BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

1 INTRODUCTION

1.1 Overview

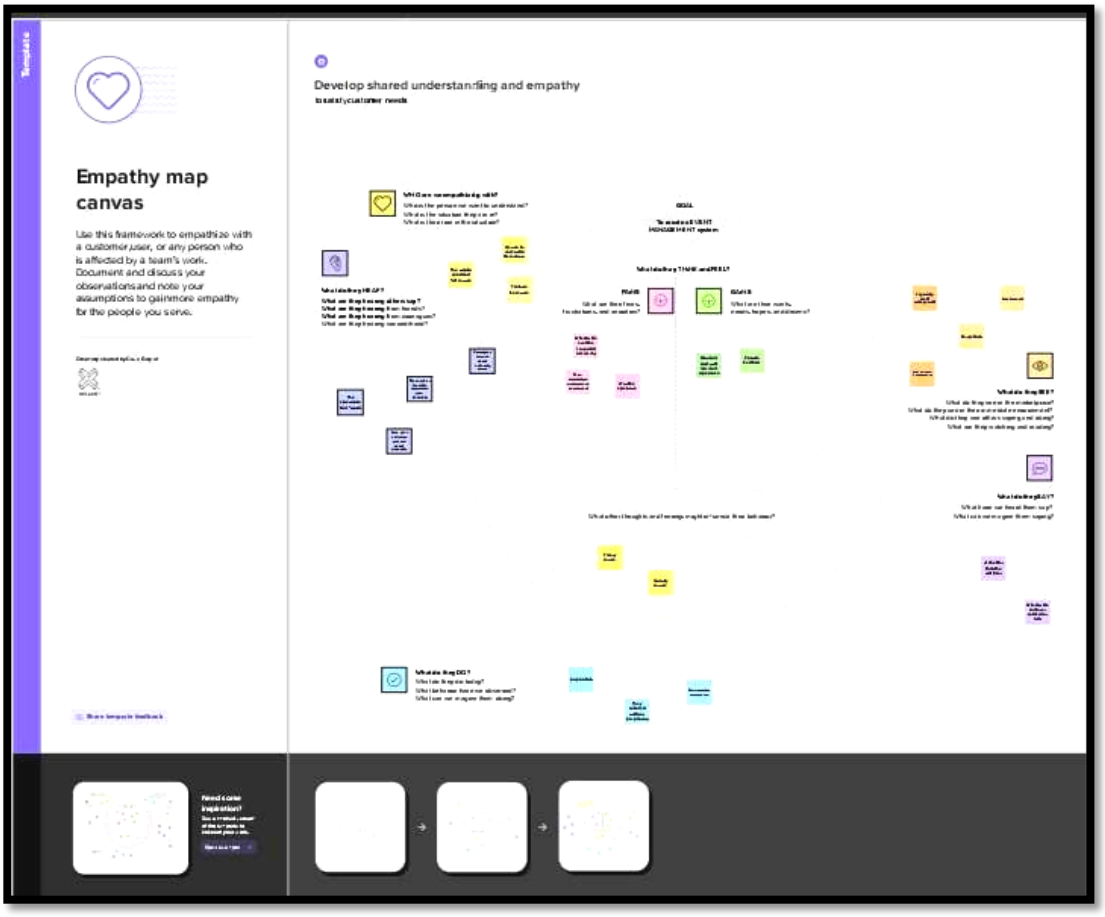
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. This process helps in managing the ongoing and upcoming events in an organization.

1.2 Purpose

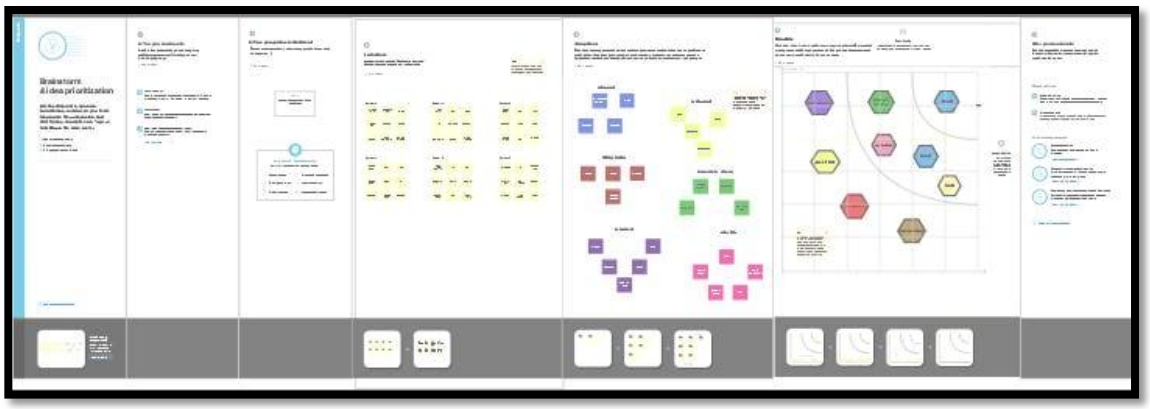
It helps in maintaining and making planning decisions such as organizing, executing, evaluating of conferences, weddings, concerts, etc.. It helps in creating memorable and successful event that meets the needs and expectations of clients, attendees, sponsors etc,..

2 Problem Definition And Design Thinking

2.1 Empathy Map



2.2 Ideation and Brainstorming map



3 RESULT

3.1 Data Model:

<table>
<tr><th>Object name</th><th>Fields in the Object</th></tr>
<tr><td>Event</td><td>
<table>
<tr><td>Field label</td><td>Data type</td></tr>
<tr><td>City</td><td>Text</td></tr>
<tr><td>Start Date</td><td>Date/time</td></tr>
<tr><td>End Date</td><td>Date/time</td></tr>
</table>
</td></tr>
<tr><td>Attendees</td><td>
<table>
<tr><td>Field label</td><td>Date type</td></tr>
<tr><td>Id</td><td>Auto Number</td></tr>
<tr><td>Phone</td><td>Phone</td></tr>
<tr><td>Email</td><td>Email</td></tr>
<tr><td>Tickets</td><td>Pick list</td></tr>
<tr><td>Event Name</td><td>Master-detail Relationship</td></tr>
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</td></tr>
<tr><td>Speaker</td><td>
<table>
<tr><td>Field label</td><td>Data type</td></tr>
<tr><td>Bio</td><td>Text Area</td></tr>
<tr><td>e-mail</td><td>Email</td></tr>
<tr><td>Event Name</td><td>Look-up Relationship</td></tr>
</table>
</td></tr>
<tr><td>Vendor</td><td>
<table>
<tr><td>Field label</td><td>Data type</td></tr>
<tr><td>e-mail</td><td>Email</td></tr>
<tr><td>Phone</td><td>Phone</td></tr>
<tr><td>Service Provider</td><td>Text</td></tr>
<tr><td>Event Name</td><td>Look-up Relationship</td></tr>
</table>
</td></tr>
</table>

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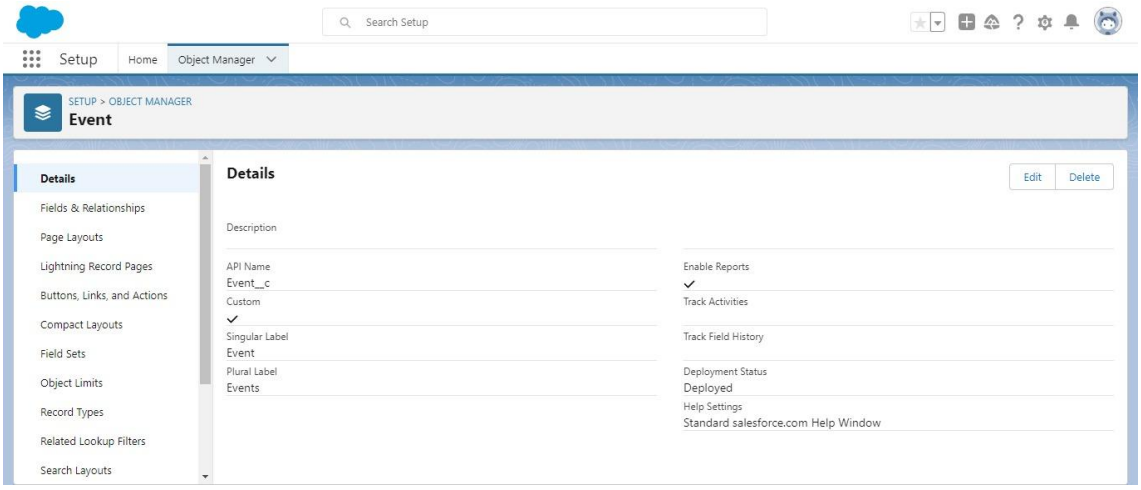
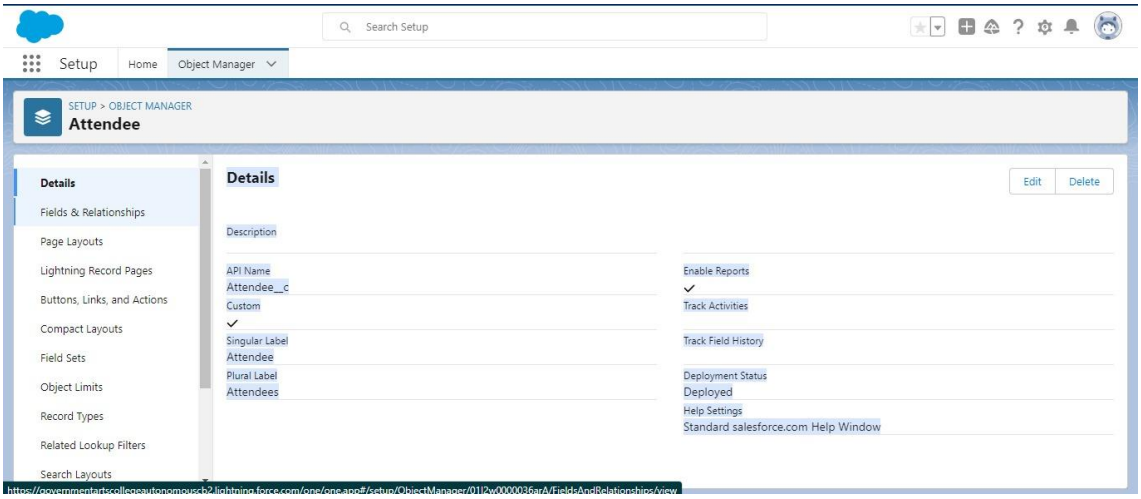
3.2 Activity and Screenshot

ACTIVITY 1-OBJECT CREATION

EVENT:



ATTENDEES:



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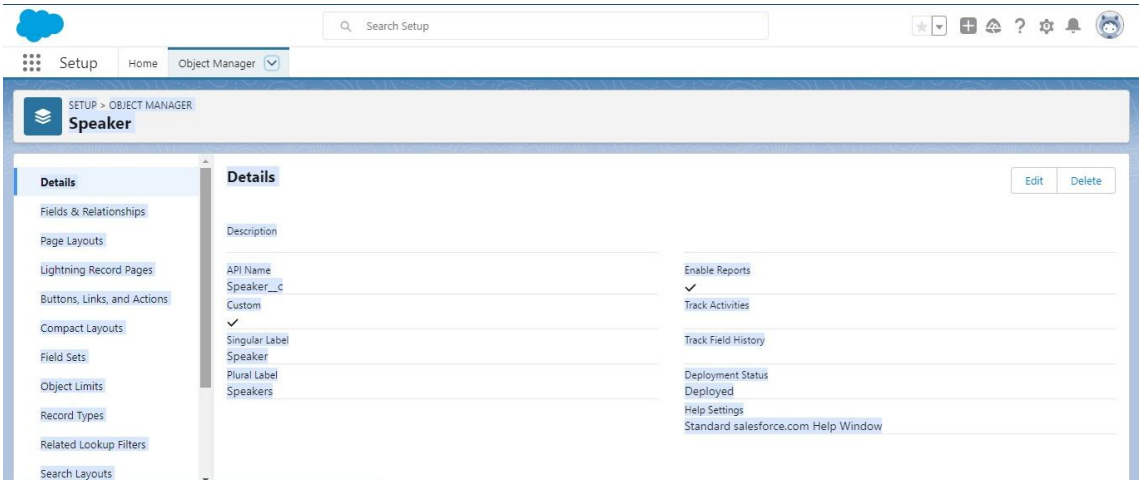
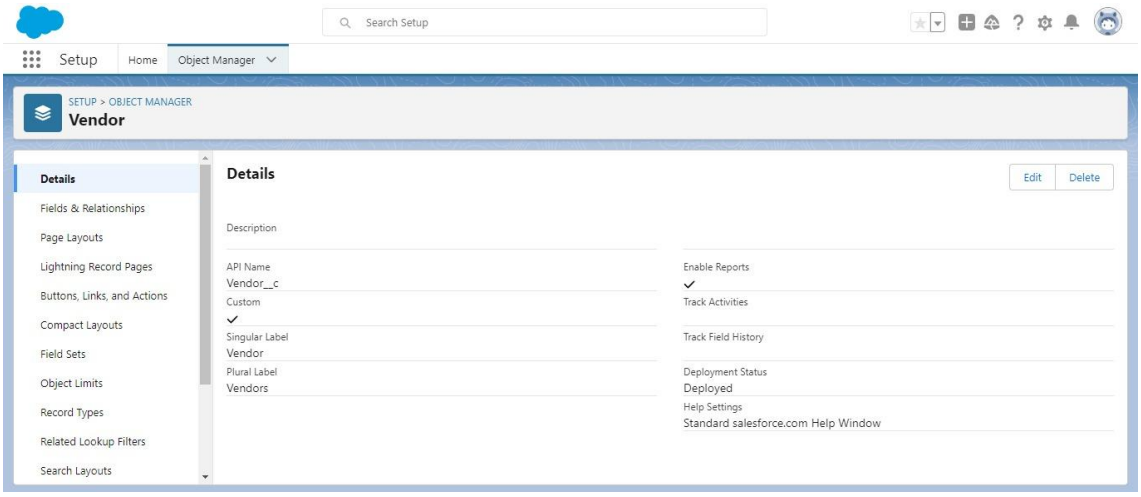
SPEAKER:



VENDOR:



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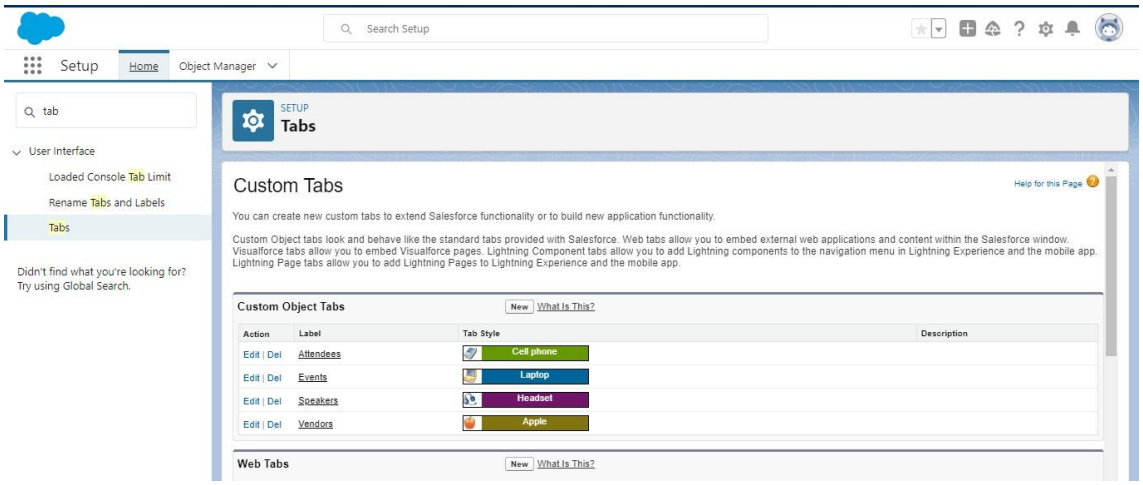
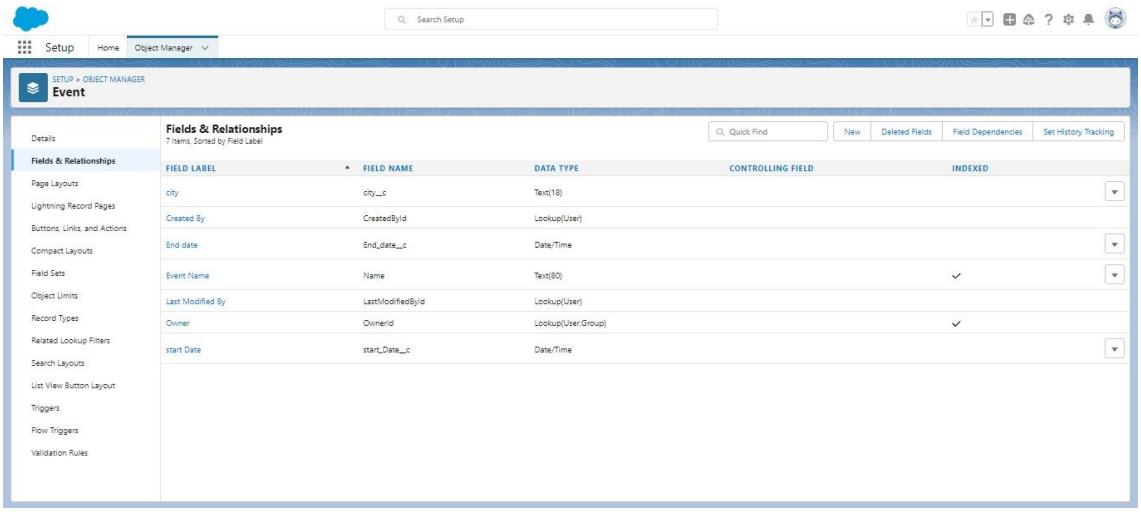
ACTIVITY 2: CREATION OF TABS



ACTIVITY 3: CREATION OF FIELD AND RELATIONSHIP

FIELD AND RELATIONSHIP FOR EVENT OBJECT:



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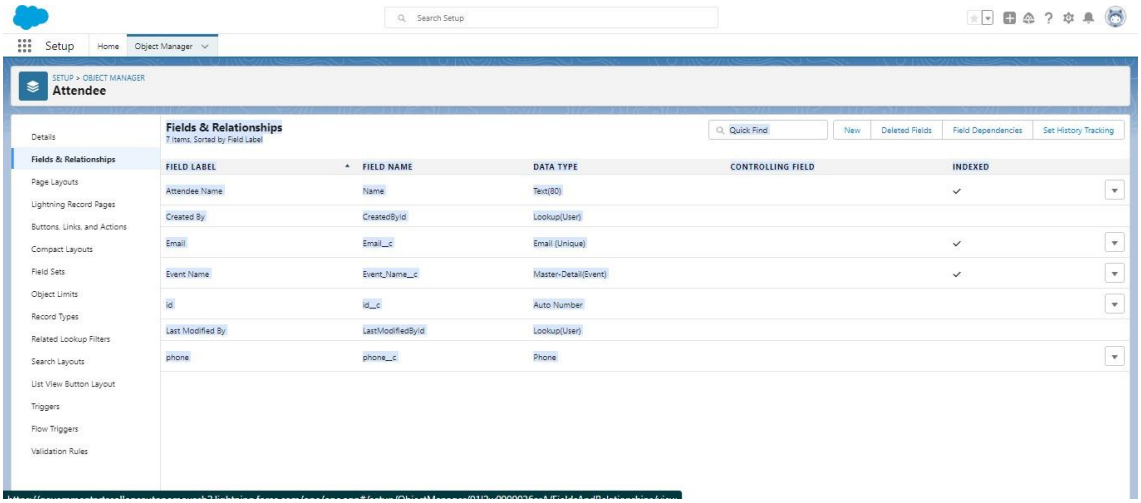
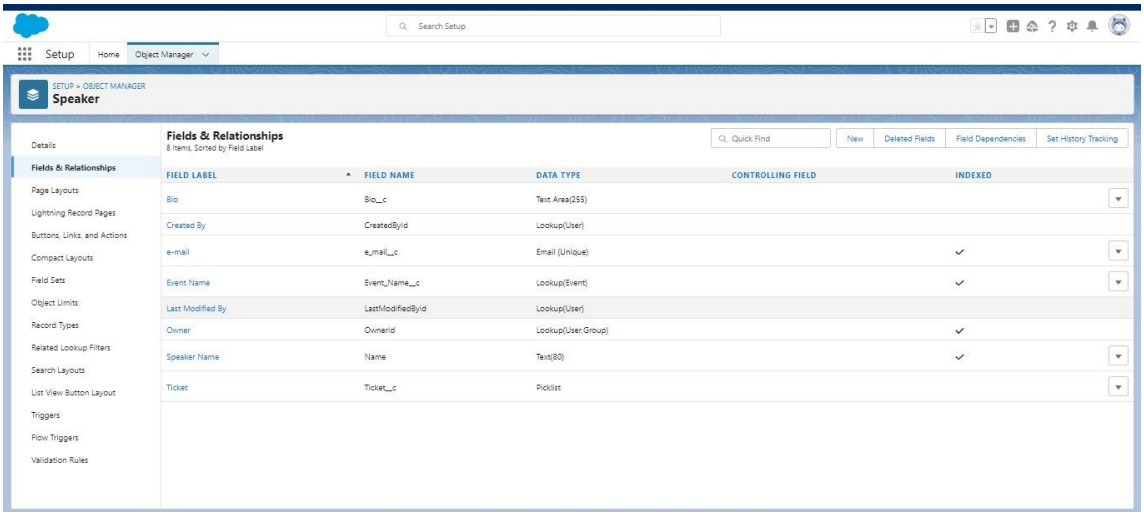
FIELD AND RELATIONSHIP FOR ATTENDESS:



FIELD AND RELATIONSHIP FOR SPEAKERS:



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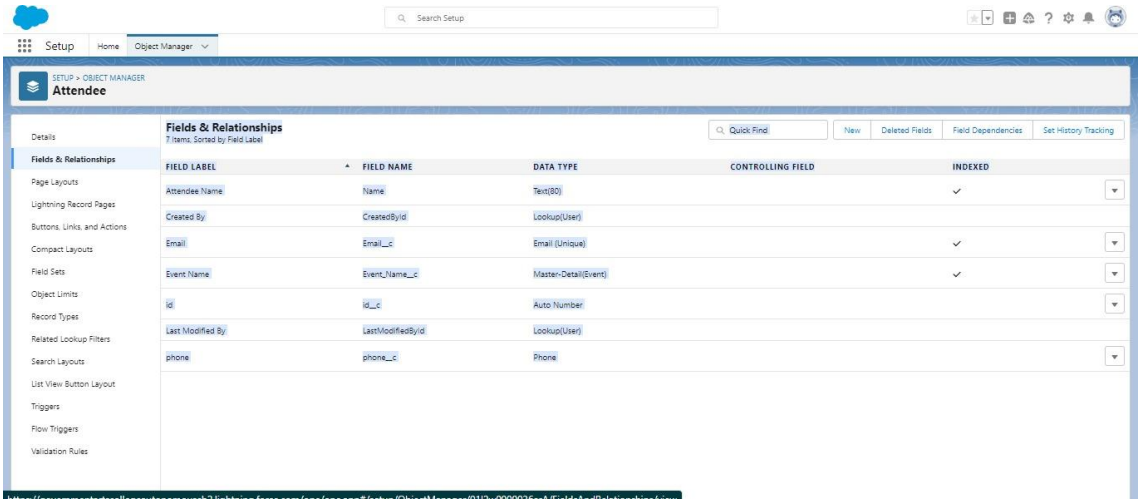
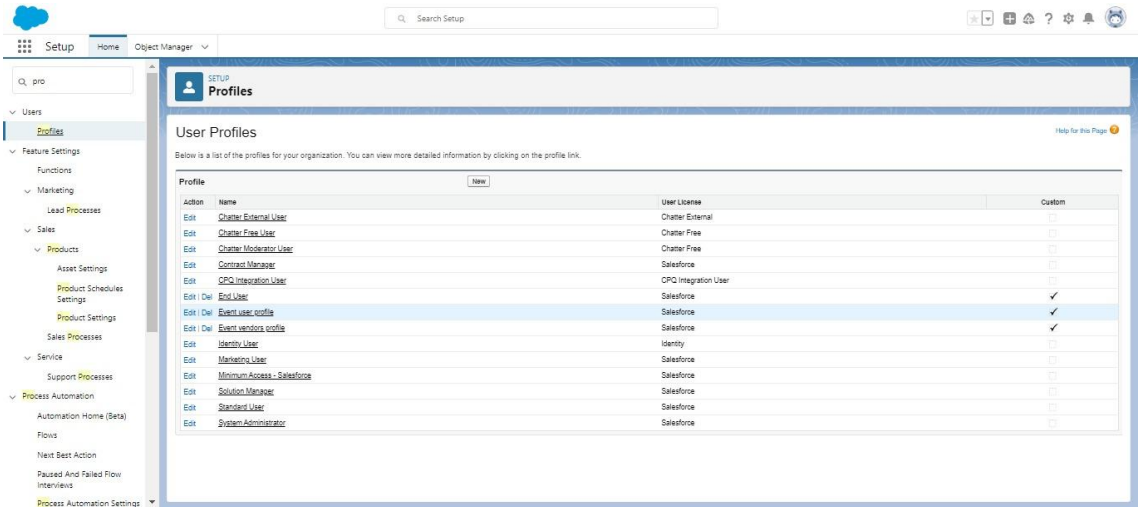
FIELD AND RELATIONSHIP FOR VENDORS:



ACTIVITY 4: CREATION OF PROFILE



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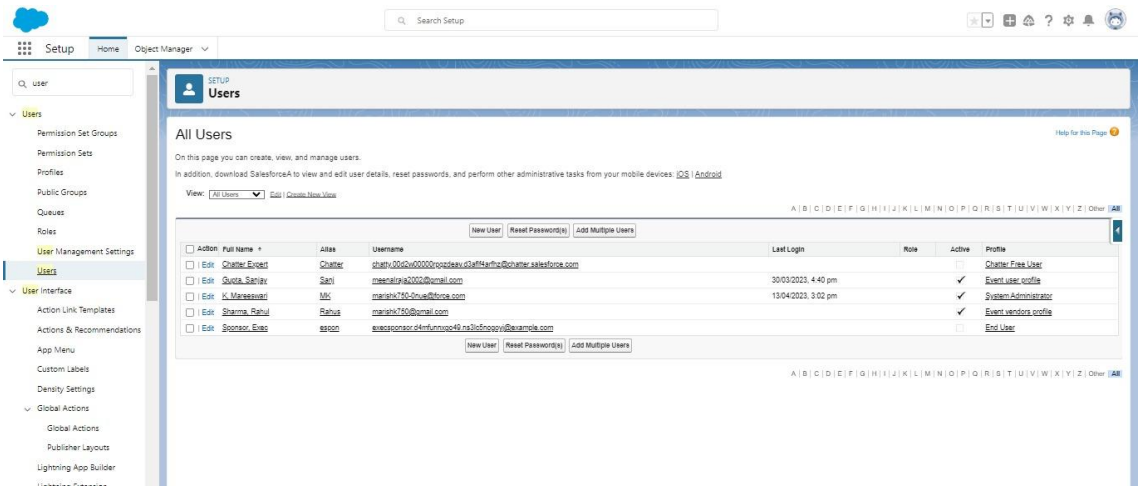
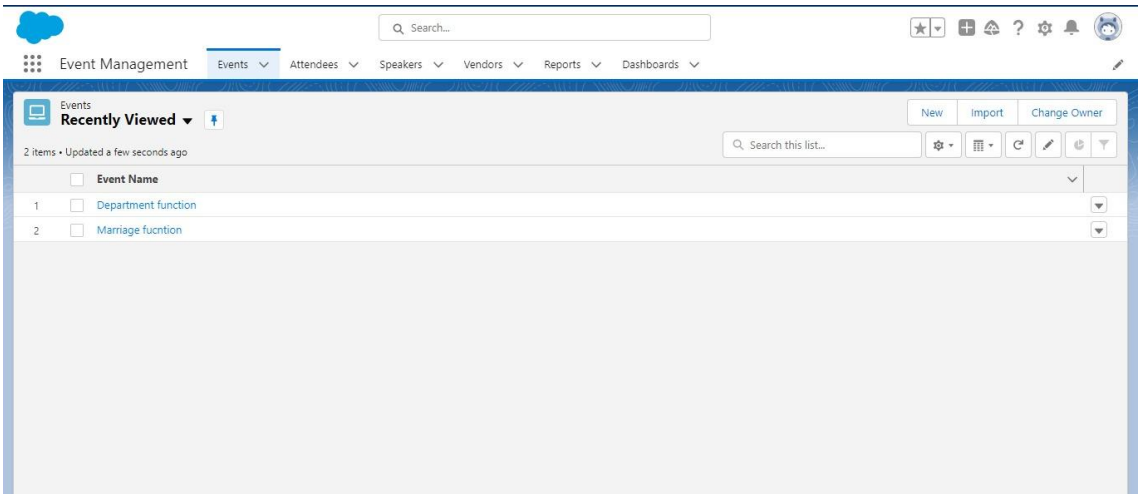
ACTIVITY 5: CREATION OF USERS



ACTIVITY 6: CREATION OF REPORTS



4 Trailhead Profile Public URL

MEENAL R (TEAM LEAD) –

https://trailblazer.me/id/m20bma108

DINO JASMINE S

https://trailblazer.me/id/d20bma104

MAREESWARI K

https://trailblazer.me/id/marek86

ANBU M

https://trailblazer.me/id/anbum11

5 ADVANTAGES:-

- Easier Management
- Save Time
- Cut Costs
- Increase Engagement
- Less Stressful

DISADVANTAGES:-

- Technological challenges
- High level of responsibility
- Time management
- Lack of backup plan
- Uncooperative weather

6 APPLICATIONS

- Corporate events
- Sports events
- Government events
- Non profit events
- Festival and concerts

7 CONCLUSION

Event management system is user friendly and cost effective system, it is customized with activities related to event management life-cycle. The implementation of this system will reduce the data entry, cost, time and also provide readily calculated reports .Post-Event analysis and ensuring a return on investment have become significant drivers for the event industry.

8 FUTURE SCOPE

The latest trends in event management show that there are some major changes in the way an event lifecycles is approached. Event management is one of the fastest growing industries .For those considering a career change or pursuing a course in event management. As time changes, people are more invested in the quality of experience. This not only makes this career enjoyable but also offers you a chance to improve on your skills. Different events have different planning techniques.