SALESFORCE

INTRODUCTION

OVERVIEW:

An Event Management System provides campus event planners a flexible, fully integrated solution to simplify the event management process and keep your customers, faculty and students happy, while maintaining important reports and data for making real estate and future planning decisions.

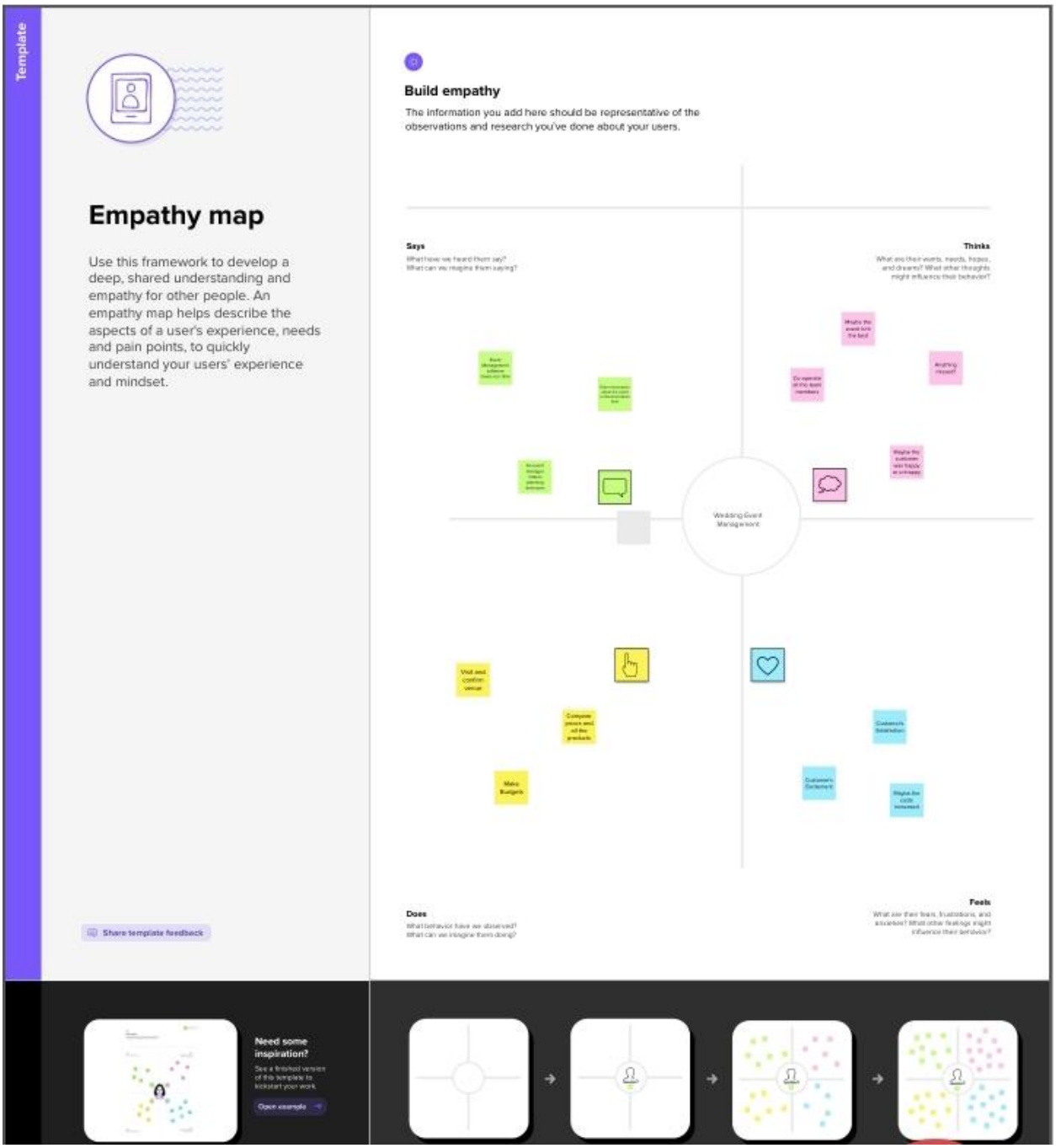
PURPOSE:

Pre-event branding associate with the successful hosting of a major event, can provide lasting recognition of destination branding in key tourism markets, encourage return visitation of attendance or participants, and a better understanding of the focus of the event such as sport, arts and culture, food and wine, etc.

PROBLEM DEFINITION & DESIGN THINKING

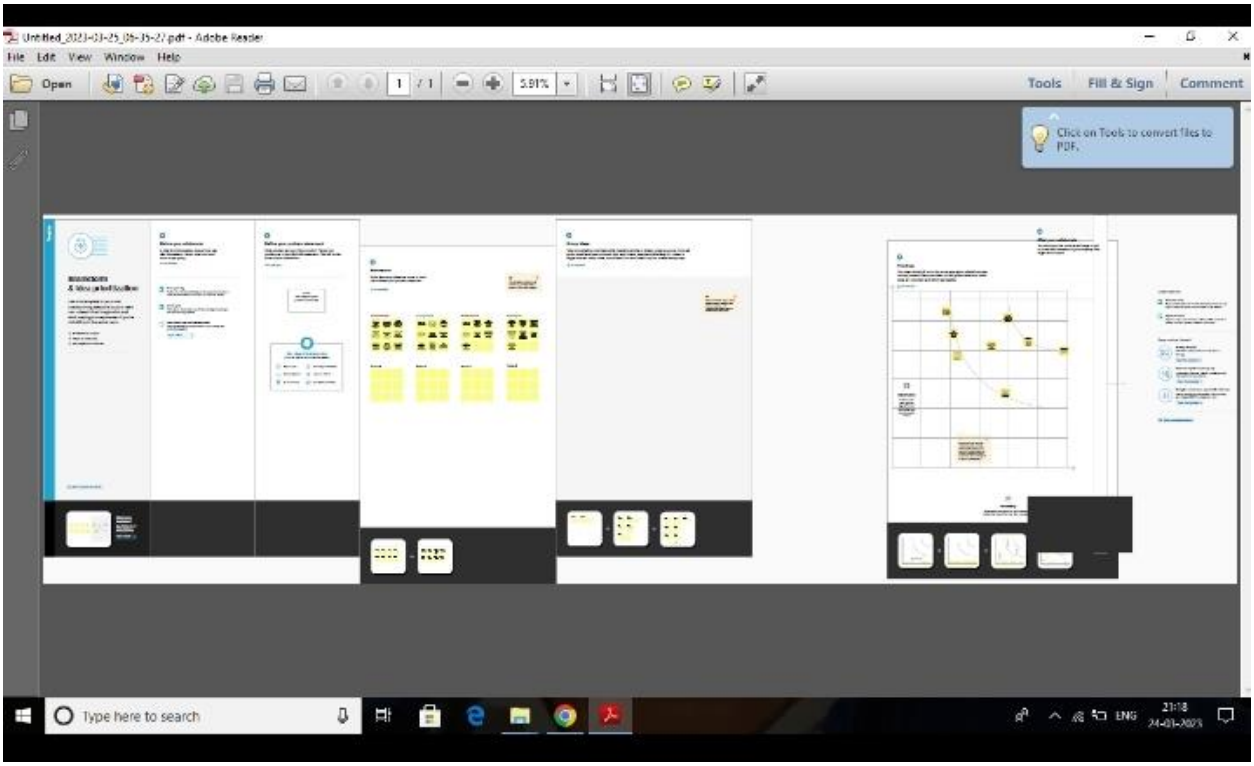
EMPATHY MAP

An Empathy Map is a collobrative tool team can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.



IDEATION & BRAINSTORMING

Ideation is often closely related to the practice of brainstorming, a specific technique that is utilized to generate new ideas. A principal difference between ideation is commonly more thought of as being an individual pursuit, while brainstorming is almost always a group activity.



RESULT

DATA MODEL:

Object Name	Fields in the Object
Event	Field Label: Data type City: Text Start Date: Date/Time End Date: Date/Time
Attendee	Fields Label: Data Type Id: Auto Number Phone: Phone Email: Email Tickets: Picklist Event Name: Master-details Relationship
	Fields Label: Data Type Bio: Text Area e-mail: Email Event Name: Look-up Relationship

Vendor	

Fields Label	Data Type
e-mail	Email
Phone	Phone
Service Provider	Text

Activity&Screenshot:

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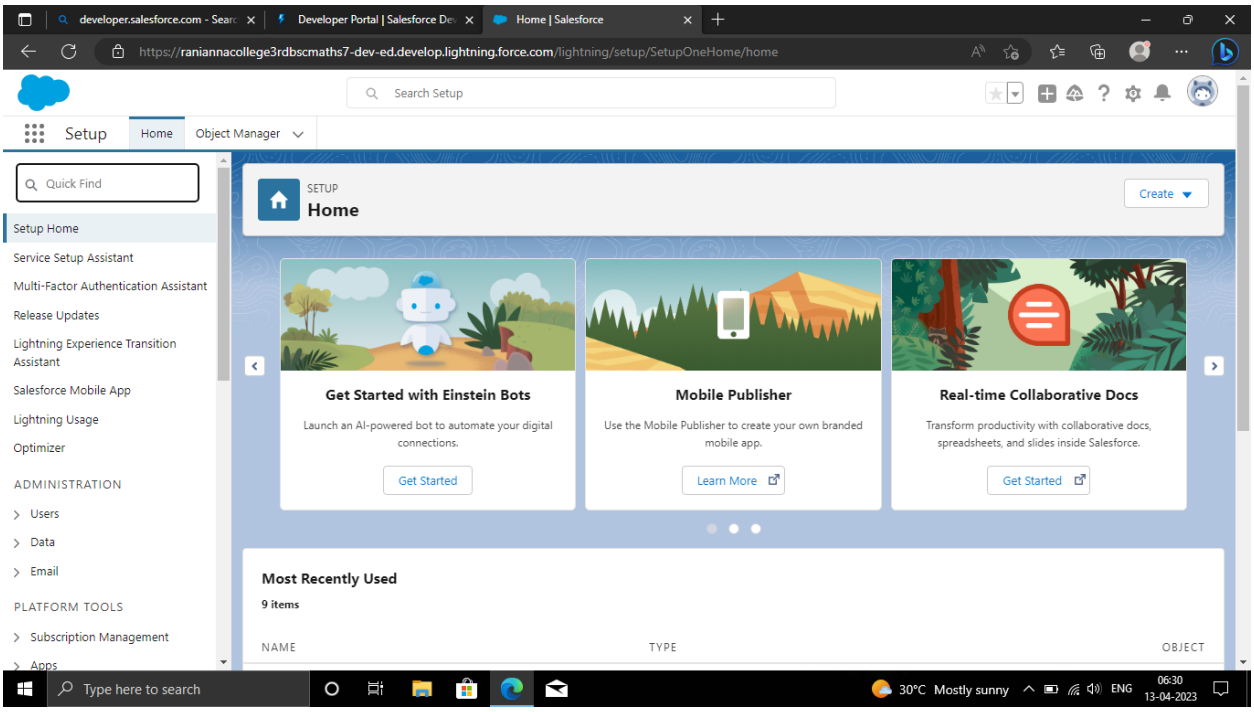
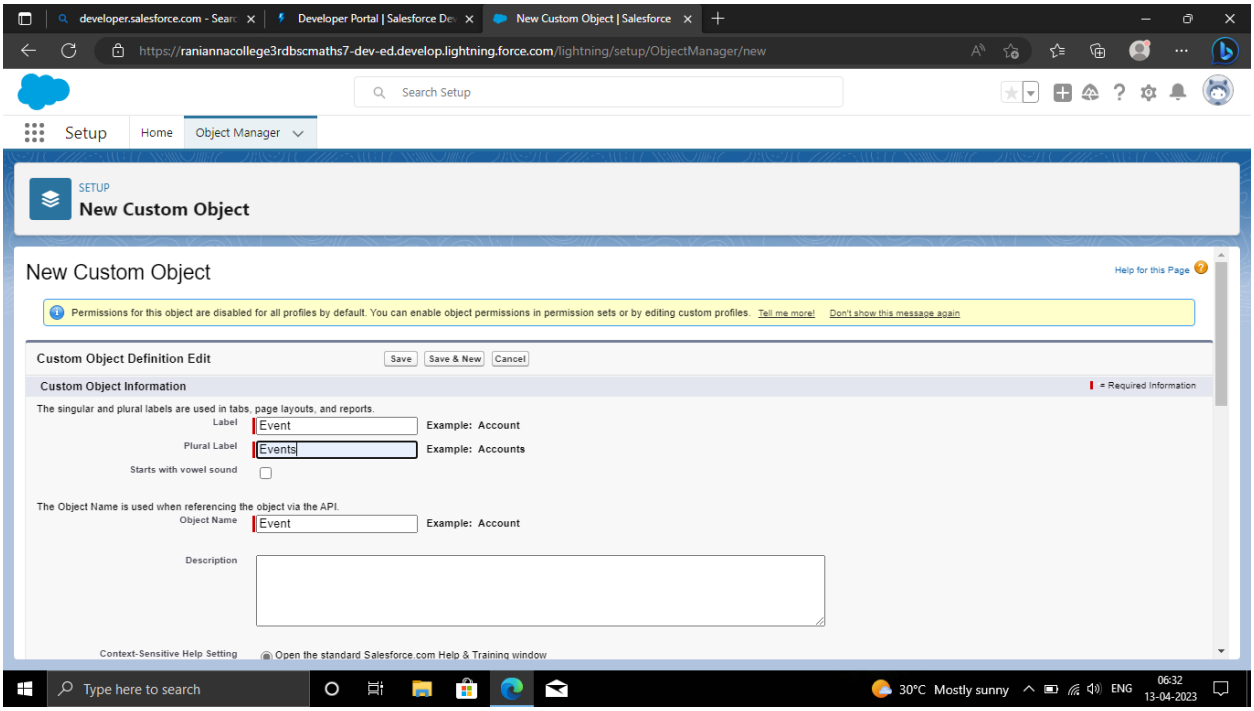


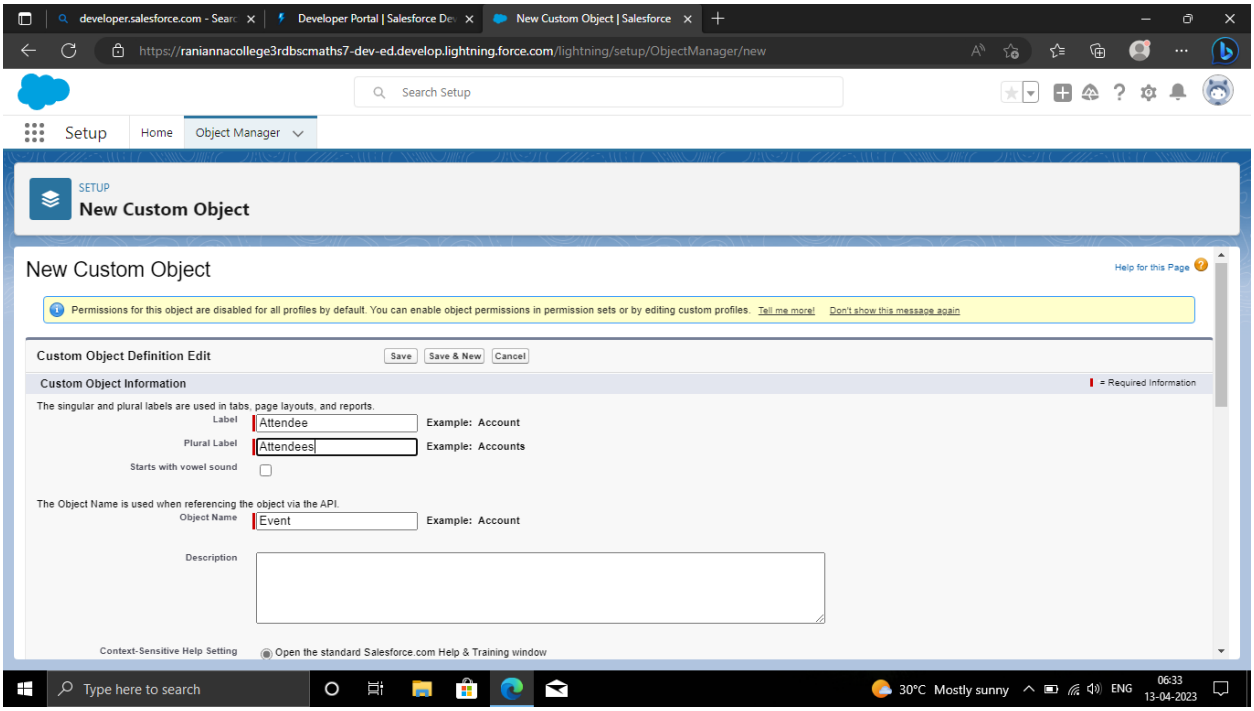
2.Activity1:

Object for event management was created



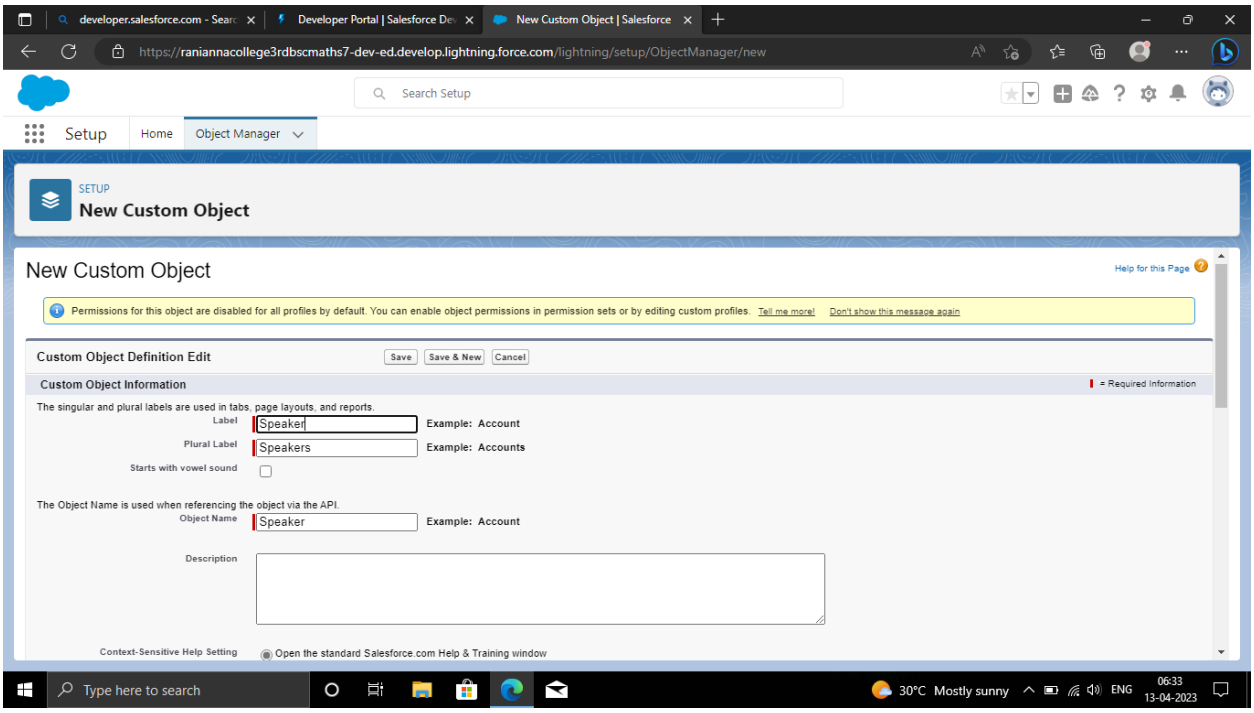
Activity2:

Creation of attendee object



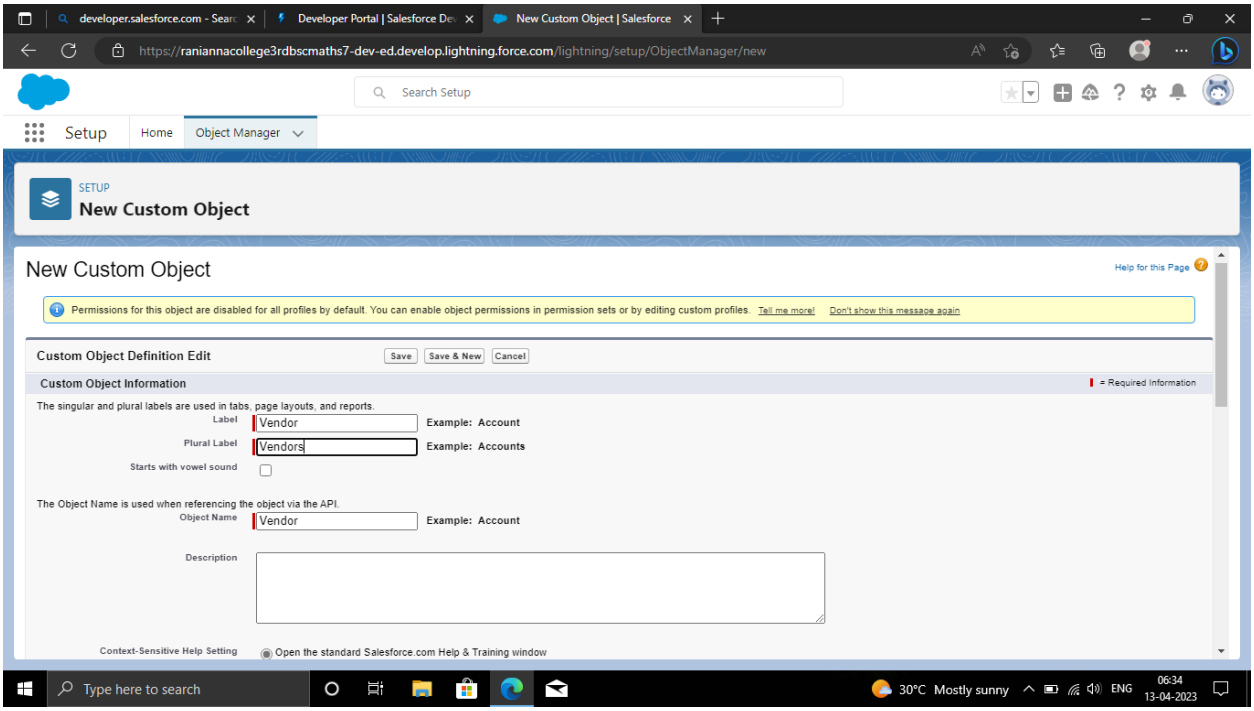
Activity3:

Creation of speaker object



Activity4:

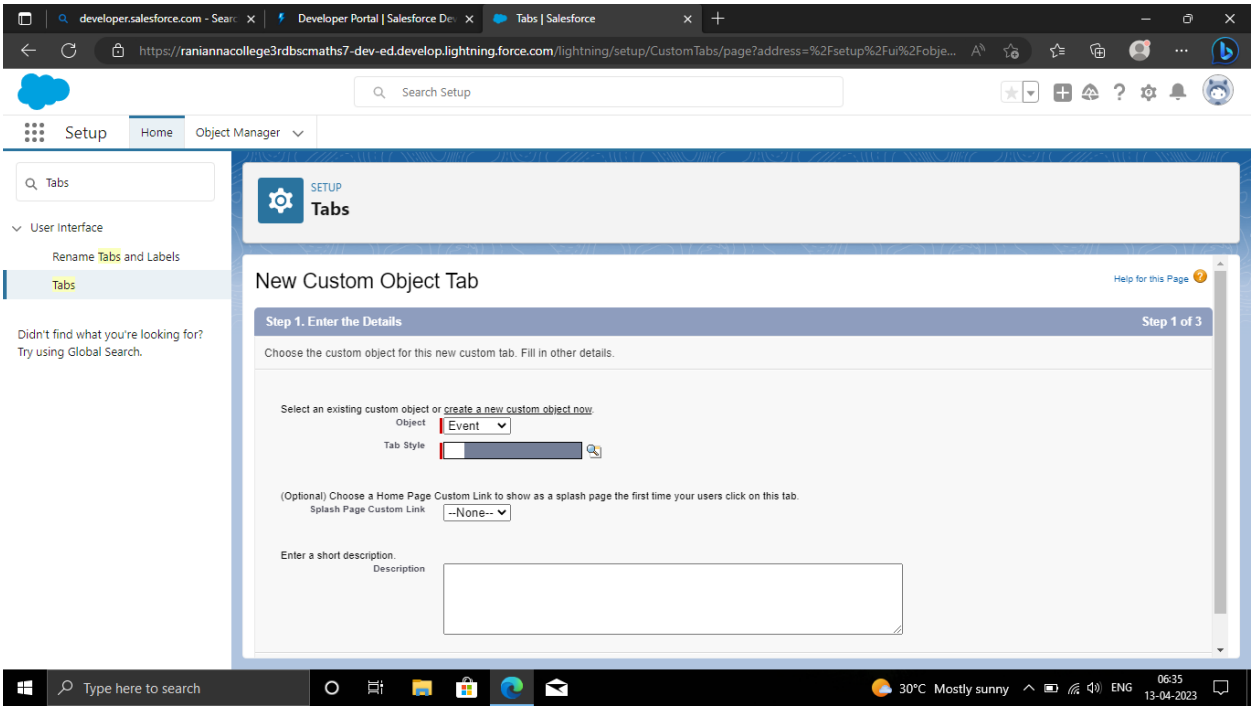
Creation of vendors object



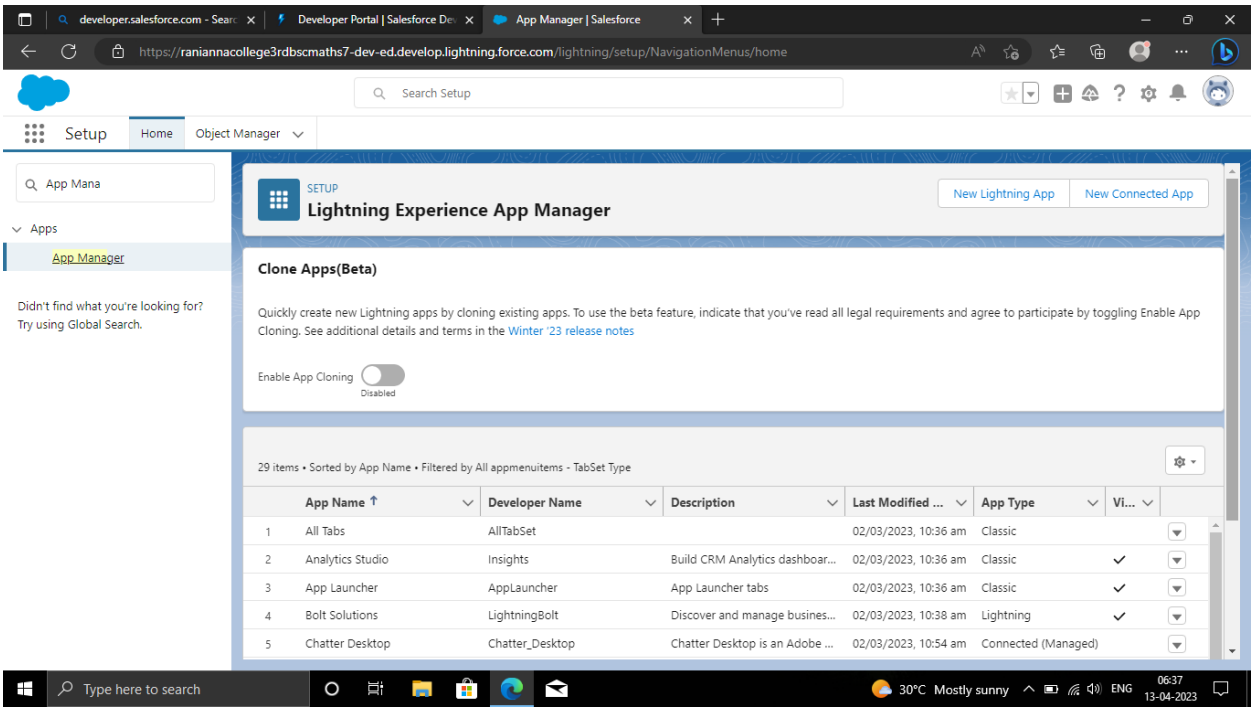
3.Tabs i.e, Event, Attendee, Speaker, Vendor was created.

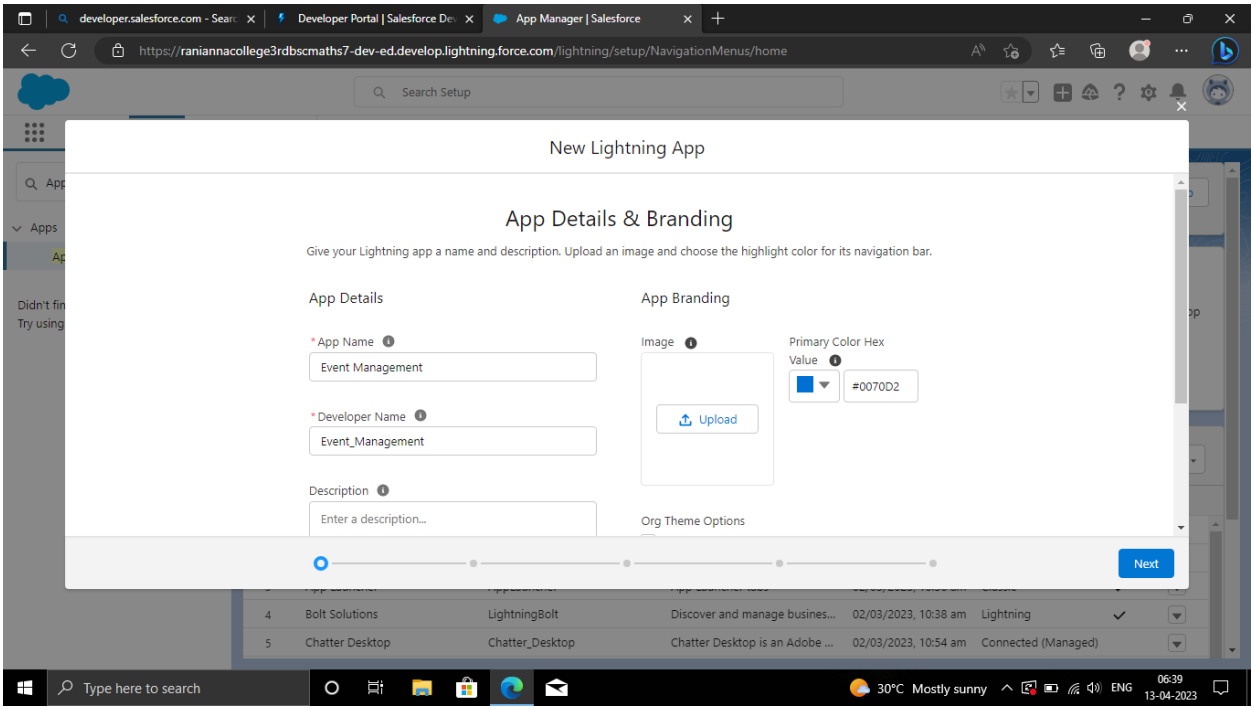
Activity1:

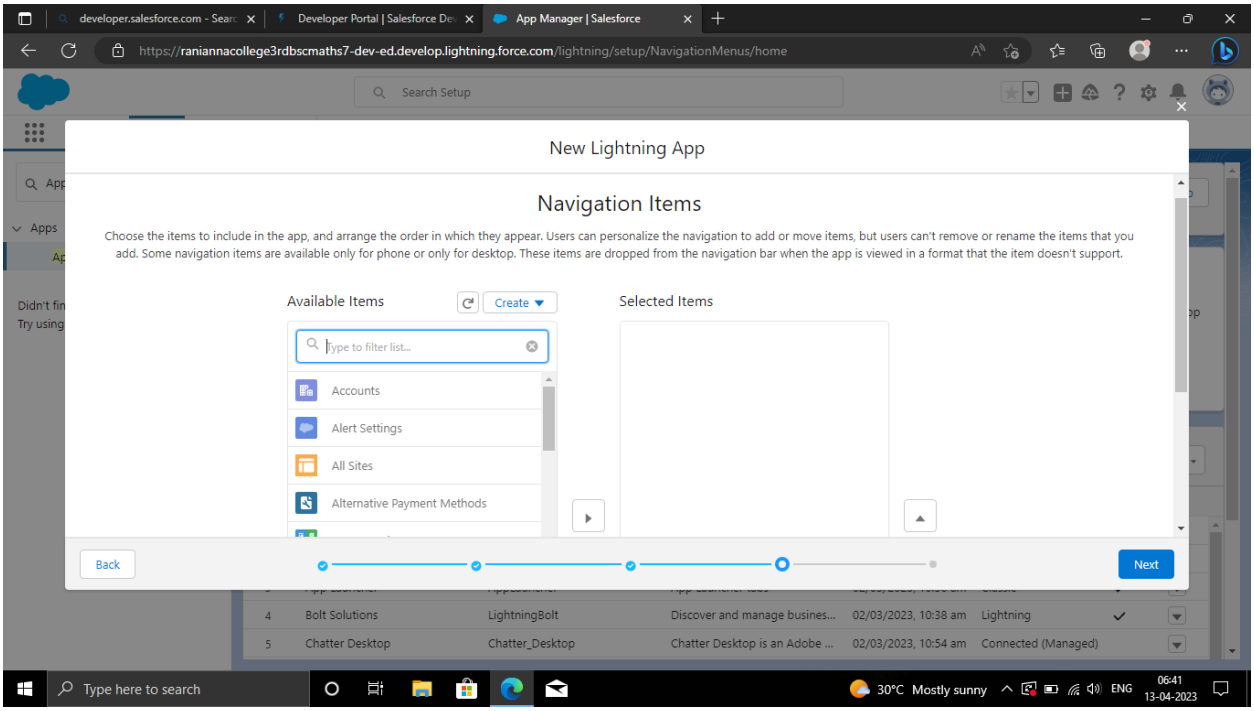
Creation of Event Tab

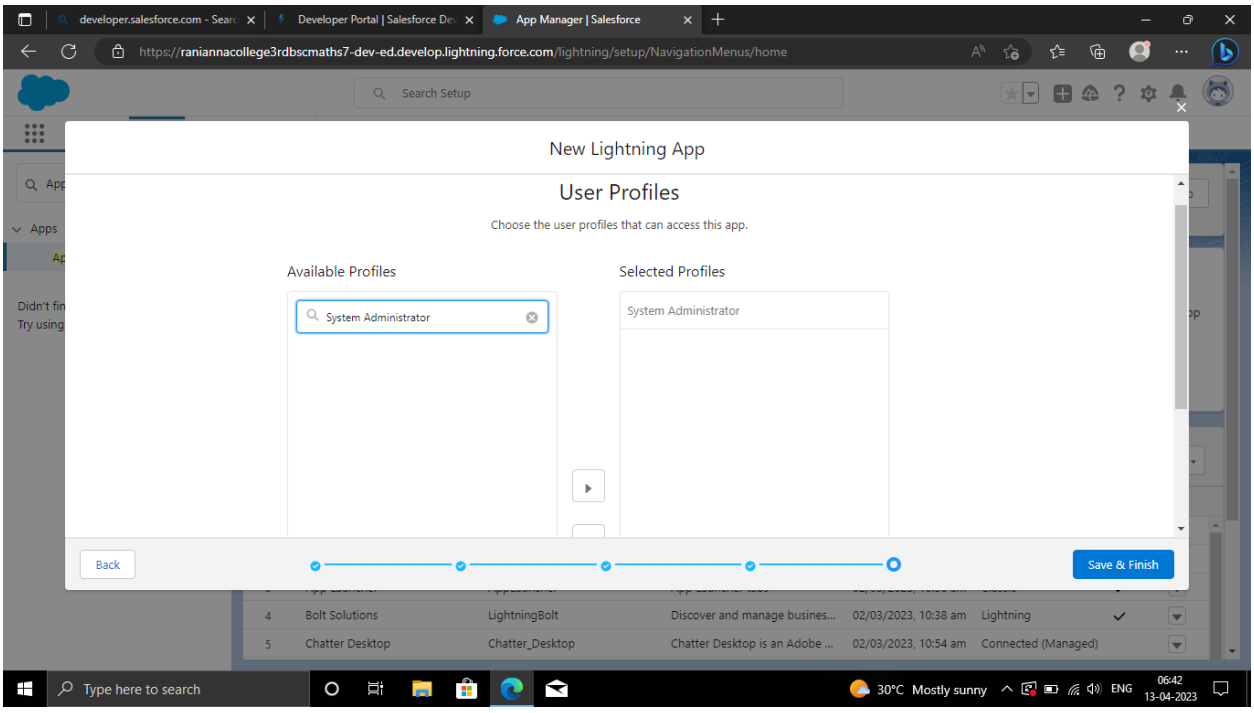


3.Create the event management construction App

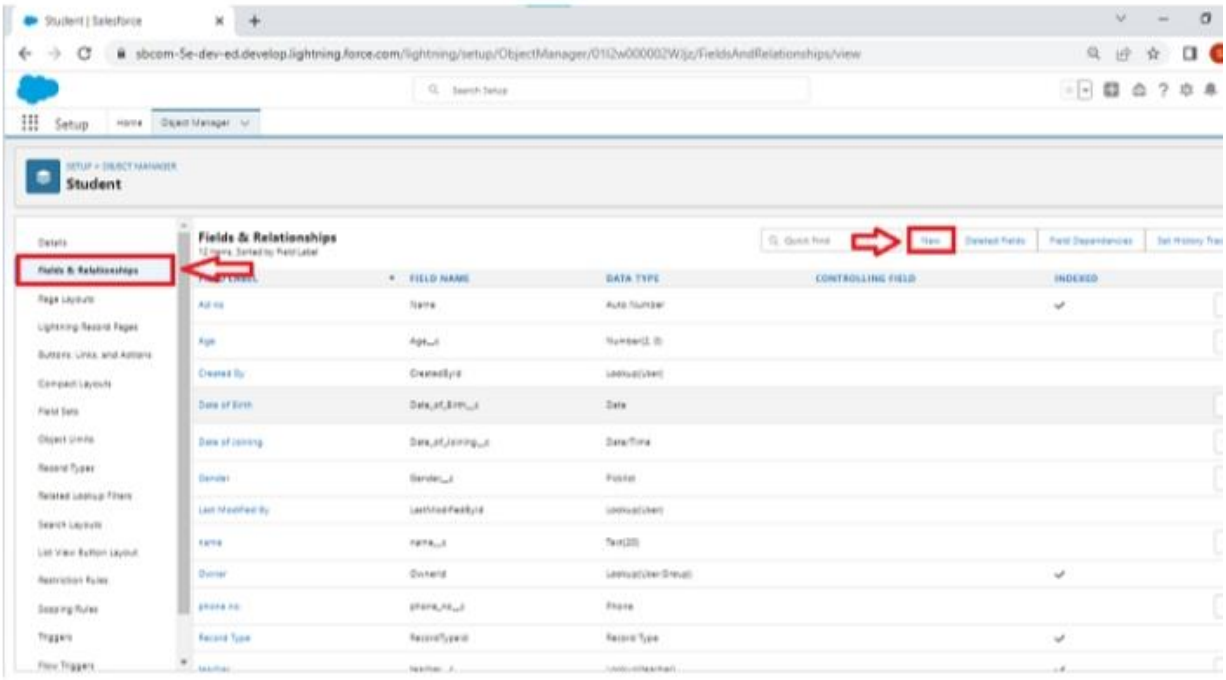


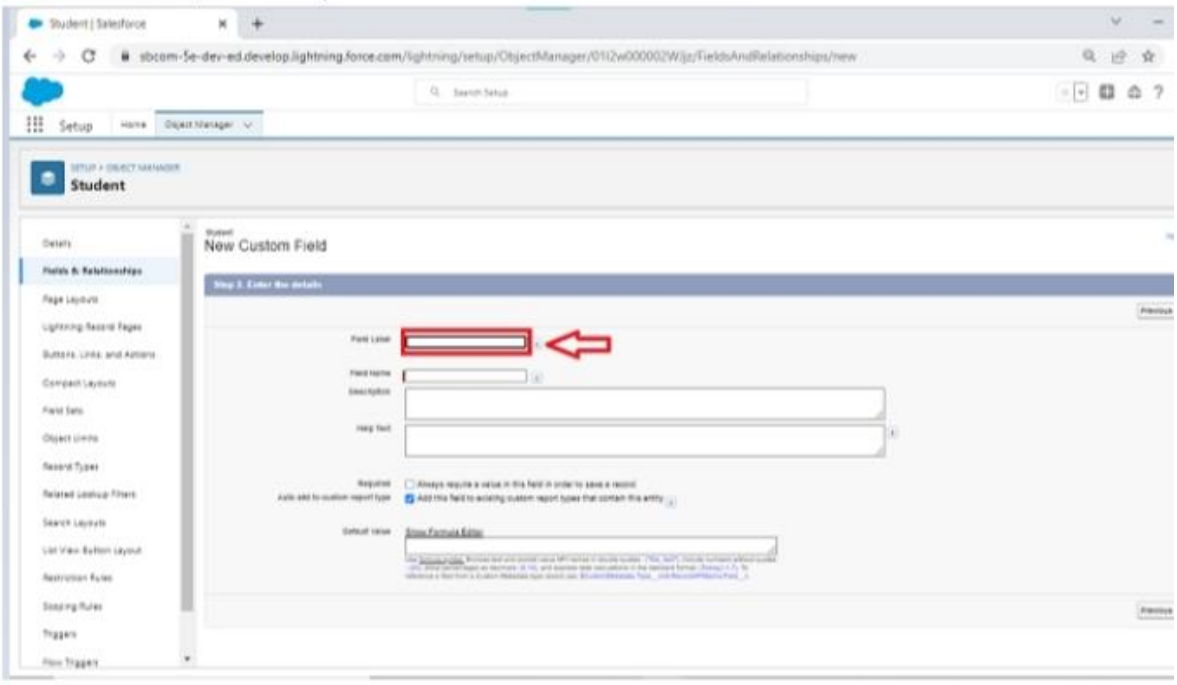






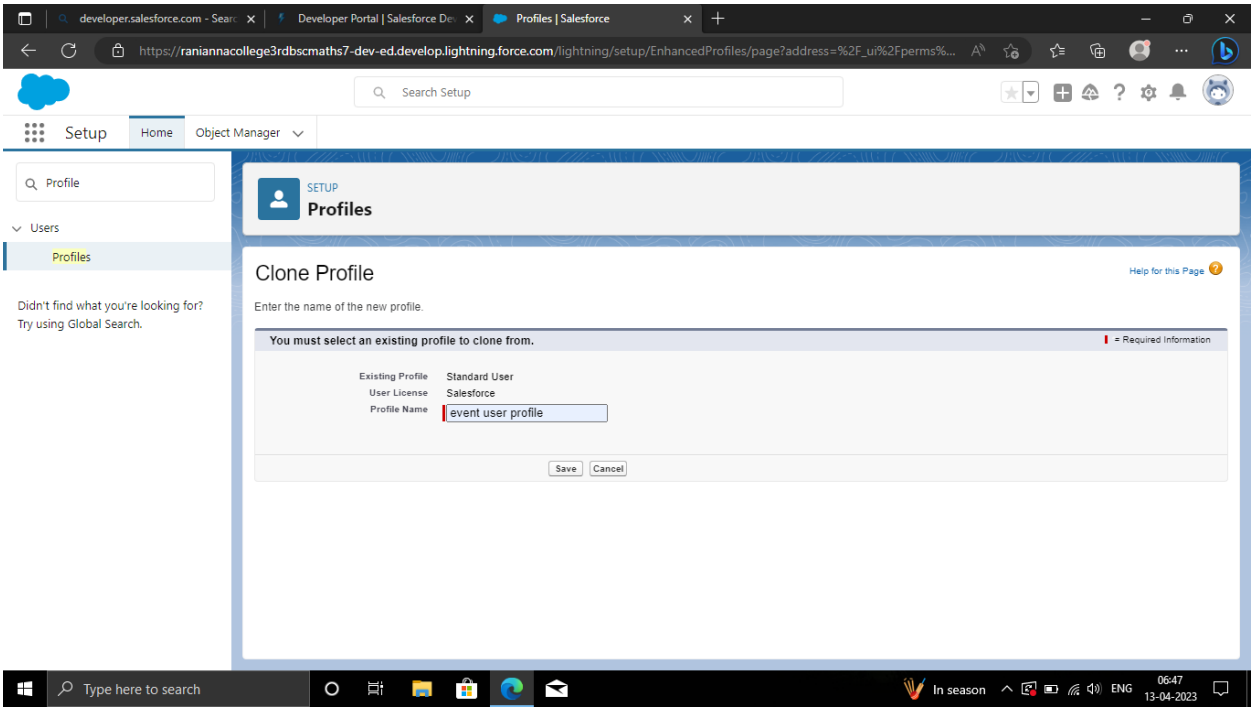
4.Creation of fields for the event object i.e, Event,attendee,speaker,vendors.





7. Click Next, Next, then Save & New

5.Creation of profile i.e, event user profile,vendors profile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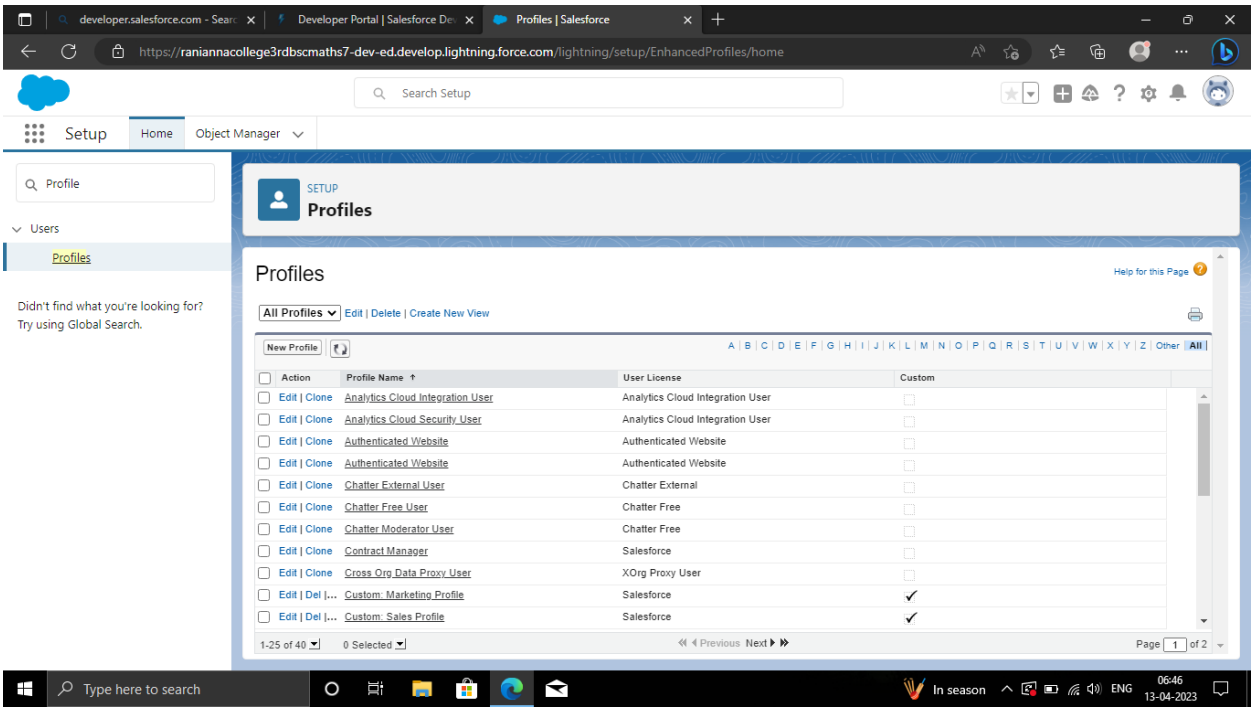
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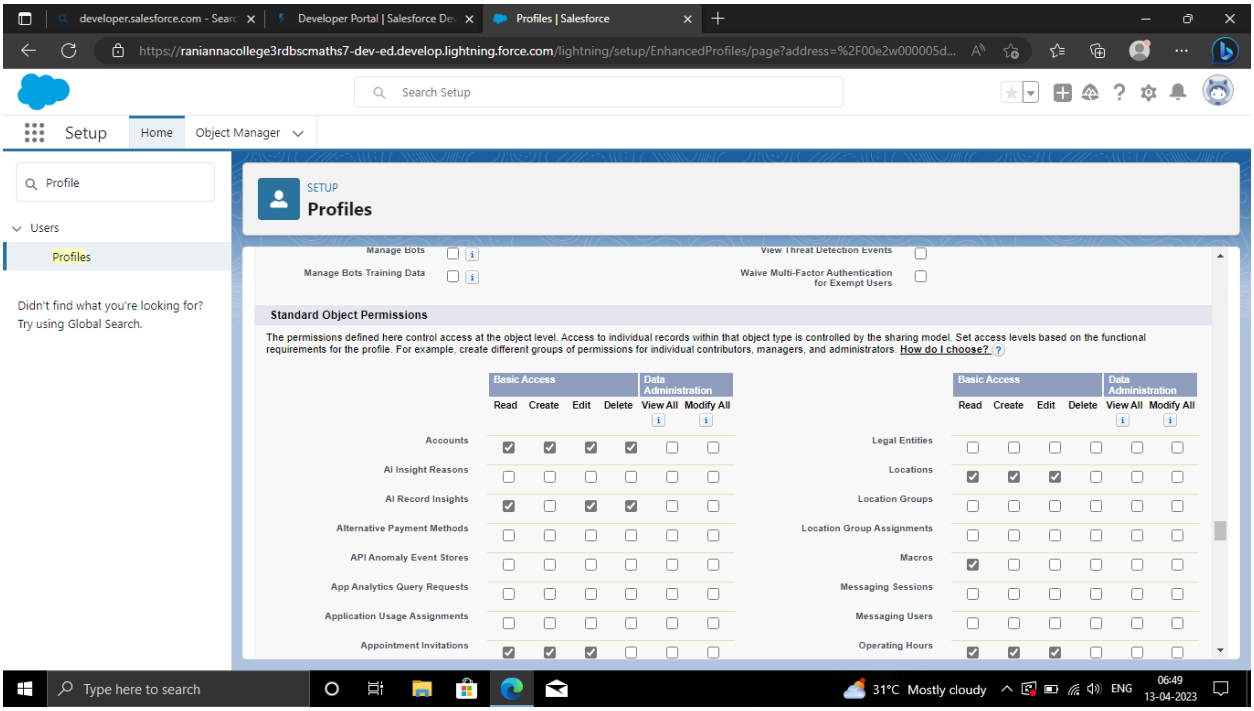

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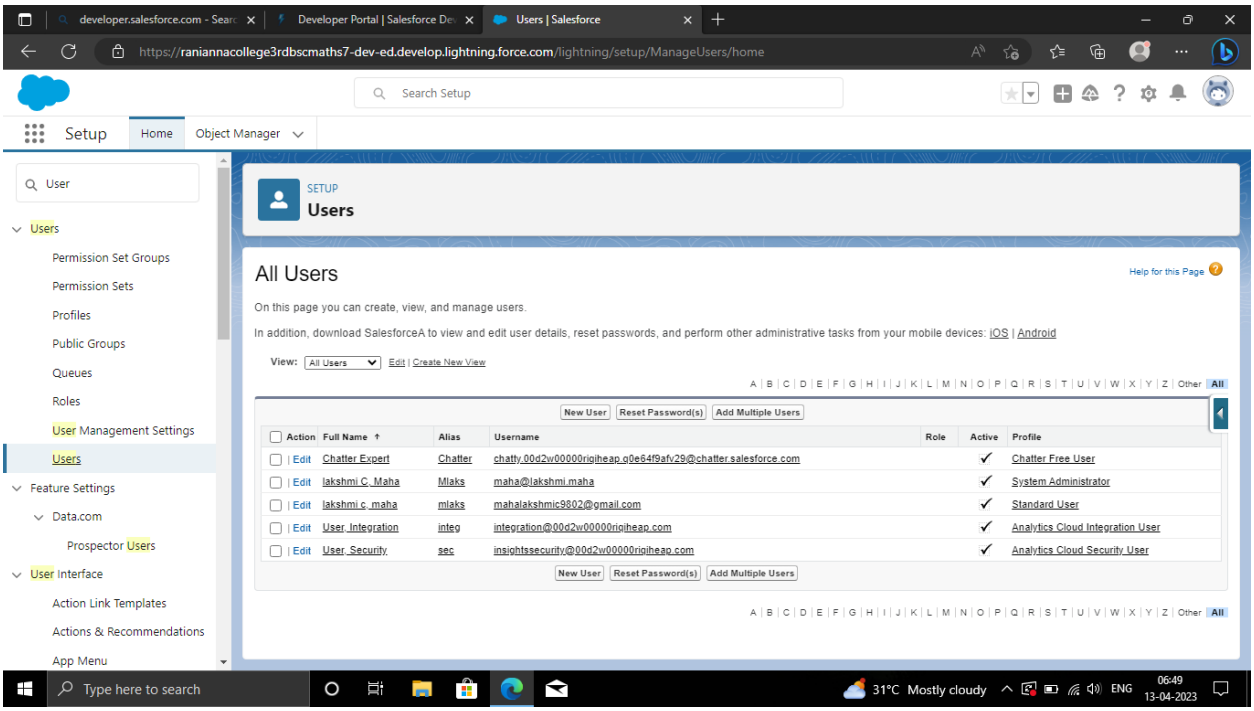
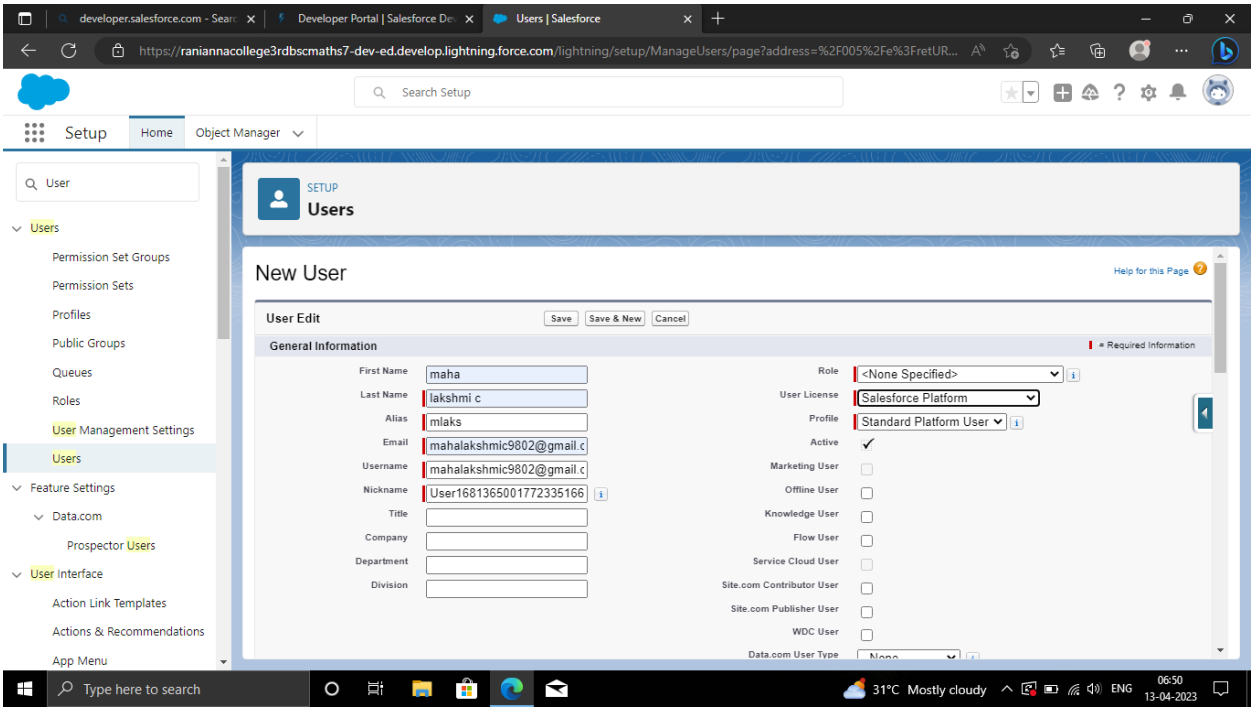
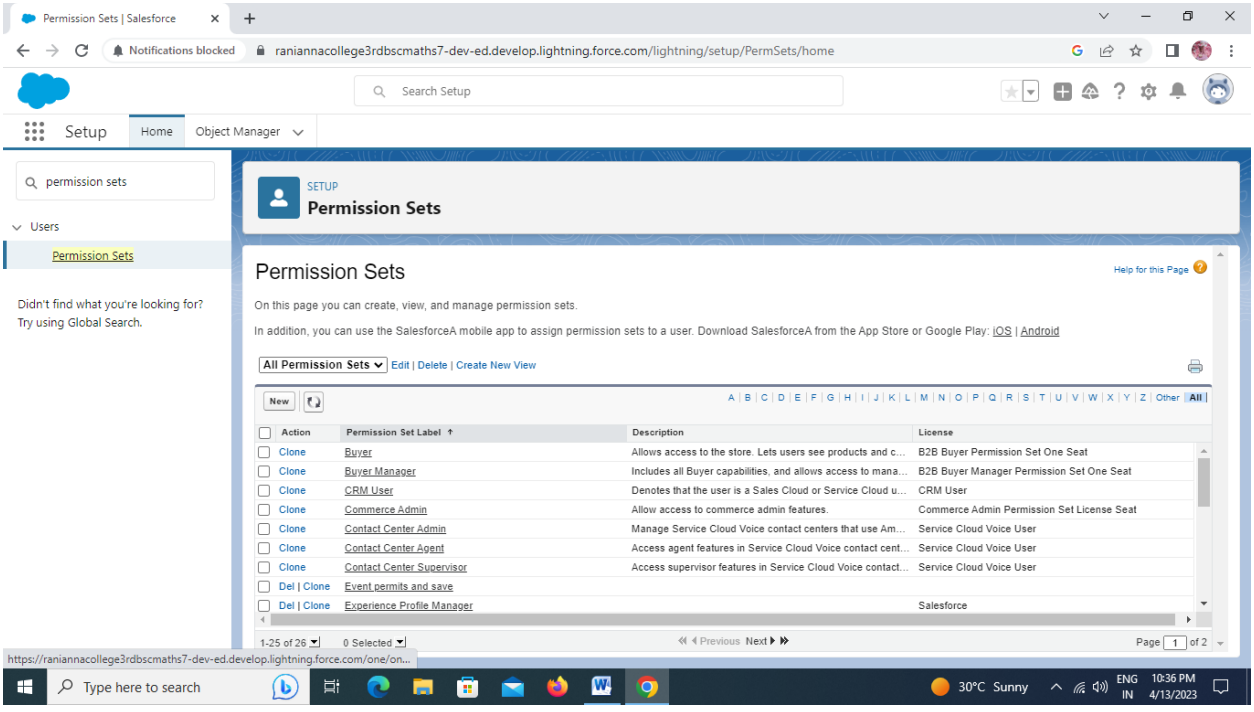
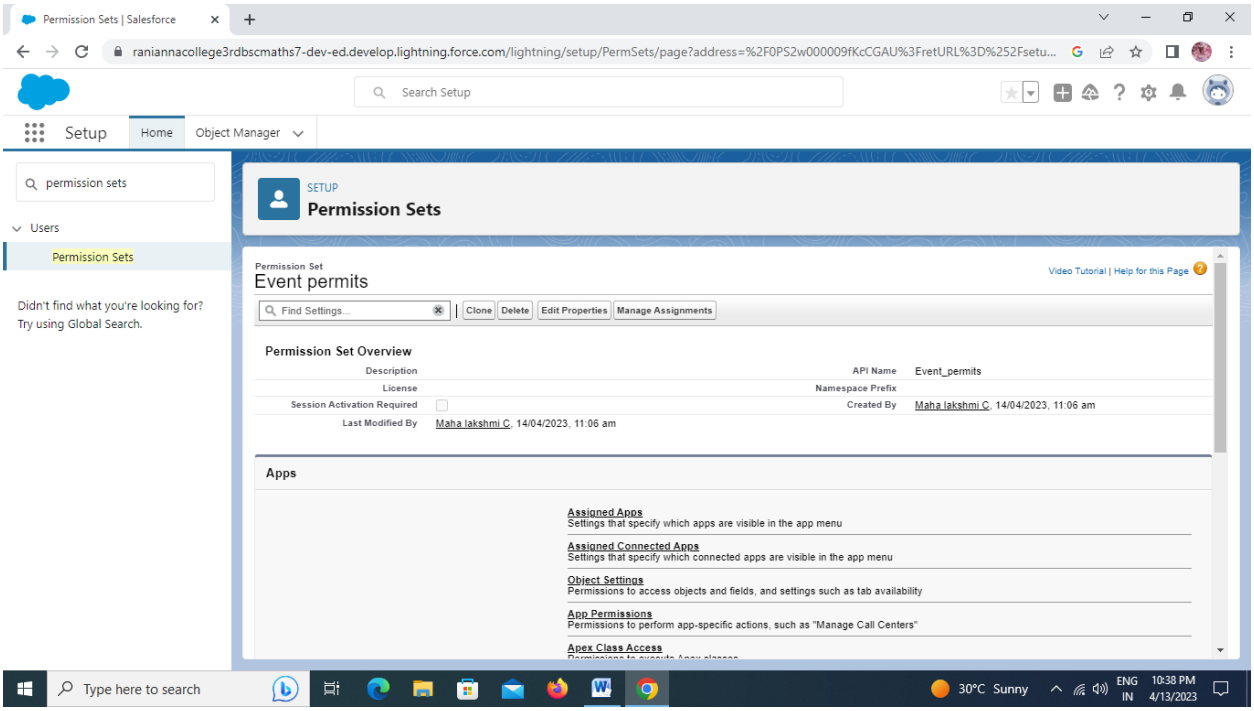




7.creating a permission set

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Settings that specify which connected apps are visible in the app menu
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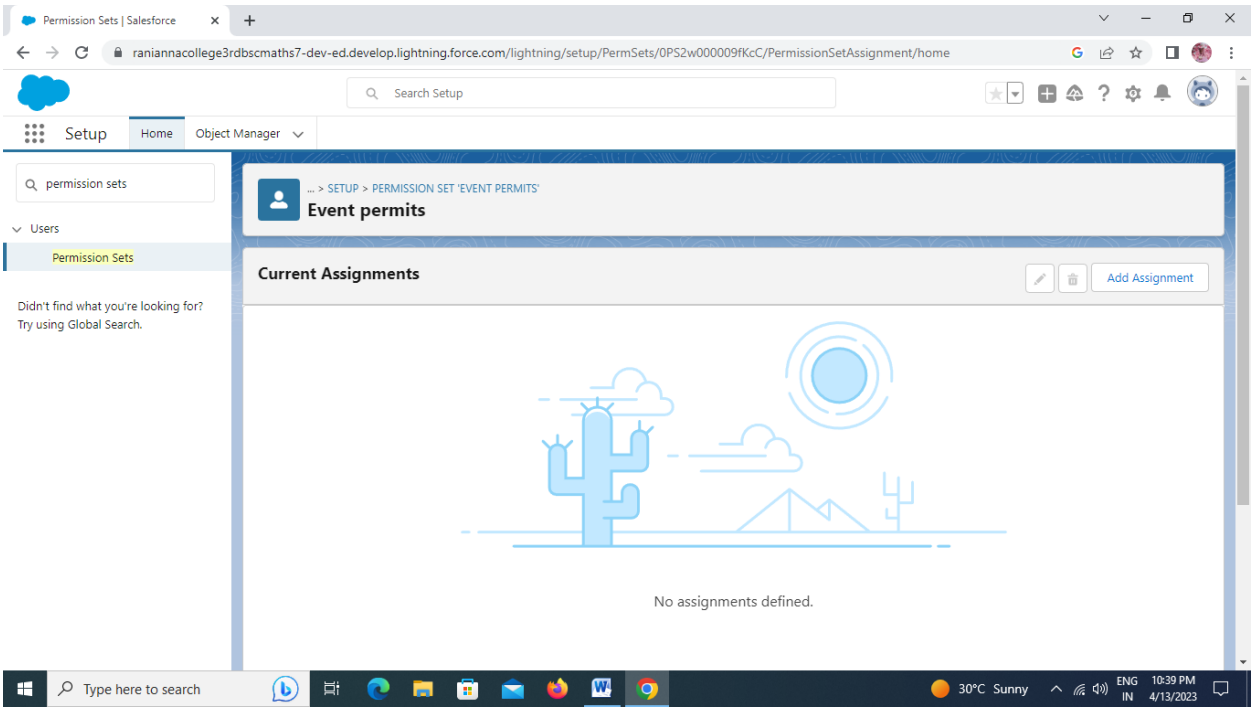
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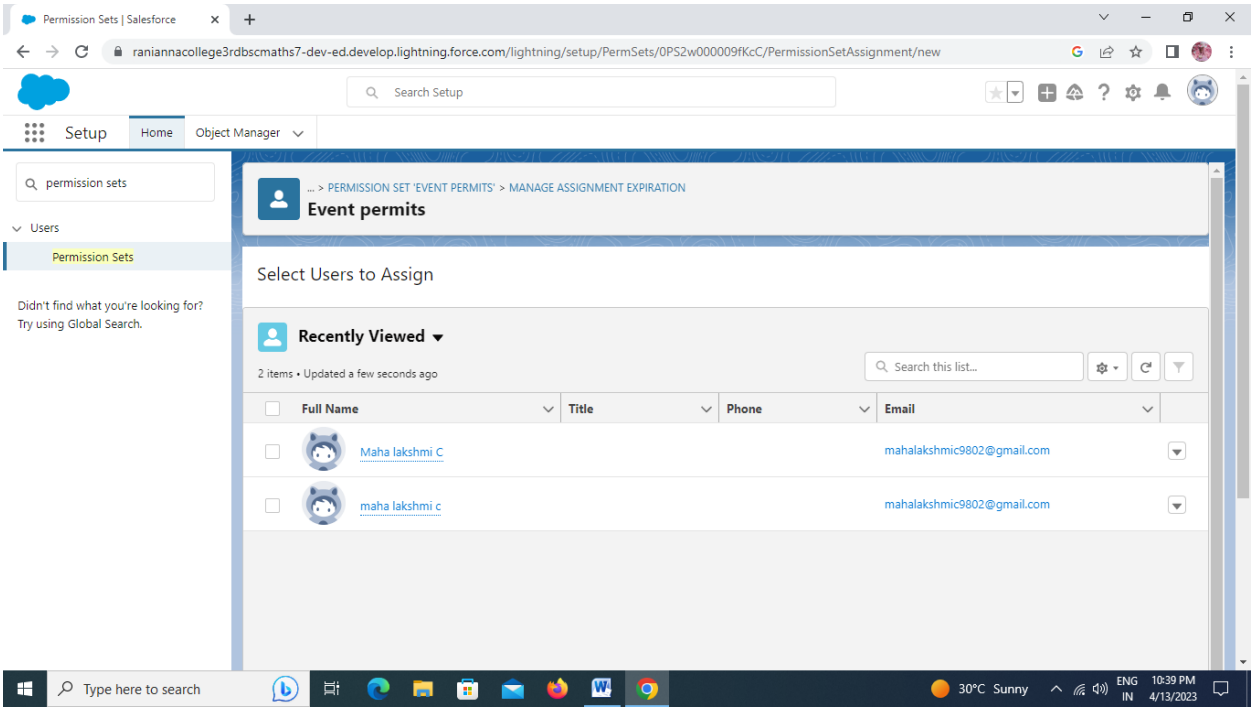

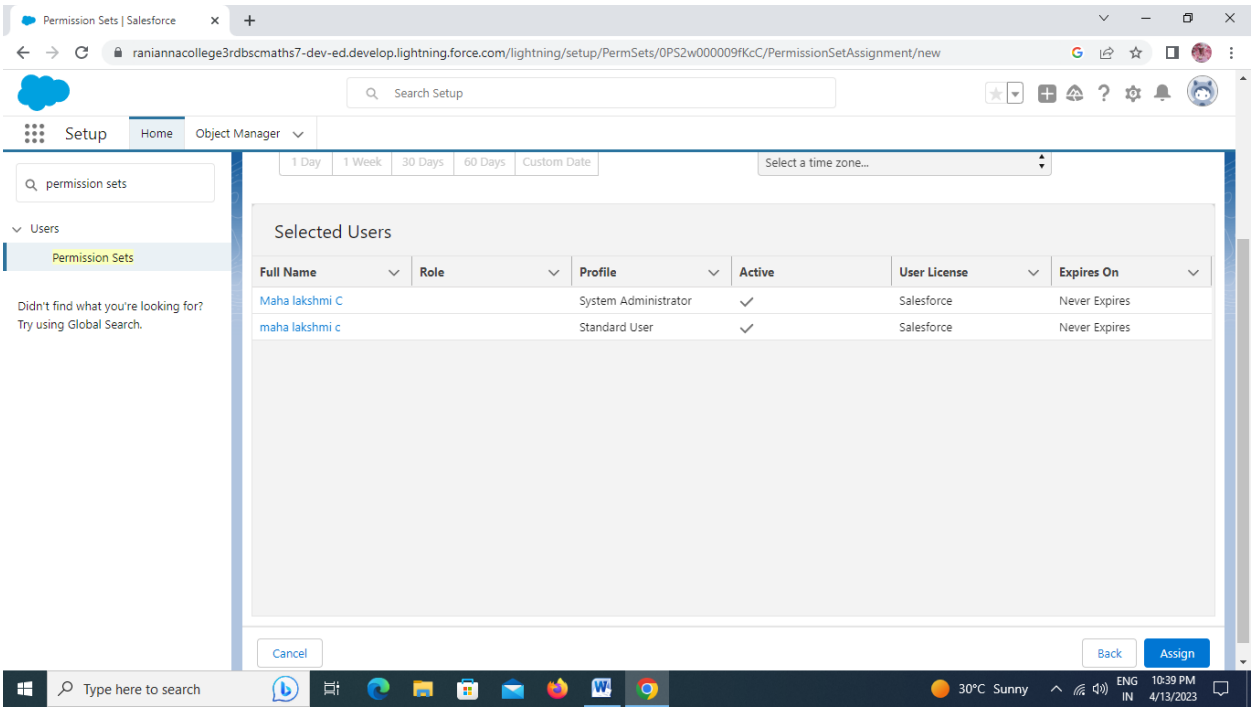

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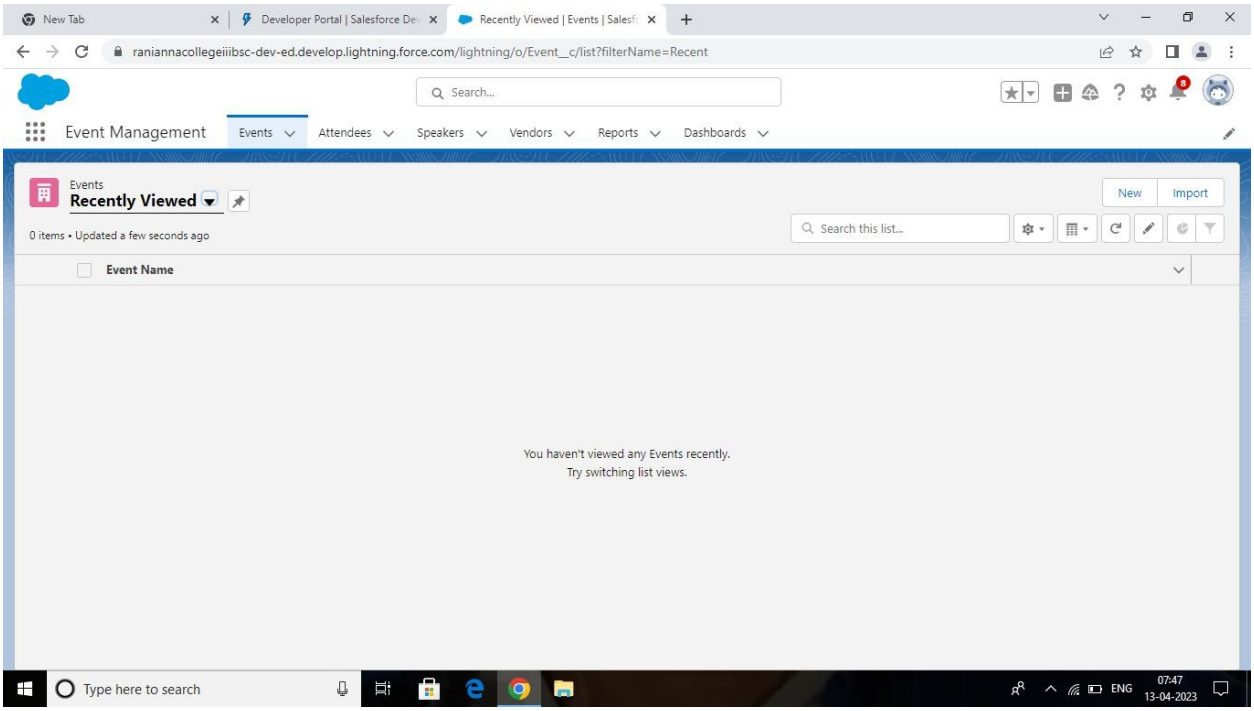
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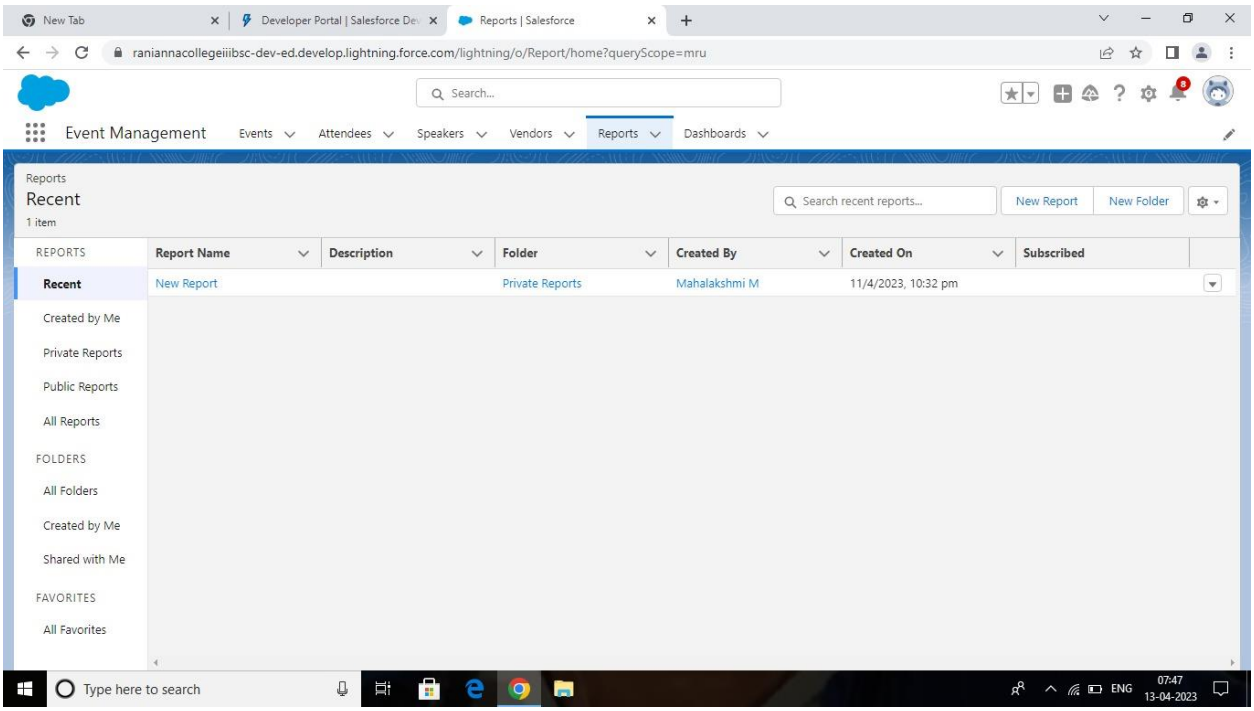
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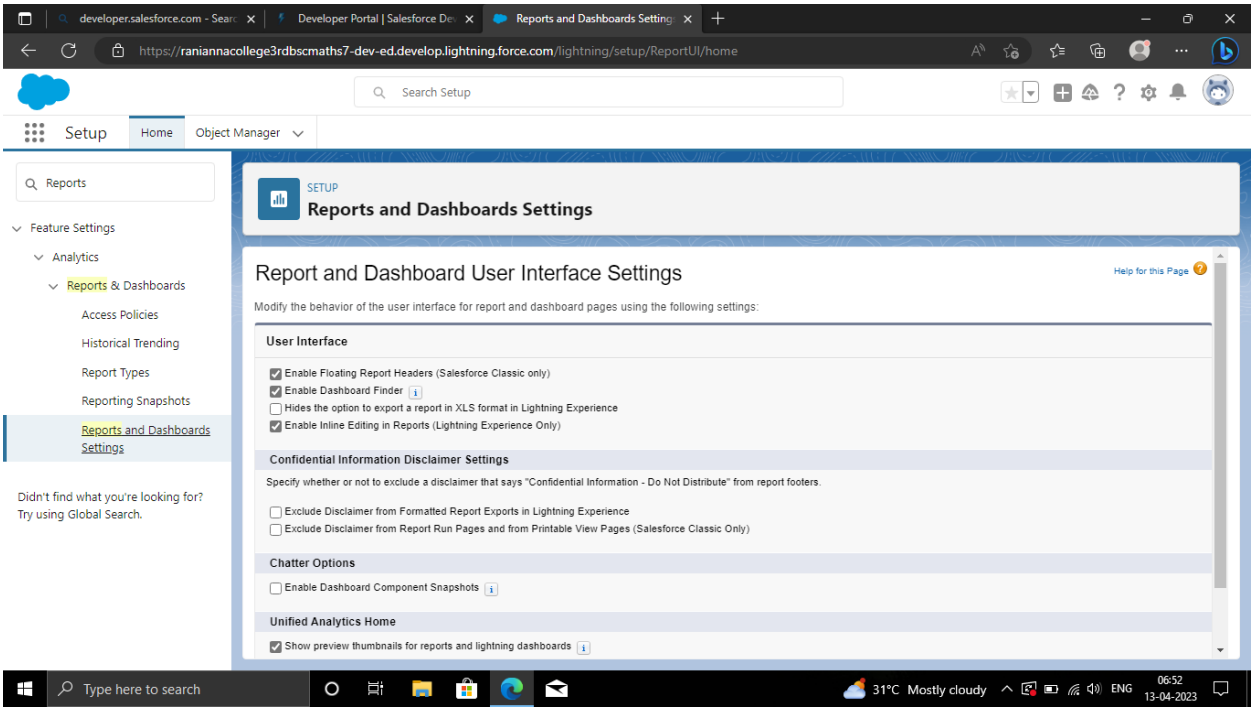

Trailhead Profile Public URL:

Team lead-

https://trailblazer.me/id/maham140

Team member1-

https://trailblazer.me/id/karpm4

Team member2-

https://trailblazer.me/id/mlakshmic

Team member3-

https://trailblazer.me/id/strailhead

Advantages & disadvantages

Advantages:

1.Achieving the desired exposure and brand awareness.
2.Attracting more prospect and clients from exhibitions and trade shows.

3.improving brand positioning through professional events and conferences.

Disadvantages:

1.Organizing events with the insufficient budget may contribute to its failure.

2.Check if you have the right buffer incase of unforeseen expenses.

3.If there is a large staff turnover in your eventing, this is definitely a weak side.

Application:

Event management is the process of creating and maintaining and event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, and event manager makes planning decisions, such as the time, location, and theme of their event.

Conclusion:

Event management system is user friendly and cost effective system, it is customized with activities related to event management life-cycle.

Future scope:

Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.