <http://trailblazer.me/id/madhumitha57>

Team Member 1 - <https://trailblazer.me/id/jayaa31>

Team Member 2 - <https://trailblazer.me/id/strailhead>

Team Member 3 - <https://trailblazer.me/id/mmpreethimahalakshmi>

## 5 ADVANTAGES & DISADVANTAGES

- User Friendly GUI.
- This system is effective and provide best of the cost to user.
- Save Time in Communication.
- Unconventional work hours.
- Time away from family and friends.

# BUILD AN EVENT MANAGEMENT SYSTEM

## 6 APPLICATIONS

- They ensure it runs smoothly.
- They take care of the legalities.
- They have the right contacts.
- Come and Talk to Us.

## 7 CONCLUSION

- In this project, we made attempt to effectively introduce the concept of event management systems already existing in the society.
- It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.

## 8 FUTURE SCOPE

The students would get an opportunity to work on real-time wedding projects and other social events. They would get the exposure to participate in each area of the event across the globe. This helps the students to learn about the industry.