

BUILD AN EVENT MANAGEMENT SYSTEM USING

SALESFORCE

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. Event Management System is the interface between Customers and Event Managers. This system helps the event management company to manage their paper work online and they can also receive report of last event they have completed

1.2 Purpose

Event management system is used to manage all the activities related to an event. In the manual system event organizer has to keep all the details of these service providers so that he can contact them any time to plan an event at given time. To manage all these activities, an Automated System is most essential to meet this demand. This system helps the event company to manage their paper work online. This system has been verified and validated successfully.

1. Easier event management. A dedicated event platform makes the entire event easier to manage

2. Saves time

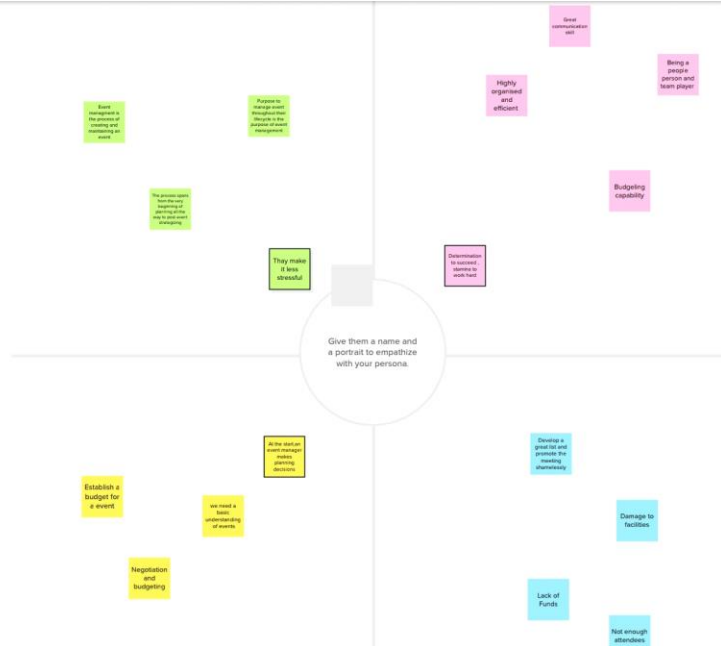
3. Display a greater level of professionalism

2 .PROBLEM DEFINITIONS&DESIGNING THINKING

2.1 Empathy map

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.



2.2 Ideation & Brainstorming Map

7:37 AM

0.12 KB/s 4G 77%

< BUILD AN EVENT MANAGEMENT-Brainstorming



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-5 people recommended

1. Warm gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
2. Set the goal: Define what the problem you're focusing on solving in the brainstorming session.
3. Learn how to use the facilitation tools: Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

introduce

How might we [your problem statement]?

25

Key rules of brainstorming

To run an efficient and productive session

- Stay in topic.
- Deferring judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Person 1	Person 2	Person 3	Person 4
1. Warm gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.	1. Warm gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.	1. Warm gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.	1. Warm gathering: Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
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4. Key rules of brainstorming: To run an efficient and productive session	4. Key rules of brainstorming: To run an efficient and productive session	4. Key rules of brainstorming: To run an efficient and productive session	4. Key rules of brainstorming: To run an efficient and productive session
5. Stay in topic.	5. Stay in topic.	5. Stay in topic.	5. Stay in topic.
6. Deferring judgment.	6. Deferring judgment.	6. Deferring judgment.	6. Deferring judgment.
7. Go for volume.	7. Go for volume.	7. Go for volume.	7. Go for volume.
8. Encourage wild ideas.	8. Encourage wild ideas.	8. Encourage wild ideas.	8. Encourage wild ideas.
9. Listen to others.	9. Listen to others.	9. Listen to others.	9. Listen to others.
10. If possible, be visual.	10. If possible, be visual.	10. If possible, be visual.	10. If possible, be visual.



Play



Mobile view




Edit

3.RESULTS

3.2 Activity & Screenshot

Creating of fields for the Event Object

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

Fields & Relationships

7 Items, Sorted by Field Label


Quick Find

NewDeleted FieldsField DependenciesSet History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
09/03/2023	X09_03_2023__c	Date/Time		
11/03/2023	X11_03_2023__c	Date		
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Salem	Salem__c	Text(5)		
Women's Day	Name	Text(80)		✓

Creating of Events Object

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

Details

Description

API Name

Event__c

Custom

✓

Singular Label

Event

Plural Label

Events

Enable Reports

✓

Track Activities

Track Field History

Deployment Status

Deployed

Help Settings


Standard salesforce.com Help Window

EditDelete

Microsoft Store

#Creating of venders object

SETUP > OBJECT MANAGER

Vender

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

Details

EditDelete

Description

API Name

Vender__c

Custom

✓

Singular Label

Vender

Plural Label

Venders

Enable Reports

✓

Track Activities

Track Field History

Deployment Status


Deployed

Help Settings

Standard salesforce.com Help Window

#Creating of speakers object

SETUP > OBJECT MANAGER

Speaker

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

Details

EditDelete

Description

API Name

Speaker__c

Custom

✓

Singular Label

Speaker

Plural Label

Speakers

Enable Reports

✓

Track Activities

Track Field History

Deployment Status


Deployed

Help Settings

Standard salesforce.com Help Window

#Creating of attendee object

SETUP > OBJECT MANAGER

Attendee

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

Details

EditDelete

Description

API Name

Attendee__c

Custom

✓

Singular Label

Attendee

Plural Label

Attendees

Enable Reports

✓

Track Activities

Track Field History

Deployment Status


Deployed

Help Settings

Standard salesforce.com Help Window

#Creating field and relationship for attendee object

SETUP > OBJECT MANAGER

Attendee

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

Fields & Relationships

8 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
EnterId	EnterId__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Malini	Name	Text(80)		✓
malini152002@gmail.com	malini152002_gmail_com__c	Email		
Phone	Phone__c	Phone		
Tickets	Tickets__c	Picklist		

#Creating of Permission sets



SETUP

Permission Sets

Permission Sets

[Help for this Page](#)

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](#)



New

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

<input type="checkbox"/>	Action	Permission Set Label ↑	Description	License
<input type="checkbox"/>	Del Clone	Event Permits		
<input type="checkbox"/>	Del Clone	Experience Profile Manager		Salesforce

1-2 of 2 ▾

0 Selected ▾

« Previous Next »

Page 1 of 1



Users

All Users

[Help for this Page](#) ?

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](#)

<input type="checkbox"/> Action	Full Name ↑	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00d2w00000rig53eah.pzy8nrabukrp@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	Gupta, Sanjay	Sanj	malini152002@gmail.com		✓	Events Venders Profile
<input type="checkbox"/> Edit	S. Malini	MS	malini@physics.com		✓	System Administrator
<input type="checkbox"/> Edit	User, Integration	integ	integration@00d2w00000rig53eah.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User, Security	sec	insightssecurity@00d2w00000rig53eah.com		✓	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](#)

Creating of Profile Object



SETUP

Profiles

Profiles

Help for this Page ?

All Profiles ▾

Edit | Delete | Create New View

Print

New Profile

A

B

C

D

E

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V

W


X

Y

Z

Other

All

<input type="checkbox"/>	Action	Profile Name ↑	User License	Custom
<input type="checkbox"/>	Edit Del ...	Event	Salesforce	✓
<input type="checkbox"/>	Edit Del ...	Events Venders Profile	 Salesforce	✓
<input type="checkbox"/>	Edit Clone	External Apps Login User	External Apps Login	<input type="checkbox"/>
<input type="checkbox"/>	Edit Clone	External Identity User	External Identity	<input type="checkbox"/>

1-4 of 4 ▾

0 Selected ▾

◀◀


Previous

Next

▶▶

Page 1 of 1 ▾

#Reports



Report: Accounts

New Accounts Report

Enable Field Editing

Search

Add Chart

Filter

Export

Edit

12

	Last Activity ▾	Account Owner ▾	Account Name ▾	Billing State/Province ▾	Type ▾	Rating ▾	Last Modified Date ▾
1	-	Malini S	United Oil & Gas, UK	UK	Customer - Direct	-	07/03/2023
2	-	Malini S	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	07/03/2023
3	-	Malini S	GenePoint	CA	Customer - Channel	Cold	07/03/2023
4	-	Malini S	Express Logistics and Transport	OR	Customer - Channel	Cold	07/03/2023
5	-	Malini S	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	07/03/2023
6	-	Malini S	sForce	CA	-	-	07/03/2023
7	-	Malini S	United Oil & Gas Corp.	NY	Customer - Direct	Hot	07/03/2023
8	-	Malini S	University of Arizona	AZ	Customer - Direct	Warm	07/03/2023
9	-	Malini S	Dickenson plc	KS	Customer - Channel	-	07/03/2023
10	-	Malini S	Pyramid Construction Inc.	-	Customer - Channel	-	07/03/2023
11	-	Malini S	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	07/03/2023
12	-	Malini S	Edge Communications	TX	Customer - Direct	Hot	07/03/2023

4. TRAILHEAD PROFILE PUBLIC URL;

TEAM LEAD: <https://trailblazer.me/id/mii-bscphysicstm>

TEAM MEMBER 1 : <https://trailblazer.me/id/anuce3>

TEAM MEMBER2: <https://trailblazer.me/id/arthi2003>

TEAM MEMBER3: <http://trailblazer.me/id/aasma18>

5. Advantages and Disadvantages of Event management

Advantages

1. Easier event management dedicated event platform makes the entire event easier to manage
2. Saves time. ...
3. Cut costs. ...
4. Increase engagement. ...
5. Analyze and improve. ...
6. Automate your event. ...
7. Display a greater level of professionalism. ...
8. Take a holistic approach to event management.

Disadvantages

While there are many advantages of being an event manager, there are some disadvantages, including:

1. Unconventional work hours. ...
2. Time away from family and friends. ...
3. Experience requirements. ...
4. Job instability. ...
5. Multiple events at the same time. ...
6. High level of responsibility

6. APPLICATIONS

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

They make it less stressful. It goes without saying that organising an event, no matter the type of size, it is going to be stressful. ...

They ensure it runs smoothly. ...

They take care of the legalities. ...

They have the right contacts. ...

Come and Talk to Us.

7. CONCLUSION

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry. SolutionDot always keep your objectives and goals on top priority while developing any plan of work.

8. FUTURE SCOPE

The scope of event management as a career in India is immense. This career provides a unique opportunity to rephrase our social beliefs. Hosting events can redesign the structure of a city by facilitating economic growth, employment opportunities, urban development, and promoting indigenous culture and heritage.

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