

# **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.

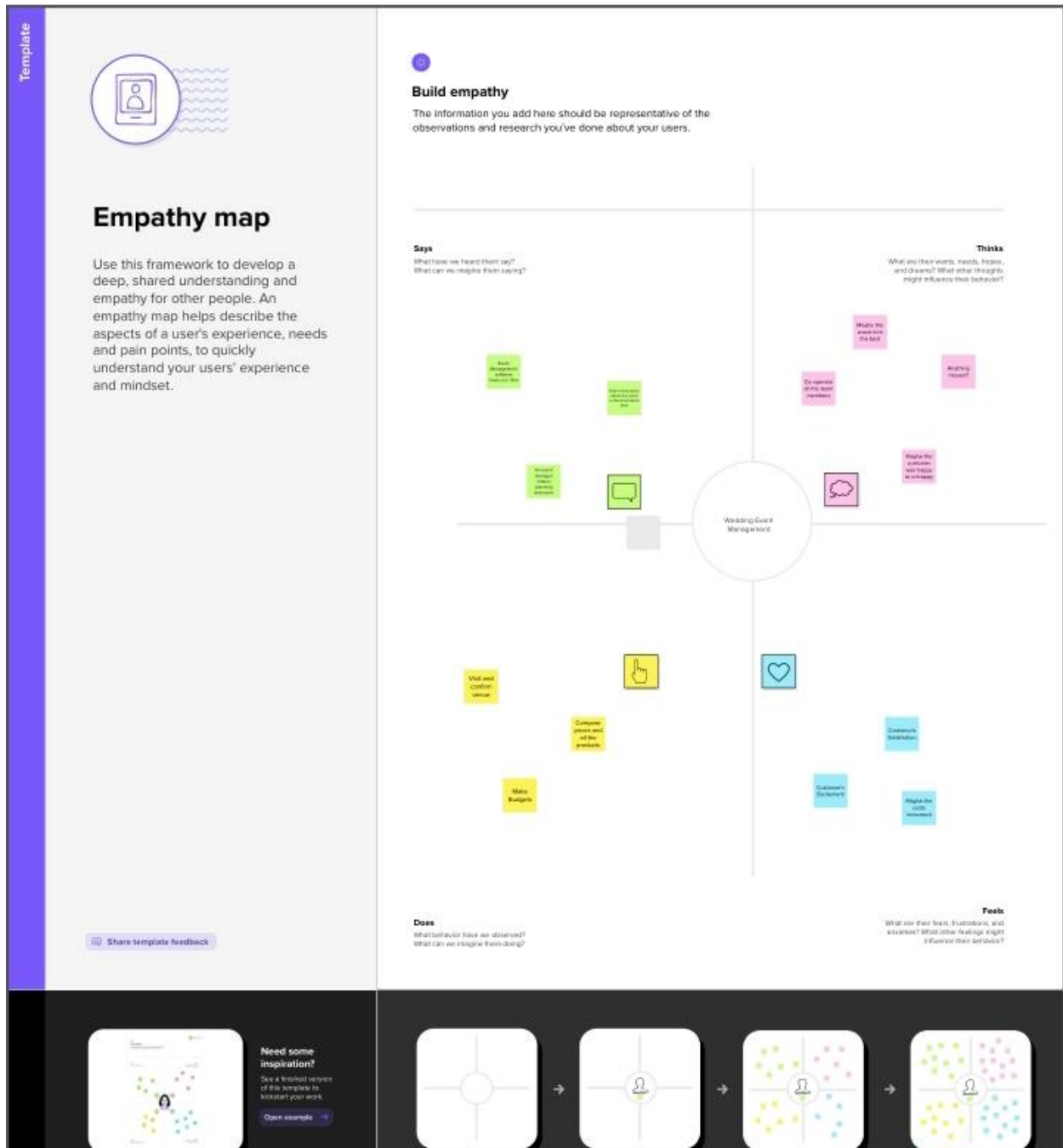
### **PURPOSE:**

Pre-event branding associated 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**

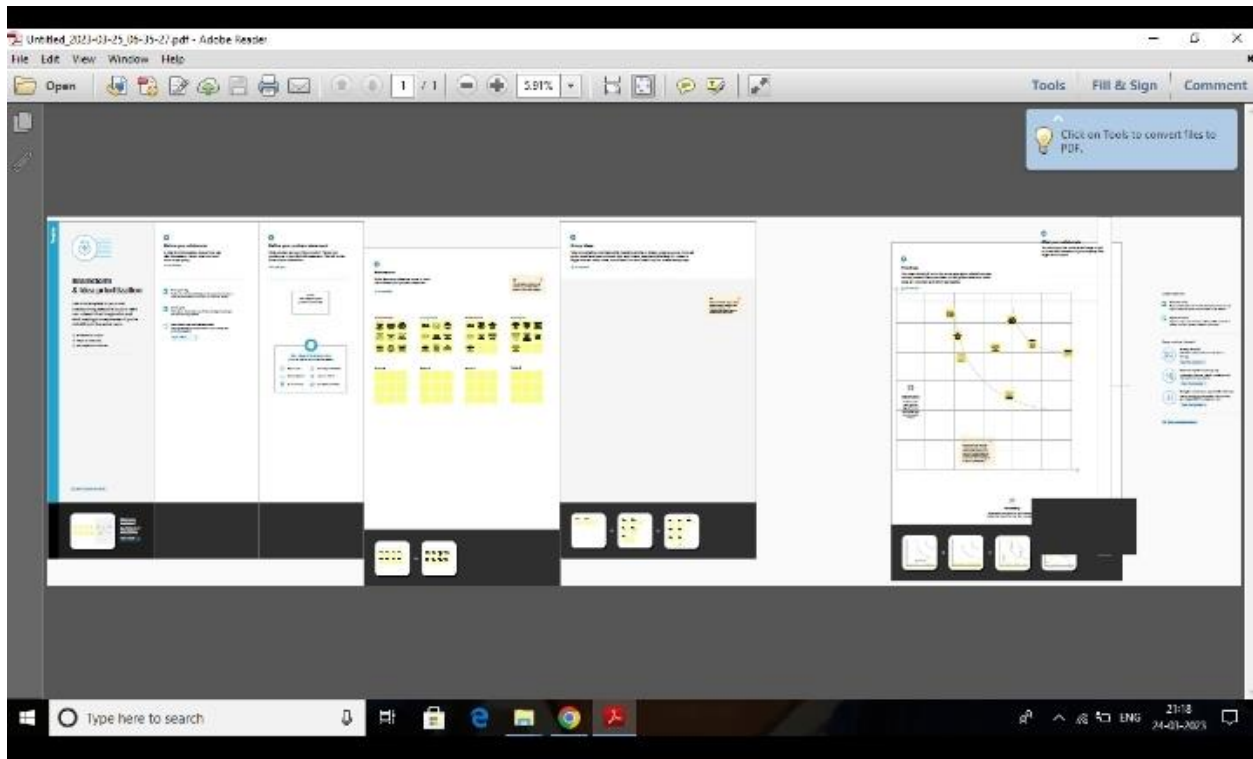
### **EMPATHY MAP**

An Empathy Map is a collaborative 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

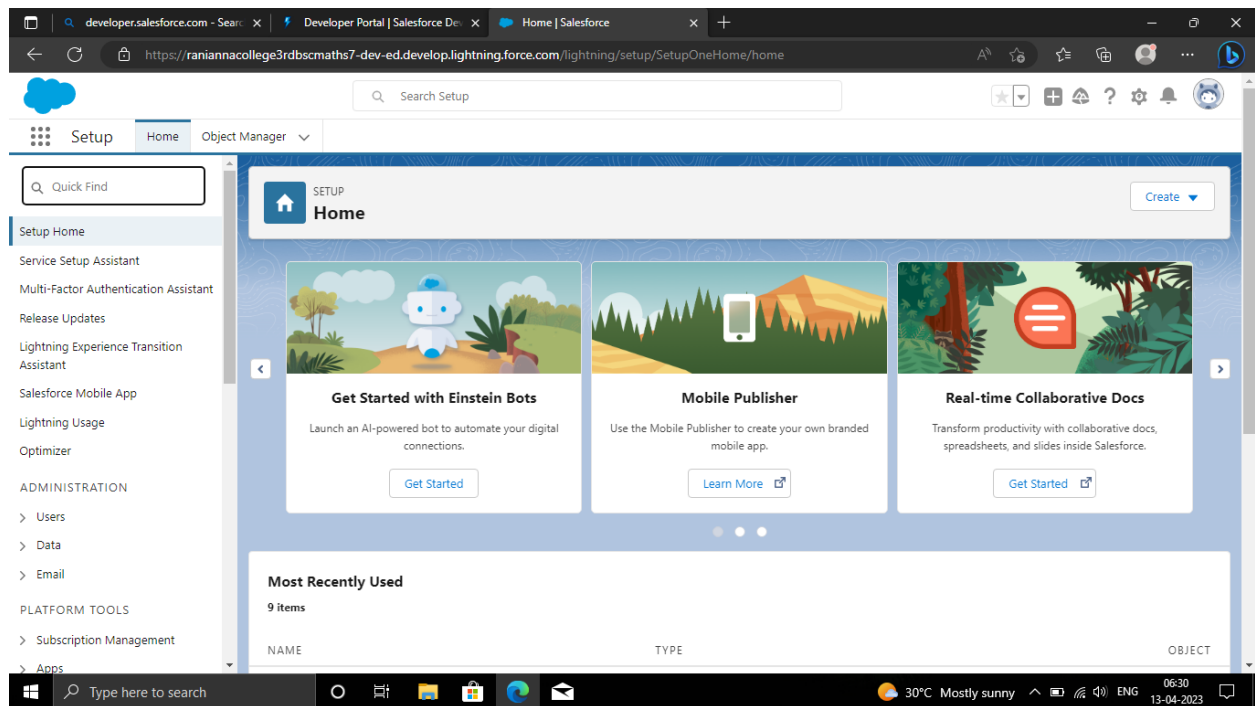
### DATA MODEL:

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:

1.Salesforce developer org was created using link developer.salesforce.com



## 2.Activity1:

## Object for event management was created

The screenshot shows the Salesforce Setup interface for creating a new custom object. The browser address bar displays the URL: `https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new`. The page title is "New Custom Object". A yellow banner at the top states: "Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)".

The "Custom Object Definition Edit" section includes the following fields:

- Custom Object Information** (Required Information):
  - Label**:  Example: Account
  - Plural Label**:  Example: Accounts
  - Starts with vowel sound**: ☐
  - Object Name**:  Example: Account
  - Description**:

The bottom of the page shows the Windows taskbar with the date 13-04-2023 and time 06:32.

## Activity2:

### Creation of attendee object

The screenshot shows the Salesforce Setup interface for creating a new custom object. The browser address bar displays the URL: `https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new`. The page title is "New Custom Object". A yellow banner at the top states: "Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)".

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  - Plural Label**:  Example: Accounts
  - Starts with vowel sound**: ☐
  - Object Name**:  Example: Account
  - Description**:

The bottom of the page shows the Windows taskbar with the date 13-04-2023 and time 06:33.

## Activity3:

### Creation of speaker object

developer.salesforce.com - Search | Developer Portal | Salesforce De... | New Custom Object | Salesforce | +

https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new

Setup Home Object Manager

SETUP New Custom Object

New Custom Object

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label  Example: Account

Plural Label  Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name  Example: Account

Description

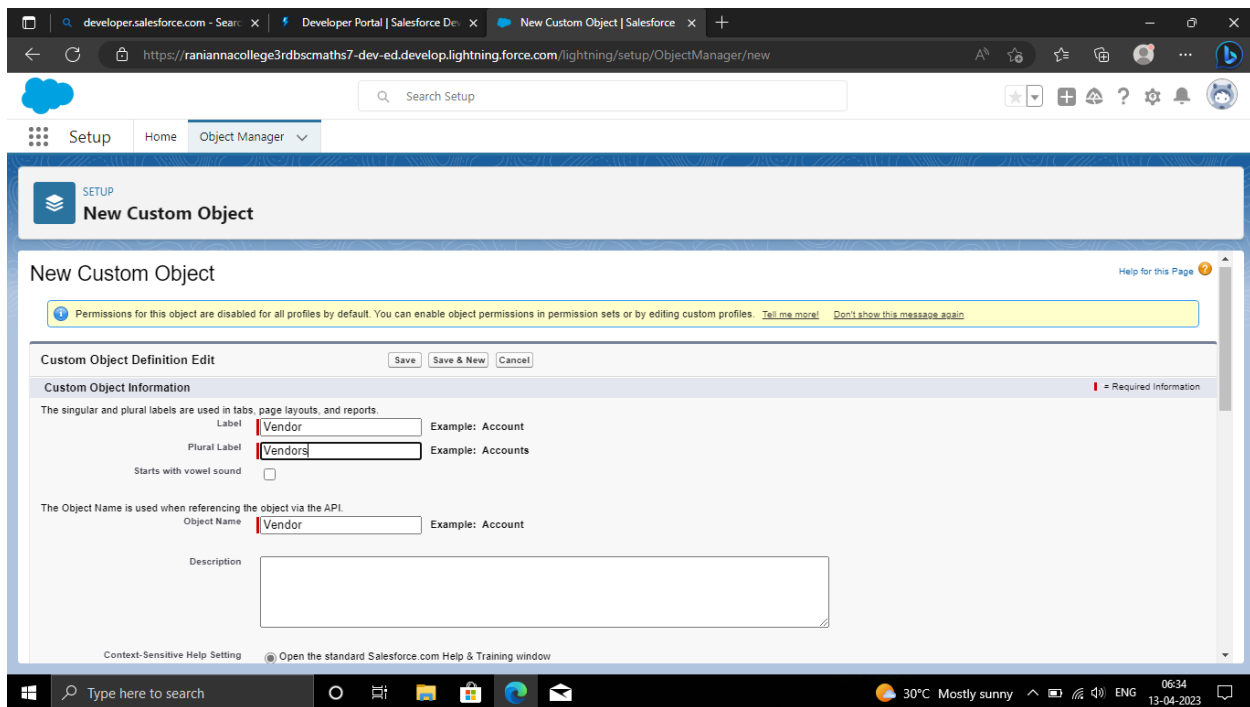
Context-Sensitive Help Setting Open the standard Salesforce.com Help & Training window

Type here to search

30°C Mostly sunny 06:33 13-04-2023

## Activity4:

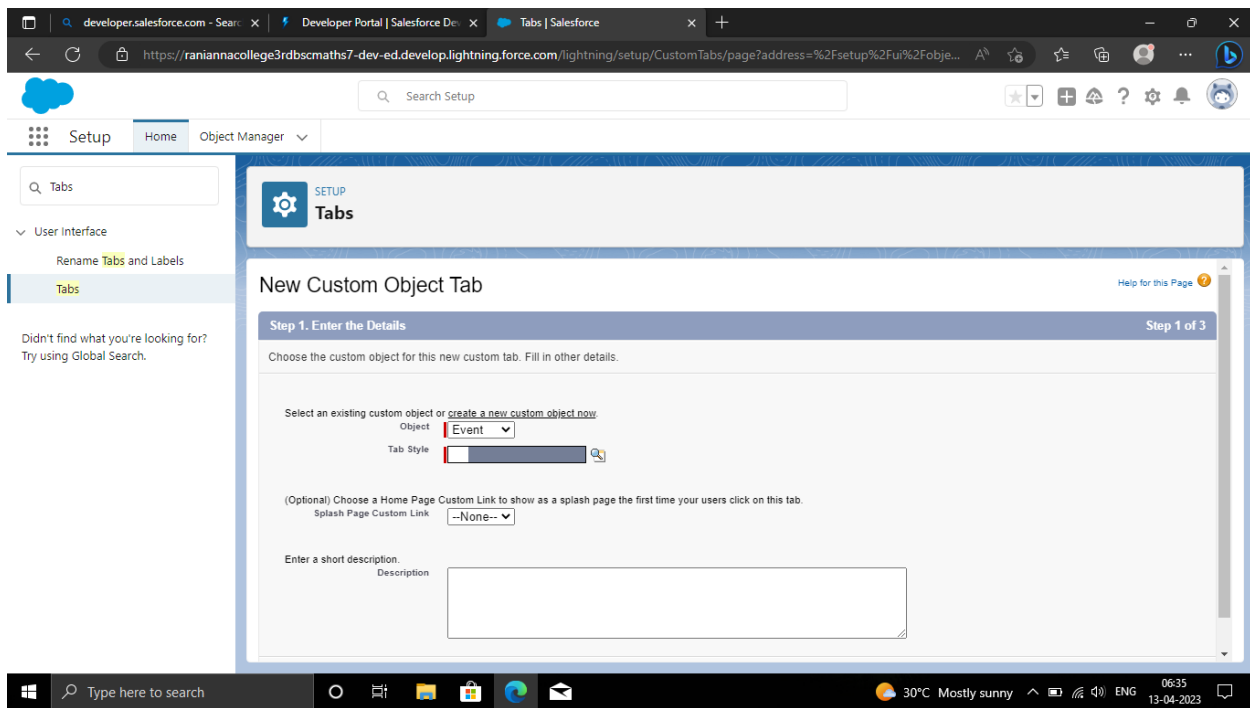
### Creation of vendors object



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

Activity1:

Creation of Event Tab



### 3.Create the event management construction App

The screenshot shows the Salesforce Lightning Experience App Manager interface. The left sidebar contains a search bar and a list of apps, with 'App Manager' selected. The main content area is titled 'Lightning Experience App Manager' and includes a 'Clone Apps(Beta)' section. Below this, there is a table listing 29 items, sorted by App Name. The table has columns for App Name, Developer Name, Description, Last Modified, App Type, and Visibility. The table lists several apps, including 'All Tabs', 'Analytics Studio', 'App Launcher', 'Bolt Solutions', and 'Chatter Desktop'.

App Name	Developer Name	Description	Last Modified	App Type	Visibility
1 All Tabs	AllTabSet		02/03/2023, 10:36 am	Classic	
2 Analytics Studio	Insights	Build CRM Analytics dashboards	02/03/2023, 10:36 am	Classic	✓
3 App Launcher	AppLauncher	App Launcher tabs	02/03/2023, 10:36 am	Classic	✓
4 Bolt Solutions	LightningBolt	Discover and manage business	02/03/2023, 10:38 am	Lightning	✓
5 Chatter Desktop	Chatter_Desktop	Chatter Desktop is an Adobe	02/03/2023, 10:54 am	Connected (Managed)	

The screenshot shows the 'New Lightning App' dialog box in Salesforce. The dialog is titled 'App Details & Branding' and contains two main sections: 'App Details' and 'App Branding'. The 'App Details' section includes fields for 'App Name' (Event Management), 'Developer Name' (Event\_Management), and 'Description' (Enter a description...). The 'App Branding' section includes an 'Image' upload button and a 'Primary Color Hex' field with a value of #0070D2. A 'Next' button is located at the bottom right of the dialog.

App Details

\* App Name: Event Management

\* Developer Name: Event\_Management

Description: Enter a description...

App Branding

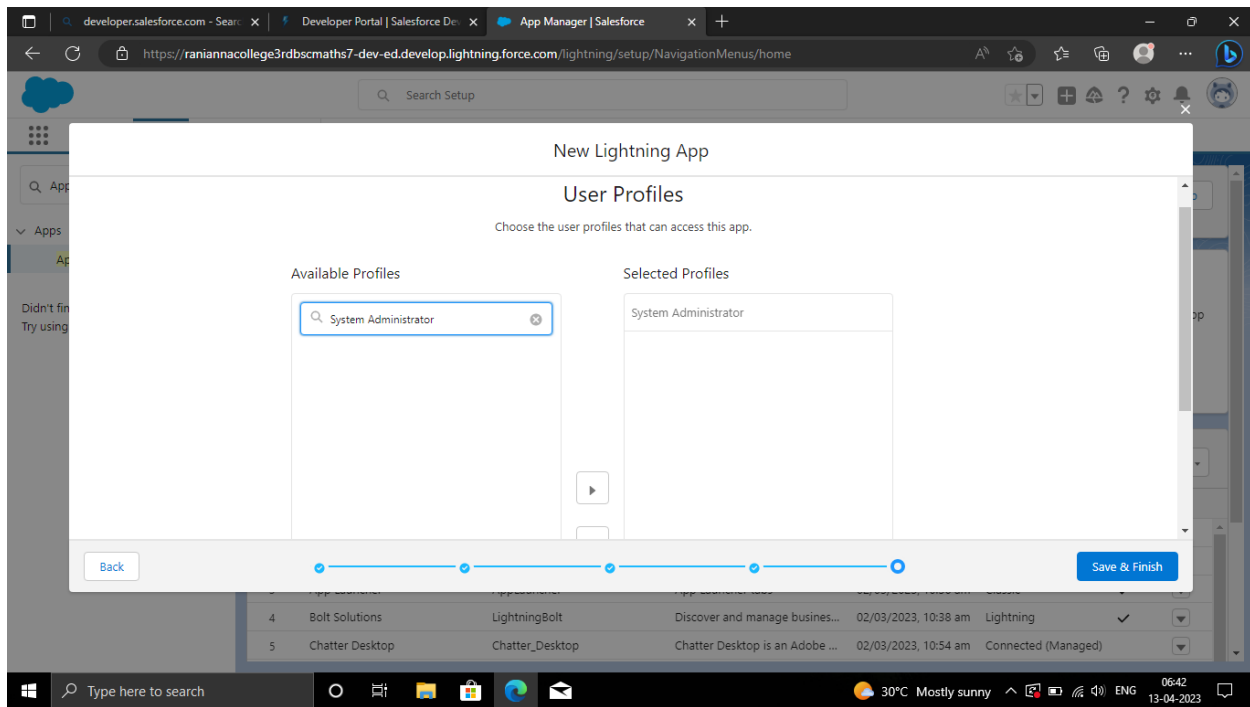
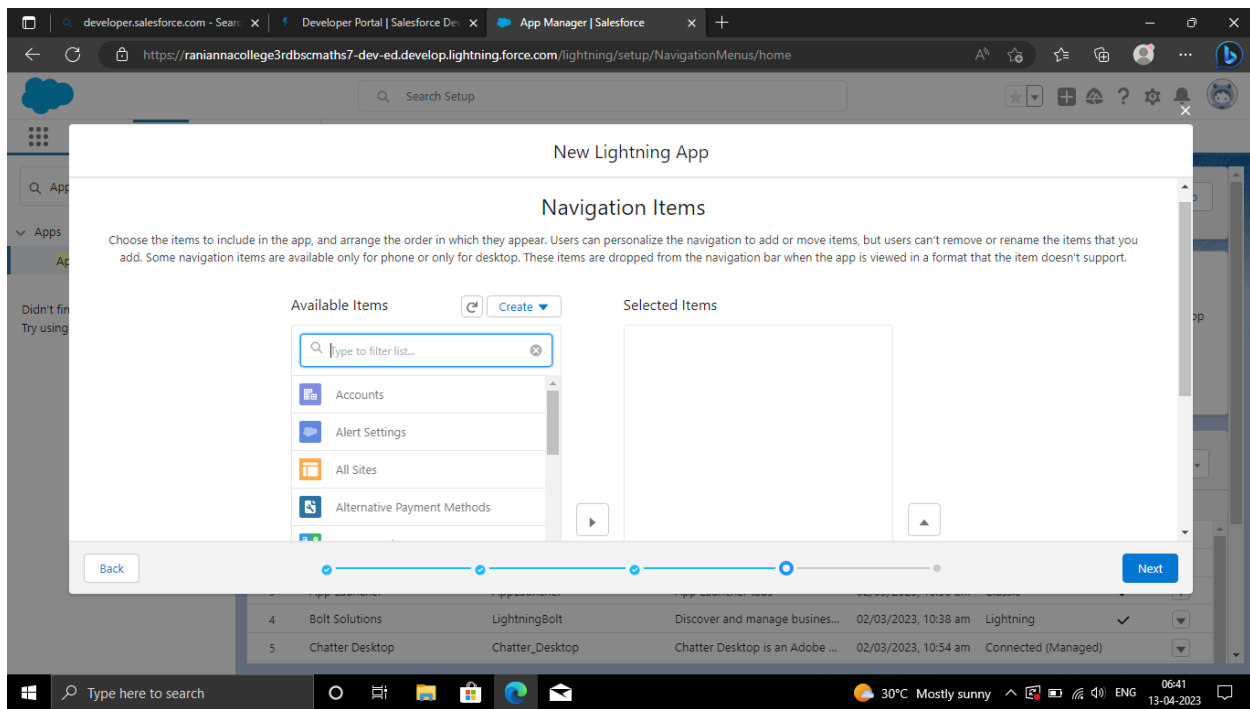
Image: Upload

Primary Color Hex Value: #0070D2

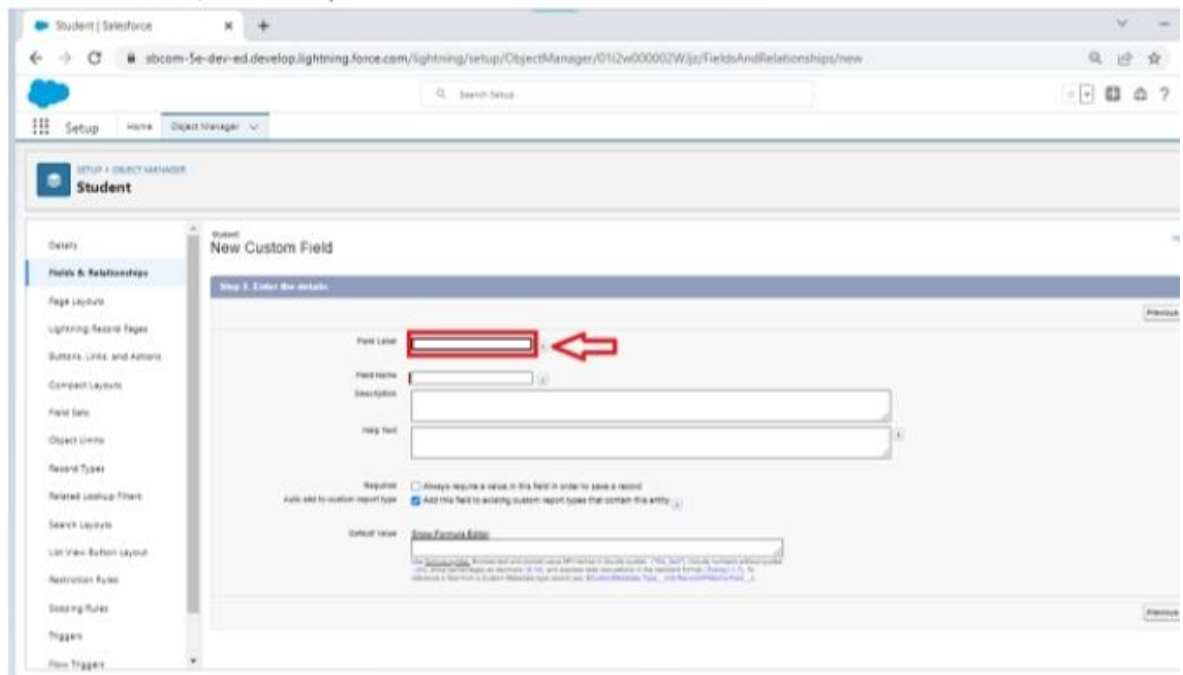
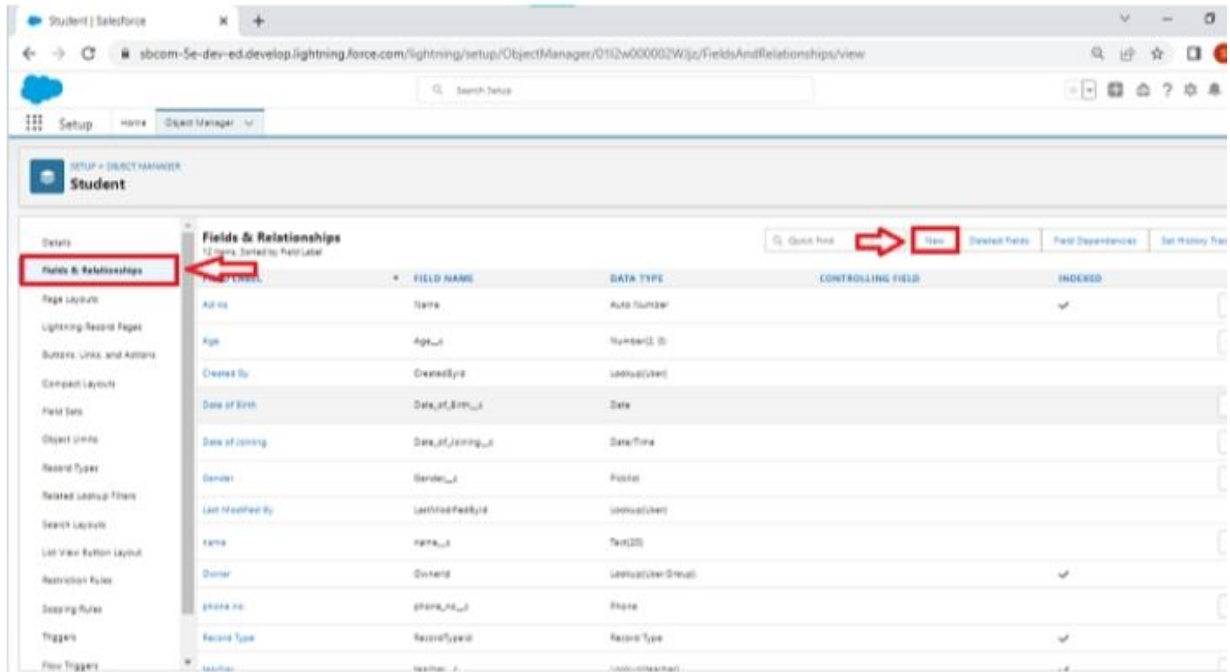
Org Theme Options

Next





**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

developer.salesforce.com - Search | Developer Portal | Salesforce Dev | Profiles | Salesforce

https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F\_u%2Fperms%2F... A

Setup Home Object Manager

Profile

Users Profiles

Didn't find what you're looking for? Try using Global Search.

### Clone Profile

Enter the name of the new profile.

You must select an existing profile to clone from. ! Required Information

Existing Profile	Standard User
User License	Salesforce
Profile Name	<input type="text" value="event user profile"/>

Save Cancel

Type here to search

In season 06:47 13-04-2023

developer.salesforce.com - Search | Developer Portal | Salesforce Dev | Profiles | Salesforce

https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/home

Setup Home Object Manager

Profile

Users Profiles

Didn't find what you're looking for? Try using Global Search.

### Profiles

All Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
<input type="checkbox"/> Edit   Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Chatter External User	Chatter External	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Contract Manager	Salesforce	<input type="checkbox"/>
<input type="checkbox"/> Edit   Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
<input type="checkbox"/> Edit   Del [...]	Custom: Marketing Profile	Salesforce	<input checked="" type="checkbox"/>
<input type="checkbox"/> Edit   Del [...]	Custom: Sales Profile	Salesforce	<input checked="" type="checkbox"/>

1-25 of 40 0 Selected

Page 1 of 2

Type here to search

In season 06:46 13-04-2023

developer.salesforce.com - Search | Developer Portal | Salesforce Dev | Profiles | Salesforce

https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F00e2w000005d...

Setup Home Object Manager

Profile

Users

Profiles

Didn't find what you're looking for? Try using Global Search.

Manage Bots ☐ Manage Bots Training Data ☐ View Threat Detection Events ☐ Waive Multi-Factor Authentication for Exempt Users ☐

### Standard Object Permissions

The permissions defined here control access at the object level. Access to individual records within that object type is controlled by the sharing model. Set access levels based on the functional requirements for the profile. For example, create different groups of permissions for individual contributors, managers, and administrators. [How do I choose?](#)

	Basic Access				Data Administration			Basic Access				Data Administration	
	Read	Create	Edit	Delete	View All	Modify All		Read	Create	Edit	Delete	View All	Modify All
Accounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Legal Entities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AI Insight Reasons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Locations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AI Record Insights	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Location Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternative Payment Methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Location Group Assignments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
API Anomaly Event Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Macros	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
App Analytics Query Requests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Messaging Sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Application Usage Assignments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Messaging Users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appointment Invitations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Operating Hours	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

31°C Mostly cloudy 06:49 13-04-2023

## 6.Users was created

developer.salesforce.com - Search | Developer Portal | Salesforce Dev | Users | Salesforce

https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/home

Setup Home Object Manager

User

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Roles

User Management Settings

Users

Feature Settings

Data.com

Prospector Users

User Interface

Action Link Templates

Actions & Recommendations

App Menu

### SETUP Users

All 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 devices: [iOS](#) | [Android](#)

View: All Users Edit Create New View

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 All

New User Reset Password(s) Add Multiple Users

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty_00d2w00000ri0heap.00e64f9afv29@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/> Edit	lakshmi C. Maha	mlaks	maha@lakshmi.maha		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	lakshmi C. maha	mlaks	mahalakshmi9802@gmail.com		<input checked="" type="checkbox"/>	Standard User
<input type="checkbox"/> Edit	User Integration	inteq	integration@00d2w00000ri0heap.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightsecurity@00d2w00000ri0heap.com		<input checked="" type="checkbox"/>	Analytics Cloud Security 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 All

31°C Mostly cloudy 06:49 13-04-2023

developer.salesforce.com - Search | Developer Portal | Salesforce Dev | Users | Salesforce

https://raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers?pageaddress=%2F005%2Fe%3FretUR...

Setup Home Object Manager

User

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Roles

User Management Settings

Users

Feature Settings

Data.com

Prospector Users

User Interface

Action Link Templates

Actions & Recommendations

App Menu

SETUP Users

New User

User Edit Save Save & New Cancel

General Information

First Name maha

Last Name lakshmi c

Alias mlaks

Email mahalakshmi9802@gmail.c

Username mahalakshmi9802@gmail.c

Nickname User1681365001772335166

Title

Company

Department

Division

Role <None Specified>

User License Salesforce Platform

Profile Standard Platform User

Active

Marketing User

Offline User

Knowledge User

Flow User

Service Cloud User

Site.com Contributor User

Site.com Publisher User

WDC User

Data.com User Type None

31°C Mostly cloudy 06:50 13-04-2023

## 7.creating a permission set

Permission Sets | Salesforce

Notifications blocked raniannacollege3rdbscmaths7-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home

Setup Home Object Manager

permission sets

Users

Permission Sets

Didn't find what you're looking for? Try using Global Search.

SETUP Permission Sets

Permission Sets

On this page you can create, view, and manage permission sets.

In addition, you can use the SalesforceA mobile app to assign permission sets to a user. Download SalesforceA from the App Store or Google Play: [iOS](#) | [Android](#)

All Permission Sets Edit Delete Create New View

Action	Permission Set Label	Description	License
<input type="checkbox"/> Clone	Buyer	Allows access to the store. Lets users see products and c...	B2B Buyer Permission Set One Seat
<input type="checkbox"/> Clone	Buyer Manager	Includes all Buyer capabilities, and allows access to mana...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Service Cloud u...	CRM User
<input type="checkbox"/> Clone	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/> Clone	Contact Center Admin	Manage Service Cloud Voice contact centers that use Am...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Agent	Access agent features in Service Cloud Voice contact cent...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Supervisor	Access supervisor features in Service Cloud Voice contact...	Service Cloud Voice User
<input type="checkbox"/> Del   Clone	Event permits and save		
<input type="checkbox"/> Del   Clone	Experience Profile Manager		Salesforce

1-25 of 26 0 Selected

Previous Next

Page 1 of 2

30°C Sunny 10:35 PM 4/13/2023

Permission Sets | Salesforce

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

Didn't find what you're looking for? Try using Global Search.

### Permission Sets

#### Event permits

Find Settings... Clone Delete Edit Properties Manage Assignments

**Permission Set Overview**

Description	API Name	Event_permits
License	Namespace Prefix	
Session Activation Required	Created By	Maha lakshmi C. 14/04/2023, 11:06 am
Last Modified By		Maha lakshmi C. 14/04/2023, 11:06 am

**Apps**

- Assigned Apps**  
Settings that specify which apps are visible in the app menu
- Assigned Connected Apps**  
Settings that specify which connected apps are visible in the app menu
- Object Settings**  
Permissions to access objects and fields, and settings such as tab availability
- App Permissions**  
Permissions to perform app-specific actions, such as "Manage Call Centers"
- Apex Class Access**  
Permissions to execute Apex classes

30°C Sunny 10:38 PM 4/13/2023

Permission Sets | Salesforce

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

Didn't find what you're looking for? Try using Global Search.

### Event permits

Current Assignments

Add Assignment

No assignments defined.

30°C Sunny 10:39 PM 4/13/2023

Permission Sets | Salesforce

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

Didn't find what you're looking for? Try using Global Search.

Event permits

Select Users to Assign

Recently Viewed

2 items • Updated a few seconds ago

Search this list...

	Full Name	Title	Phone	Email
<input type="checkbox"/>	Maha lakshmi C			mahalakshmic9802@gmail.com
<input type="checkbox"/>	maha lakshmi c			mahalakshmic9802@gmail.com

Type here to search

30°C Sunny

10:39 PM 4/13/2023

Permission Sets | Salesforce

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

Didn't find what you're looking for? Try using Global Search.

1 Day 1 Week 30 Days 60 Days Custom Date

Select a time zone...

Selected Users

Full Name	Role	Profile	Active	User License	Expires On
Maha lakshmi C		System Administrator	✓	Salesforce	Never Expires
maha lakshmi c		Standard User	✓	Salesforce	Never Expires

Cancel

Back Assign

Type here to search

30°C Sunny

10:39 PM 4/13/2023

8.Reports was created

Browser tabs: New Tab, Developer Portal | Salesforce Dev, Recently Viewed | Events | Salesforce

Address bar: raniannacollegeiibsc-dev-ed.develop.lightning.force.com/lightning/o/Event\_c/list?filterName=Recent

Event Management

Events

Recently Viewed

0 items • Updated a few seconds ago

Search this list...

Event Name

You haven't viewed any Events recently.  
Try switching list views.

Windows taskbar: Type here to search, Task View, File Explorer, Edge, Chrome, Mail, System tray: Network, Volume, ENG, 07:47, 13-04-2023

Browser tabs: New Tab, Developer Portal | Salesforce Dev, Reports | Salesforce

Address bar: raniannacollegeiibsc-dev-ed.develop.lightning.force.com/lightning/o/Report/home?queryScope=mru

Event Management

Reports

Recent

1 item

Search recent reports...

New Report New Folder

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	New Report		Private Reports	Mahalakshmi M	11/4/2023, 10:32 pm	

Created by Me

Private Reports

Public Reports

All Reports

FOLDERS

All Folders

Created by Me

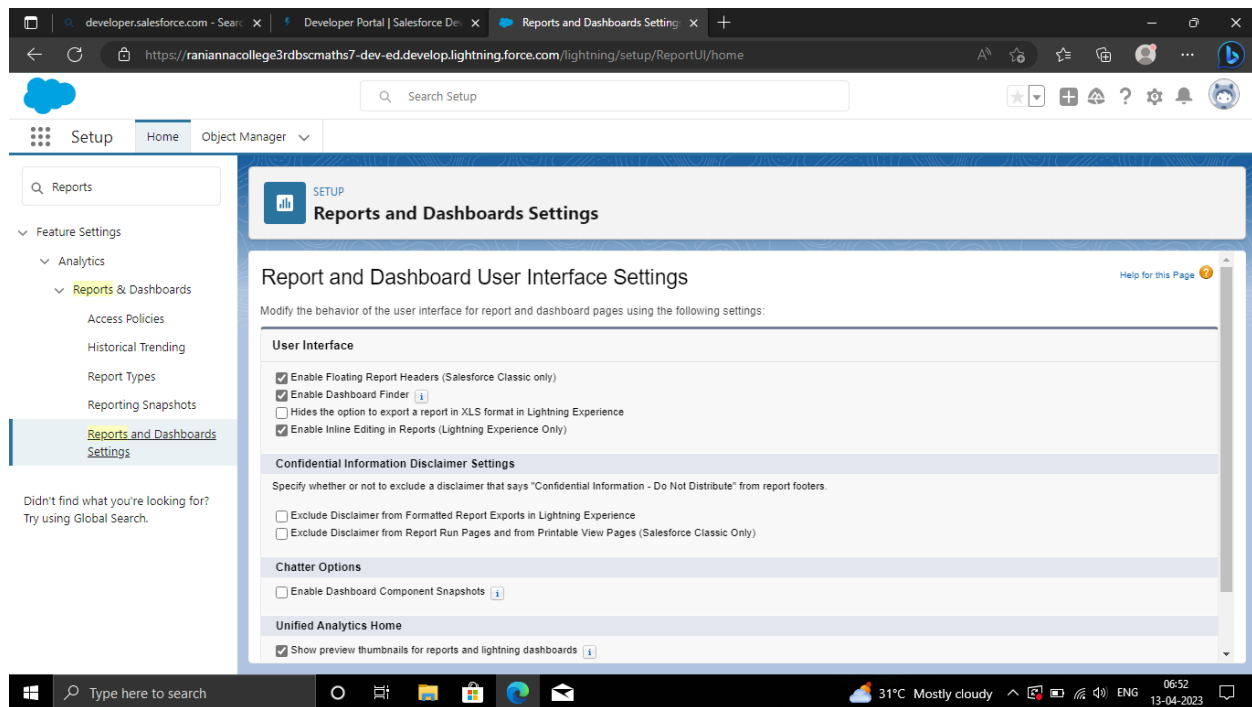
Shared with Me

FAVORITES

All Favorites

Windows taskbar: Type here to search, Task View, File Explorer, Edge, Chrome, Mail, System tray: Network, Volume, ENG, 07:47, 13-04-2023





## 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.