

1 INTRODUCTION

1.1 Overview

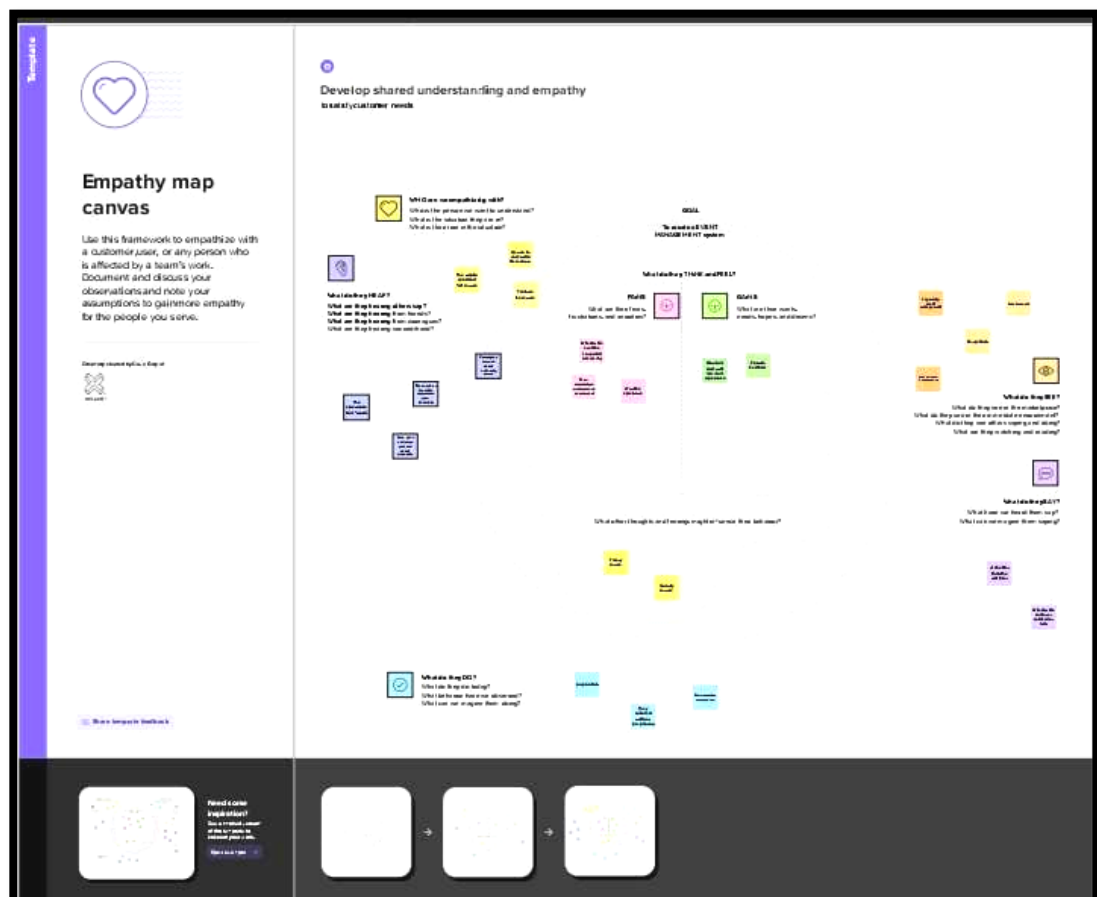
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. This process helps in managing the ongoing and upcoming events in an organization.

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.,..

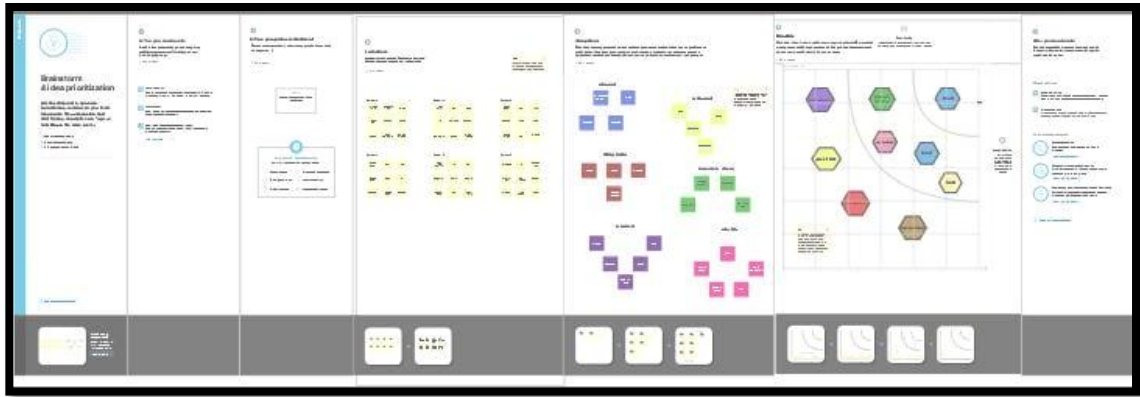
2 Problem Definition And Design Thinking

2.1 Empathy Map



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2.2 Ideation and Brainstorming map



3 RESULT

3.1 Data Model:

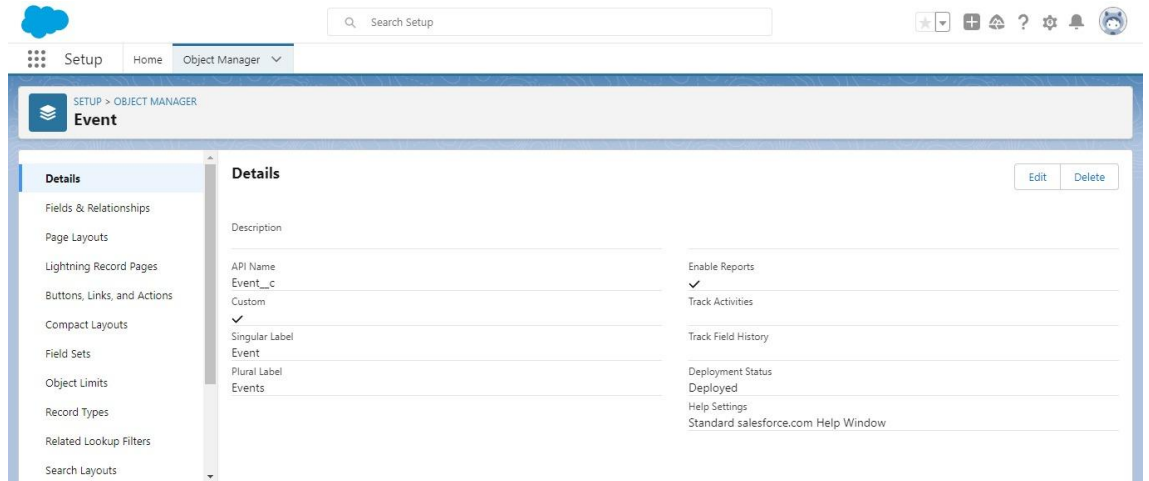
Object name	Fields in the Object	
Event	Field label	Data type
	City	Text
	Start Date	Date/time
	End Date	Date/time
Attendees	Field label	Date type
	Id	Auto Number
	Phone	Phone
	Email	Email
	Tickets	Pick list
	Event Name	Master-detail Relationship
Speaker	Field label	Data type
	Bio	Text Area
	e-mail	Email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

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3.2 Activity and Screenshot

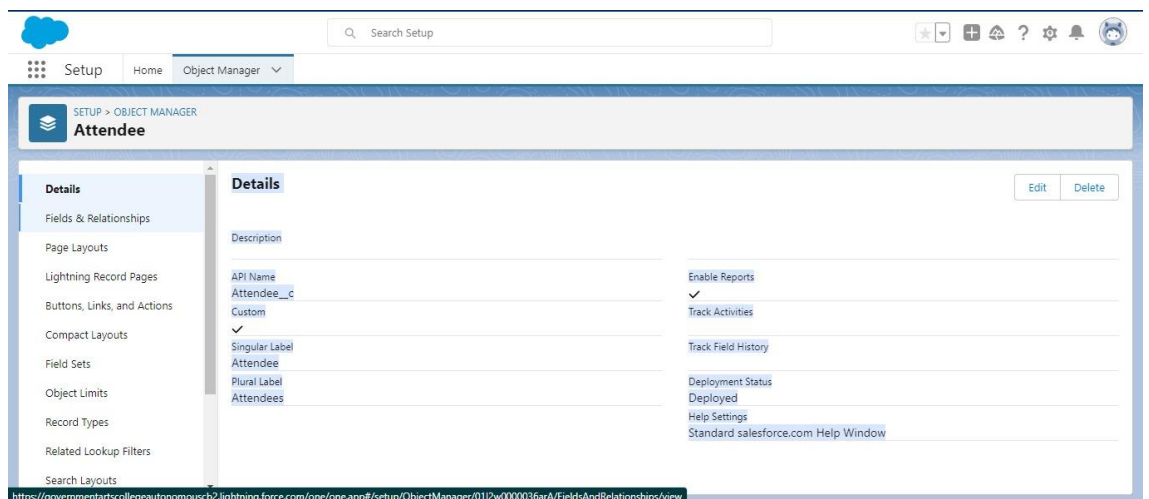
ACTIVITY 1-OBJECT CREATION

EVENT:



The screenshot shows the Salesforce Setup interface for the 'Event' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Event' and includes a 'Details' section with the following fields: Description, API Name (Event__c), Custom (checked), Singular Label (Event), Plural Label (Events), Enable Reports (checked), Track Activities (checked), Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). There are 'Edit' and 'Delete' buttons in the top right corner.

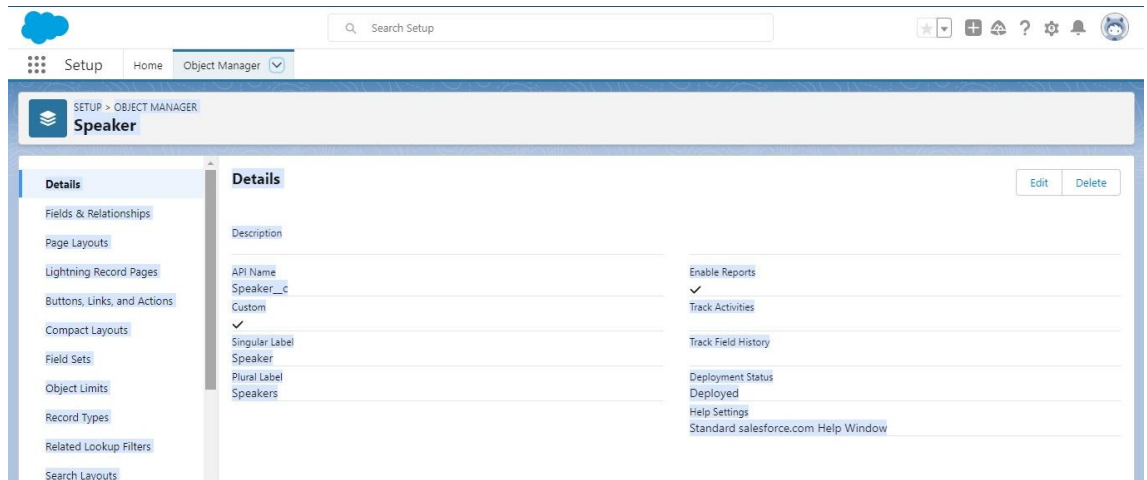
ATTENDEES:



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Attendee' and includes a 'Details' section with the following fields: Description, API Name (Attendee__c), Custom (checked), Singular Label (Attendee), Plural Label (Attendees), Enable Reports (checked), Track Activities (checked), Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). There are 'Edit' and 'Delete' buttons in the top right corner.

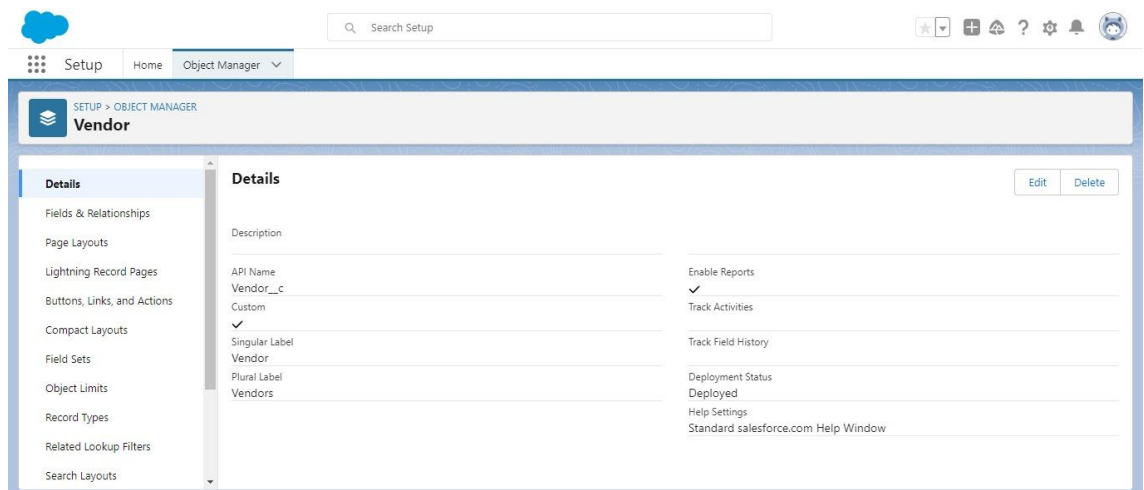
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SPEAKER:



The screenshot shows the Salesforce Setup page for the 'Speaker' object. The left sidebar contains a 'Details' section with a list of configuration options: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Details' and includes a description field, API Name (Speaker__c), Custom checkbox, Singular Label (Speaker), Plural Label (Speakers), Enable Reports checkbox, Track Activities checkbox, Track Field History checkbox, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). Edit and Delete buttons are visible in the top right corner.

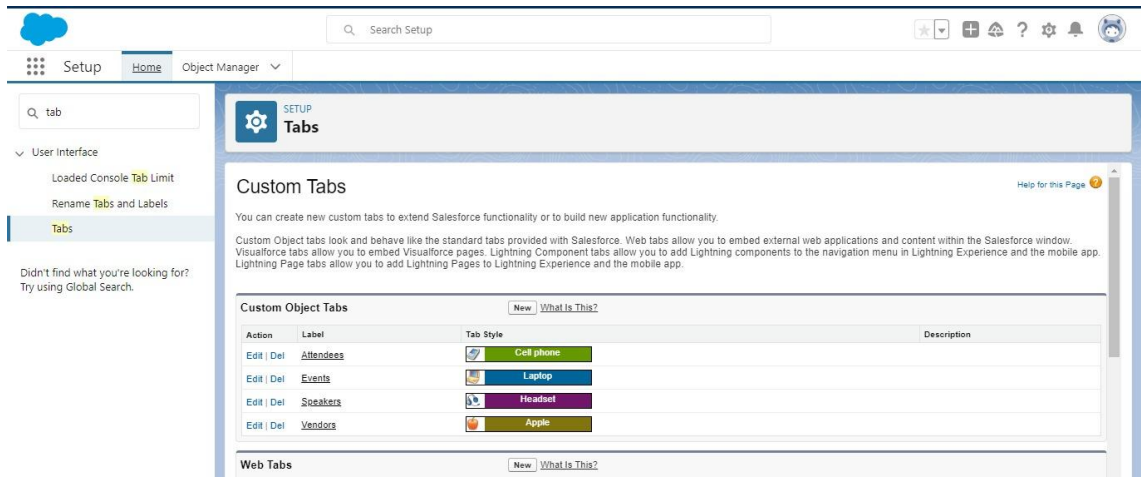
VENDOR:



The screenshot shows the Salesforce Setup page for the 'Vendor' object. The left sidebar contains a 'Details' section with a list of configuration options: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Details' and includes a description field, API Name (Vendor__c), Custom checkbox, Singular Label (Vendor), Plural Label (Vendors), Enable Reports checkbox, Track Activities checkbox, Track Field History checkbox, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). Edit and Delete buttons are visible in the top right corner.

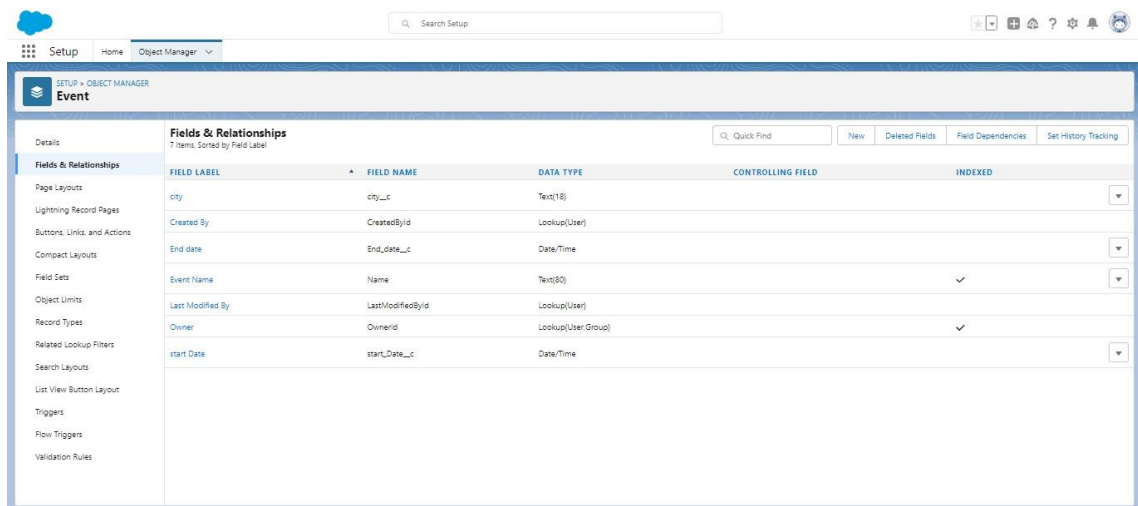
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ACTIVITY 2: CREATION OF TABS



ACTIVITY 3: CREATION OF FIELD AND RELATIONSHIP

FIELD AND RELATIONSHIP FOR EVENT OBJECT:

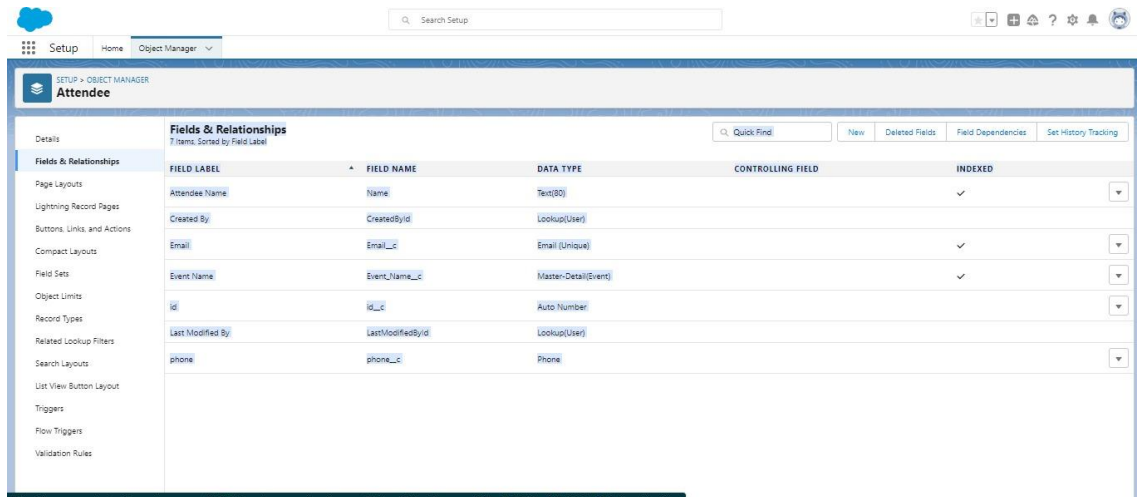


The screenshot shows the Salesforce Setup interface for the 'Event' object. The left sidebar contains a search bar and a list of categories including 'Details', 'Fields & Relationships', 'Page Layouts', 'Lightning Record Pages', 'Buttons, Links, and Actions', 'Compact Layouts', 'Field Sets', 'Object Limits', 'Record Types', 'Related Lookup Filters', 'Search Layouts', 'List View Button Layout', 'Triggers', 'Flow Triggers', and 'Validation Rules'. The main content area is titled 'Fields & Relationships' and includes a description: '7 items, Sorted by Field Label'. Below this, there is a table with the following data:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
city	city__c	Text(18)		
Created By	CreatedById	Lookup(User)		
End date	End_date__c	Date/Time		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓
start Date	start_date__c	Date/Time		

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FIELD AND RELATIONSHIP FOR ATTENDEE:

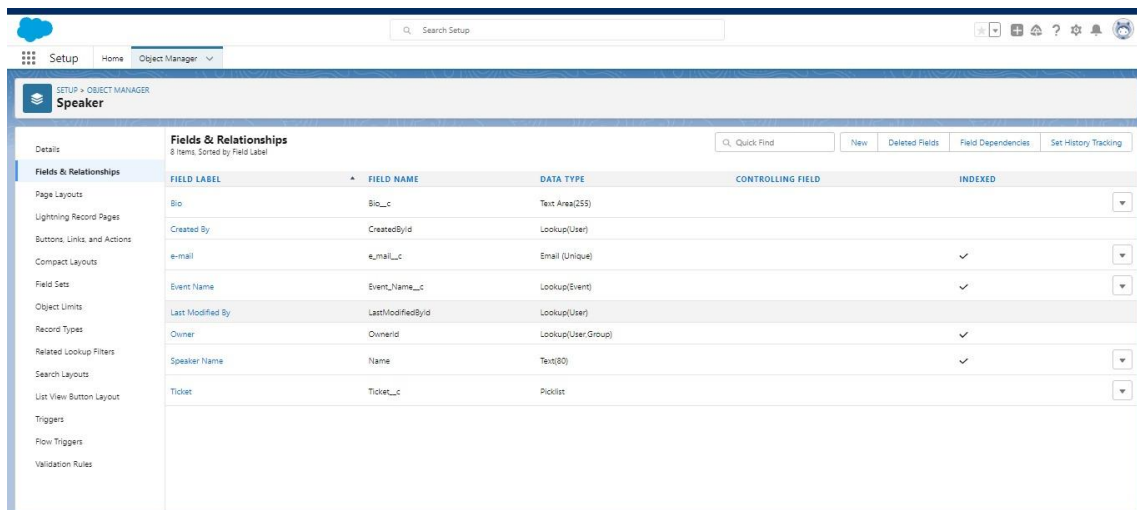


Setup > OBJECT MANAGER > Attendee

Fields & Relationships (7 items, Sorted by Field Label)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email_Lc	Email (Unique)		✓
Event Name	Event_Name_Lc	Master-Detail(Event)		✓
Id	Id_Lc	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
phone	phone_Lc	Phone		

FIELD AND RELATIONSHIP FOR SPEAKERS:



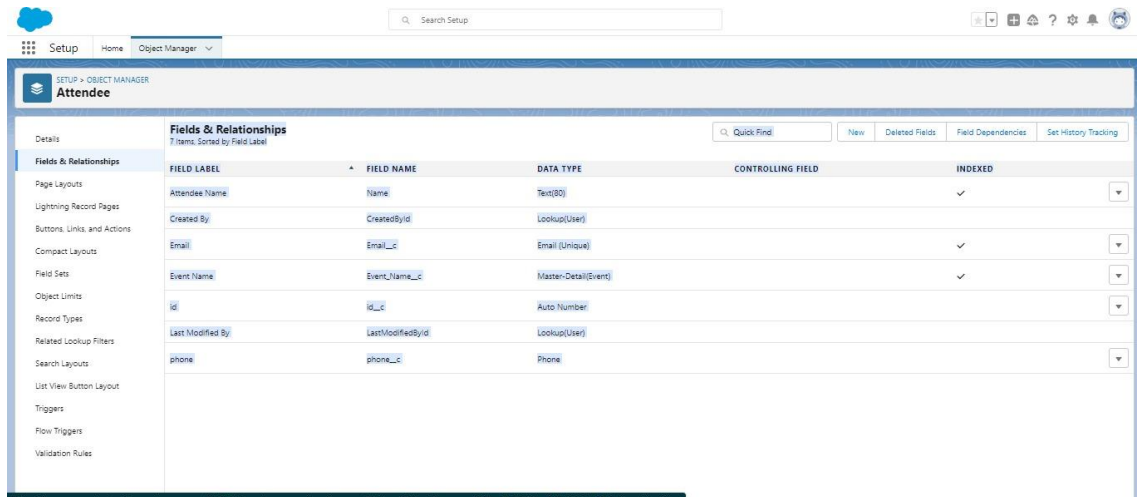
Setup > OBJECT MANAGER > Speaker

Fields & Relationships (8 items, Sorted by Field Label)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio_Lc	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e-mail_Lc	Email (Unique)		✓
Event Name	Event_Name_Lc	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User Group)		✓
Speaker Name	Name	Text(80)		✓
Ticket	Ticket_Lc	Picklist		

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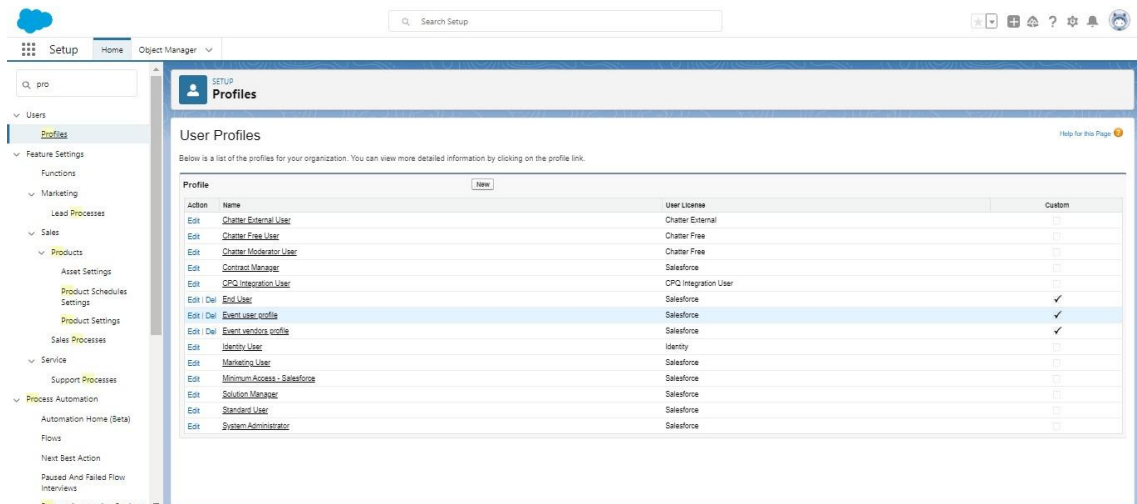
FIELD AND RELATIONSHIP FOR VENDORS:



The screenshot shows the Salesforce Setup interface for the 'Attendee' object. The 'Fields & Relationships' tab is selected, displaying a table of fields. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		✓
Created By	CreatedBy	Lookup(User)		
Email	Email_c	Email (Unique)		✓
Event Name	Event_Name_c	Master-Detail(Event)		✓
Id	Id_c	Auto Number		
Last Modified By	LastModifiedBy	Lookup(User)		
phone	phone_c	Phone		

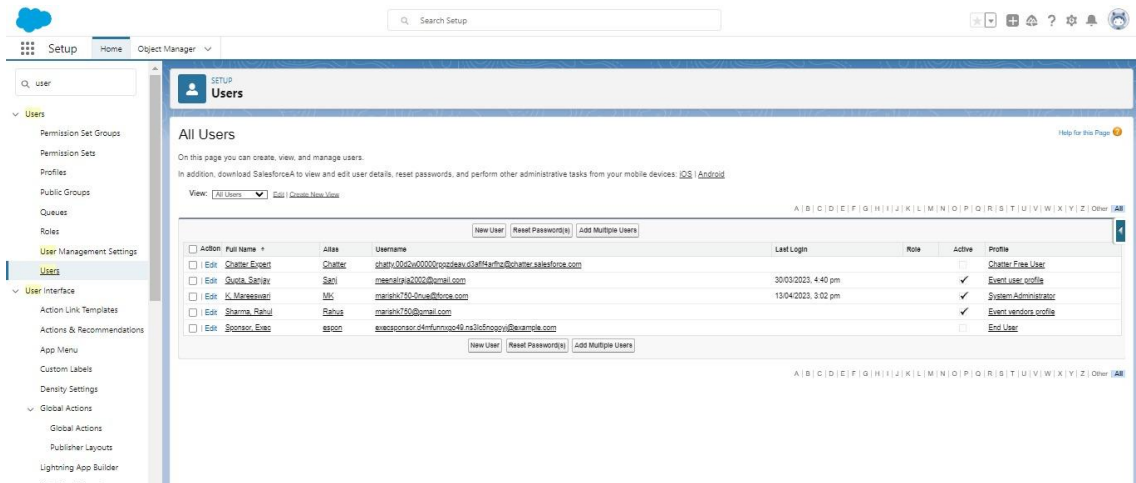
ACTIVITY 4: CREATION OF PROFILE



The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The 'User Profiles' table is displayed, showing a list of profiles for the organization. The table has columns for Profile, Name, User License, and Custom. The profiles listed are:

Profile	Name	User License	Custom
Edit	Chatter External User	Chatter External	<input type="checkbox"/>
Edit	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit	Contract Manager	Salesforce	<input type="checkbox"/>
Edit	CPQ Integration User	CPQ Integration User	<input type="checkbox"/>
Edit Del	EOU User	Salesforce	<input checked="" type="checkbox"/>
Edit Del	Event user profile	Salesforce	<input checked="" type="checkbox"/>
Edit Del	Event vendors profile	Salesforce	<input checked="" type="checkbox"/>
Edit	Identity User	Identity	<input type="checkbox"/>
Edit	Marketing User	Salesforce	<input type="checkbox"/>
Edit	Minimum Access - Salesforce	Salesforce	<input type="checkbox"/>
Edit	Solution Manager	Salesforce	<input type="checkbox"/>
Edit	Standard User	Salesforce	<input type="checkbox"/>
Edit	System Administrator	Salesforce	<input type="checkbox"/>

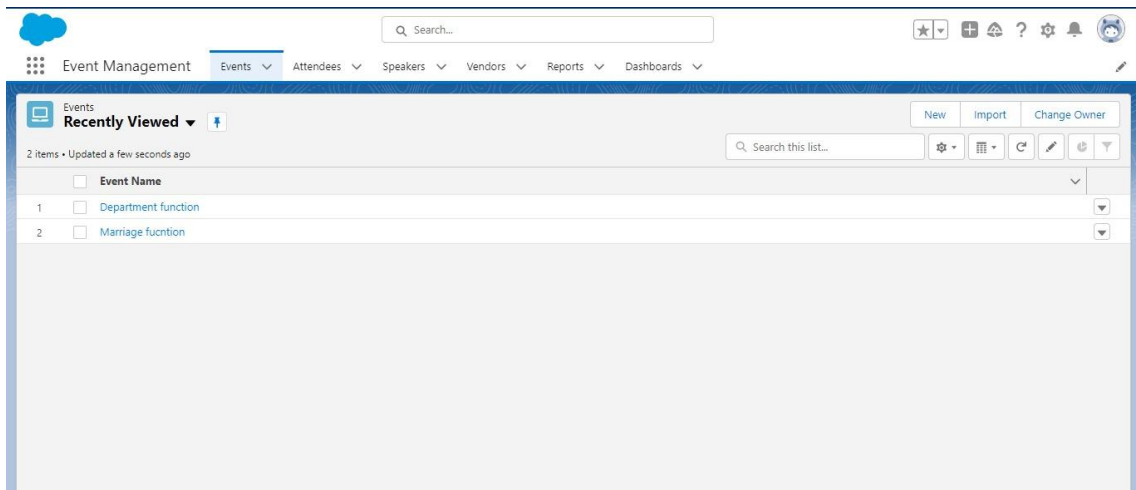
ACTIVITY 5: CREATION OF USERS



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains a navigation menu with options like 'Setup', 'Home', 'Object Manager', and 'Users'. The main content area is titled 'All Users' and includes a search bar, a 'View' dropdown set to 'All Users', and a table of users. The table has columns for 'Action', 'Full Name', 'Alias', 'Username', 'Last Login', 'Role', 'Active', and 'Profile'. There are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users' above and below the table.

Action	Full Name	Alias	Username	Last Login	Role	Active	Profile
<input type="checkbox"/>	Chaitan, Chaitan	Chaitan	chaitan.00000000000000000000000000000000@chaitan.salesforce.com				Chaitan, Free User
<input type="checkbox"/>	Chaitan, Chaitan	Sati	chaitan.00000000000000000000000000000000@chaitan.salesforce.com	30/03/2023, 4:40 pm		✓	Event User Profile
<input type="checkbox"/>	K. Manoj Kumar	MK	manojk7402@outlook.com	13/04/2023, 9:02 pm		✓	System Administrator
<input type="checkbox"/>	Sharma, Ravi	Ravi	manojk7402@outlook.com			✓	Event vendors profile
<input type="checkbox"/>	Sharma, Ravi	Ravi	manojk7402@outlook.com			✓	Bot User

ACTIVITY 6: CREATION OF REPORTS



The screenshot shows the Salesforce Event Management interface for the 'Reports' section. The left sidebar contains a navigation menu with options like 'Event Management', 'Events', 'Attendees', 'Speakers', 'Vendors', 'Reports', and 'Dashboards'. The main content area is titled 'Recently Viewed' and includes a search bar, a 'View' dropdown set to 'Recently Viewed', and a table of reports. The table has columns for 'Event Name', 'Department function', and 'Marriage function'. There are buttons for 'New', 'Import', and 'Change Owner' above the table.

Event Name	Department function	Marriage function
1	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>

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.