

# BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

## INTRODUCTION

### 1.1 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.

### 1.2 Purpose

A custom event management application in Salesforce can make managing events a lot easier. We've seen clients struggle with challenges in four main areas.

**Logistics** — From security to catering to facilities staff, there are many moving parts that need to align, and they're usually time-sensitive. Plus, you may have a range of equipment coming into the space, from technical and A/V components to industrial kitchen tools and catering appliances.

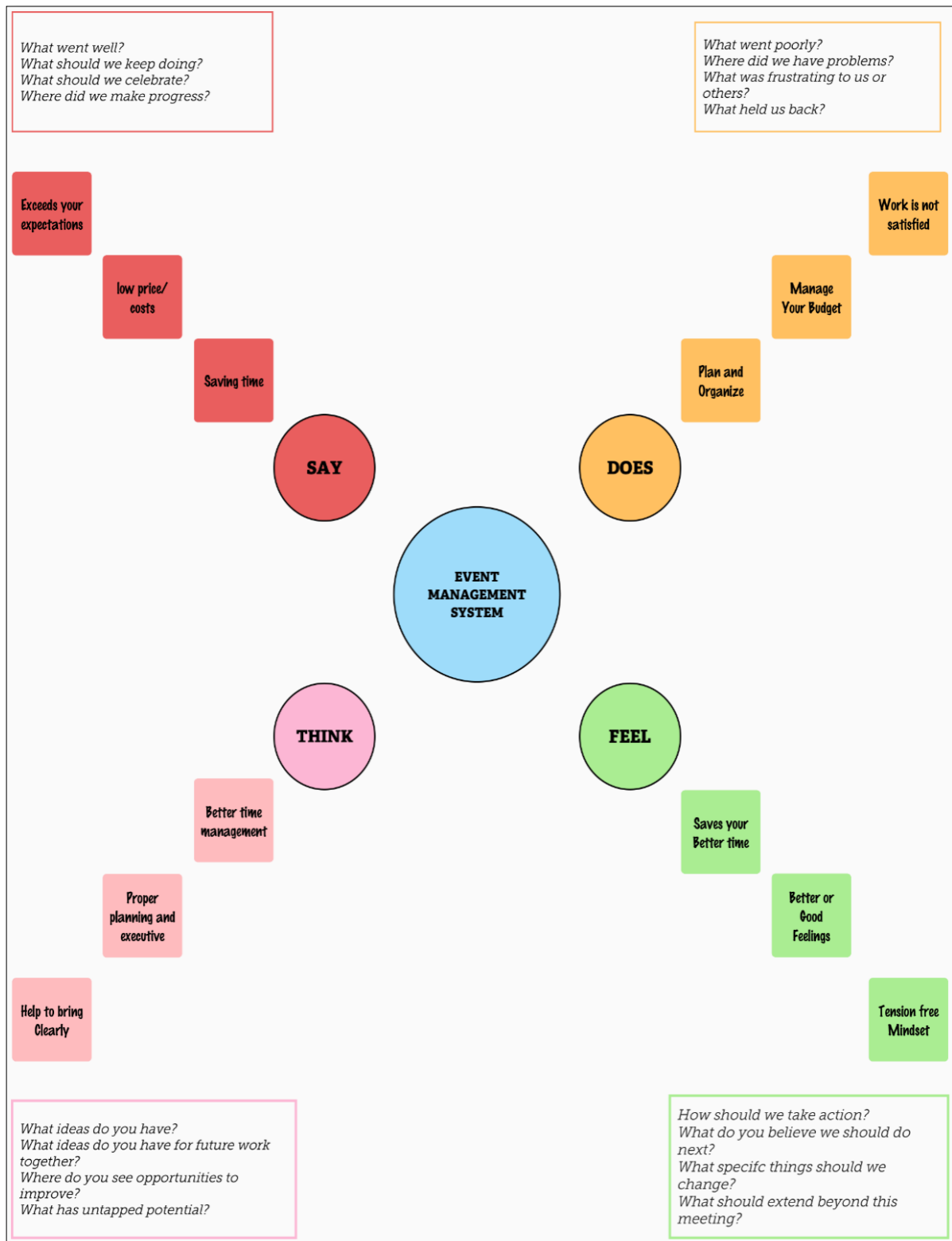
**Communication** — communications serve as the foundation of your entire event. Every event organizer's worst nightmare is running an event where no one shows up. Every event organizer's second-worst nightmare is running an event where a group of people get the wrong message and forget to show up / show up at the wrong time / go to the wrong place, etc. But with so many stakeholders, from staff to speakers to attendees, event communications are often more complicated than sending out the occasional email.

**Marketing** — Most event organizers don't have a native place for event listings, so they use third-party platforms like Eventbrite or Splash or Eventzilla. These platforms are all perfectly decent, but they don't allow for much customization. What if your event requires attendees to apply and be accepted only after their application is reviewed? What if you want to feature your logo or other partner logos prominently on the event listing? Marketing an event is more challenging when you're unhappy with your customization capabilities.

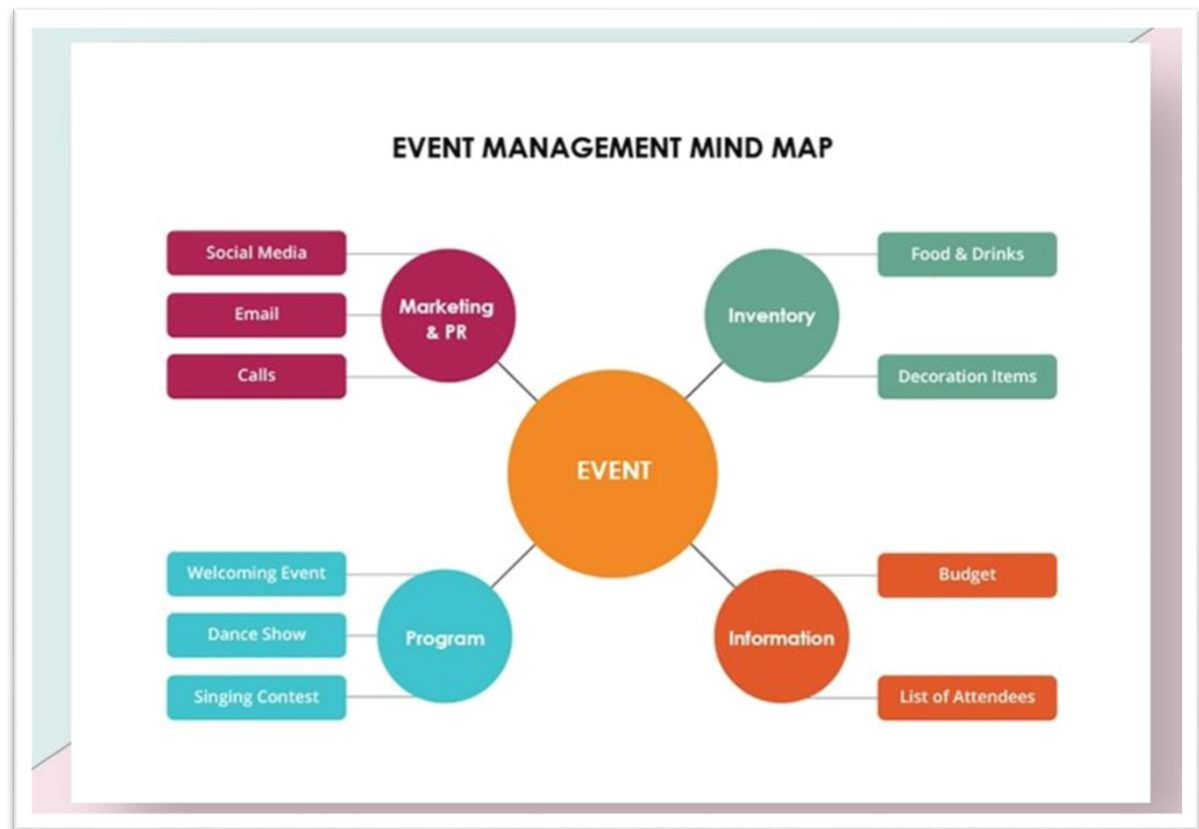
**Personalization** — Every business is unique. You probably want to see your events info in the context of your leads, contacts, opportunities, etc. which means you'll need to integrate any event management apps you use with your database. In doing so you might run into compatibility issues, certain apps might not be available in Salesforce's AppExchange, or you might not have the resources on your team to build a custom integration if it's needed.

# PROBLEM DEFINITION & DESIGN THINKING

## 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Map



## RESULT

### 3.1 Data Model

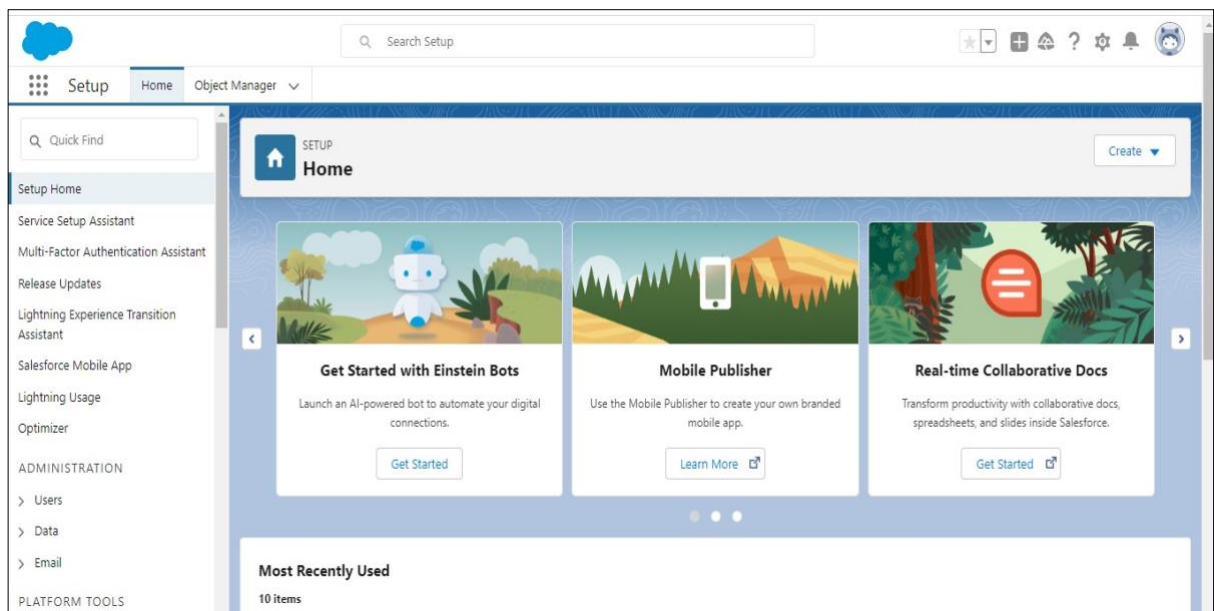
OBJECT NAME	FIELDS IN THE OBJECT	
Event	Field Label	Data Type
	City	Text Area
	Date/Time	Start Date
	Event Name	Master-Detail Relationship

Attendees	<table> <tr> <th>Field Label</th><th>Data Type</th></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>Picklist</td></tr> </table>	Field Label	Data Type	Id	Auto Number	Phone	Phone	Email	Email	Tickets	Picklist
Field Label	Data Type										
Id	Auto Number										
Phone	Phone										
Email	Email										
Tickets	Picklist										
Speakers	<table> <tr> <th>Field Label</th><th>Data Type</th></tr> <tr> <td>Bio</td><td>Text Area</td></tr> <tr> <td>Email</td><td>Email</td></tr> <tr> <td>Event Name</td><td>Look-Up Relationship</td></tr> </table>	Field Label	Data Type	Bio	Text Area	Email	Email	Event Name	Look-Up Relationship		
Field Label	Data Type										
Bio	Text Area										
Email	Email										
Event Name	Look-Up Relationship										
Vendors	<table> <tr> <th>Field Label</th><th>Data Type</th></tr> <tr> <td>Email</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>	Field Label	Data Type	Email	Email	Phone	Phone	Service Provider	Text	Event Name	Look-Up Relationship
Field Label	Data Type										
Email	Email										
Phone	Phone										
Service Provider	Text										
Event Name	Look-Up Relationship										

## 3.2 Activity & Screenshot

### 1. Salesforce

#### Home page



## 2. Objects

### Events

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, and Related Lookup Filters. The main content area is titled 'Event' and includes a 'Details' section with the following fields:

Field	Value
Description	
API Name	Event__c
Custom	✓
Singular Label	Event
Plural Label	Events
Enable Reports	✓
Track Activities	
Track Field History	
Deployment Status	In Development
Help Settings	Standard salesforce.com Help Window

Buttons for 'Edit' and 'Delete' are located in the top right corner of the details section.

### 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, and Related Lookup Filters. The main content area is titled 'Attendee' and includes a 'Details' section with the following fields:

Field	Value
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

Buttons for 'Edit' and 'Delete' are located in the top right corner of the details section.

## Speakers

The image shows the Salesforce Setup interface for the 'Speaker' object. The top navigation bar includes the Salesforce logo, a search bar, and various utility icons. The left sidebar contains navigation links for Setup, Home, and Object Manager. The main content area is titled 'Speaker' and shows the 'Details' tab selected in the left sidebar. The details view includes a description field, API Name (Speaker\_\_c), Custom checkbox (checked), Singular Label (Speaker), Plural Label (Speakers), Enable Reports checkbox (checked), Track Activities checkbox, Track Field History checkbox, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. Edit and Delete buttons are visible in the top right corner.

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

**Details**

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

Edit Delete

## Vendors

The image shows the Salesforce Setup interface for the 'Vendor' object. The top navigation bar includes the Salesforce logo, a search bar, and various utility icons. The left sidebar contains navigation links for Setup, Home, and Object Manager. The main content area is titled 'Vendor' and shows the 'Details' tab selected in the left sidebar. The details view includes a description field, API Name (Vendor\_\_c), Custom checkbox (checked), Singular Label (Vendor), Plural Label (Vendors), Enable Reports checkbox (checked), Track Activities checkbox, Track Field History checkbox, Deployment Status (Deployed), Help Settings, and a link to the Standard salesforce.com Help Window. Edit and Delete buttons are visible in the top right corner.

Setup > OBJECT MANAGER

### Vendor

**Details**

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

**Details**

Description

API Name  
Vendor\_\_c

Custom  
✓

Singular Label  
Vendor

Plural Label  
Vendors

Enable Reports  
✓

Track Activities

Track Field History

Deployment Status  
Deployed

Help Settings  
Standard salesforce.com Help Window

Edit Delete

### 3. Tab

## Custom Tabs

The screenshot shows the Salesforce Setup interface. The left sidebar has a search bar with "tabs" entered, showing "User Interface" and "Rename Tabs and Labels". The main content area is titled "Custom Tabs" and includes a "Help for this Page" link. Below the title, there is an explanatory text: "You can create new custom tabs to extend Salesforce functionality or to build new application functionality. Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app."

**Custom Object Tabs** [New](#) [What Is This?](#)

Action	Label	Tab Style	Description
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Attendees</a>	Bank	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Events</a>	Airplane	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Speakers</a>	Books	
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Vendors</a>	Building	

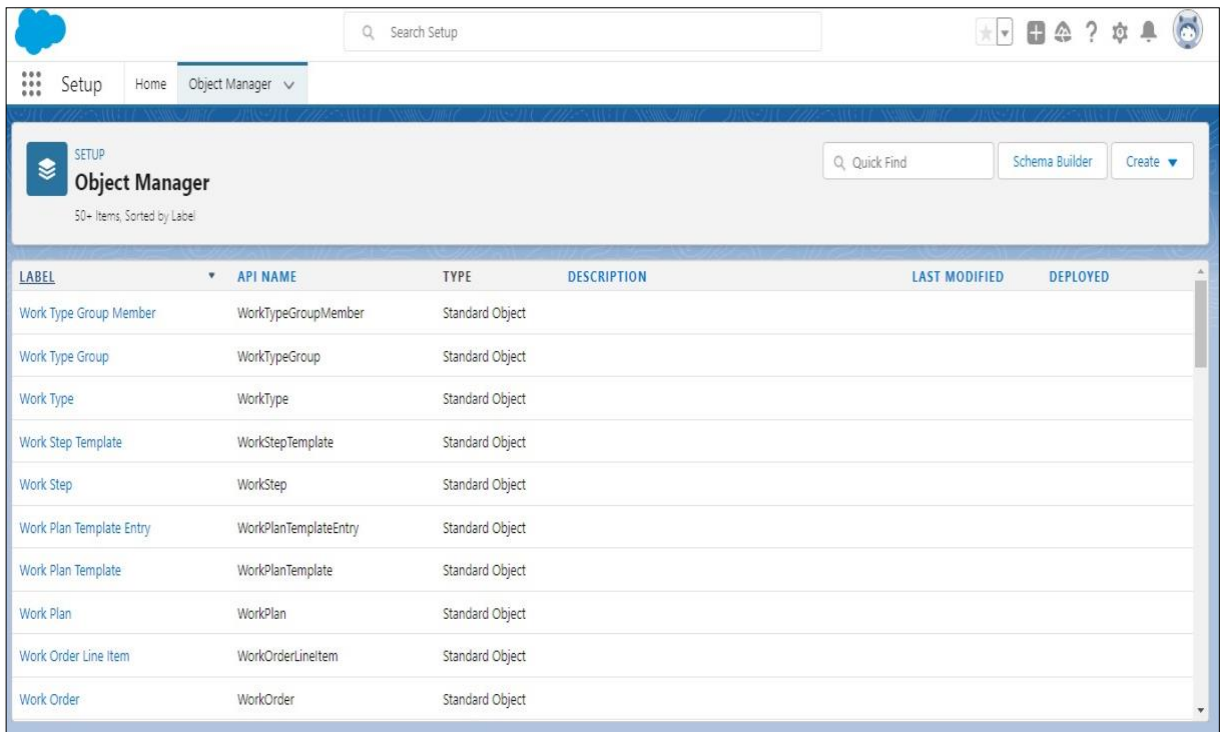
**Web Tabs** [New](#) [What Is This?](#)

No Web Tabs have been defined

## Application

The screenshot shows the Salesforce Event Management application. The top navigation bar includes "Event Management" and a dropdown menu with "Events", "Attendees", "Speakers", "Vendors", "Reports", and "Dashboards". The main content area is titled "Events" and includes a "Recently Viewed" dropdown menu. Below the title, there is a search bar with "Search this list..." and a "New" button. The main content area is empty, displaying the message: "You haven't viewed any Events recently. Try switching list views."

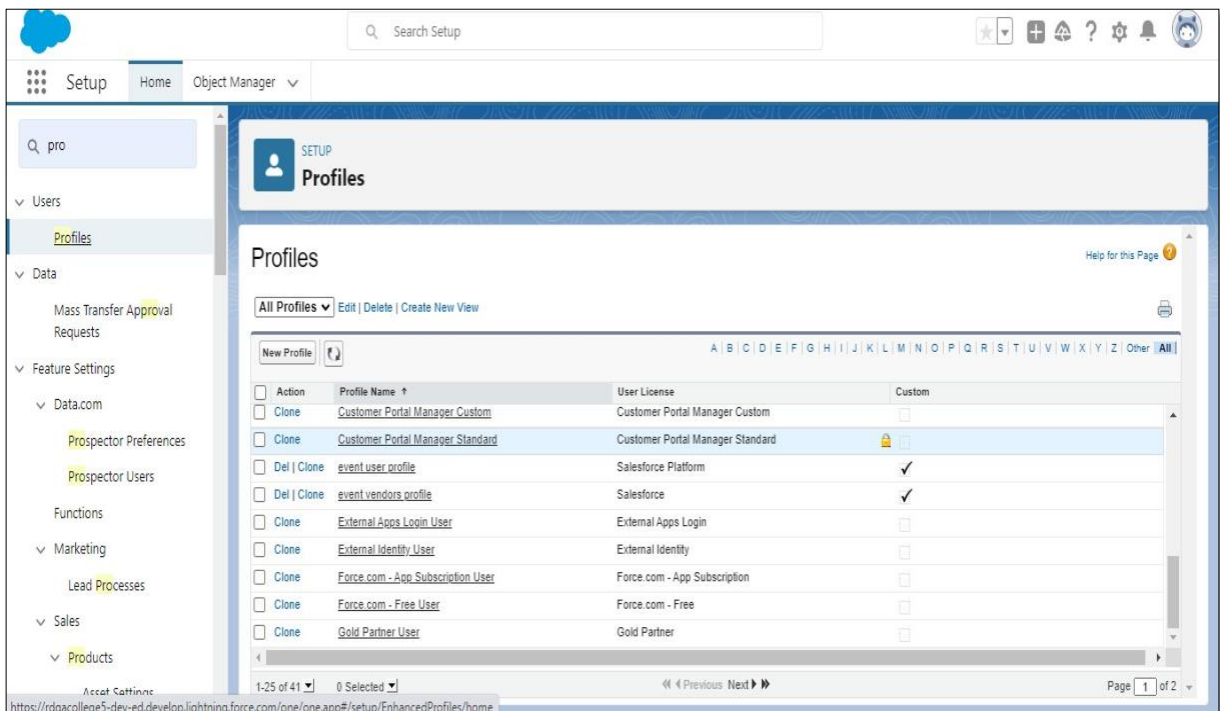
## 4. Fields



The screenshot shows the Salesforce Setup interface with the 'Object Manager' tab selected. The page displays a list of 50+ items, sorted by label. The table below lists the first ten items.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Work Type Group Member	WorkTypeGroupMember	Standard Object			
Work Type Group	WorkTypeGroup	Standard Object			
Work Type	WorkType	Standard Object			
Work Step Template	WorkStepTemplate	Standard Object			
Work Step	WorkStep	Standard Object			
Work Plan Template Entry	WorkPlanTemplateEntry	Standard Object			
Work Plan Template	WorkPlanTemplate	Standard Object			
Work Plan	WorkPlan	Standard Object			
Work Order Line Item	WorkOrderLineItem	Standard Object			
Work Order	WorkOrder	Standard Object			

## 5. Profile

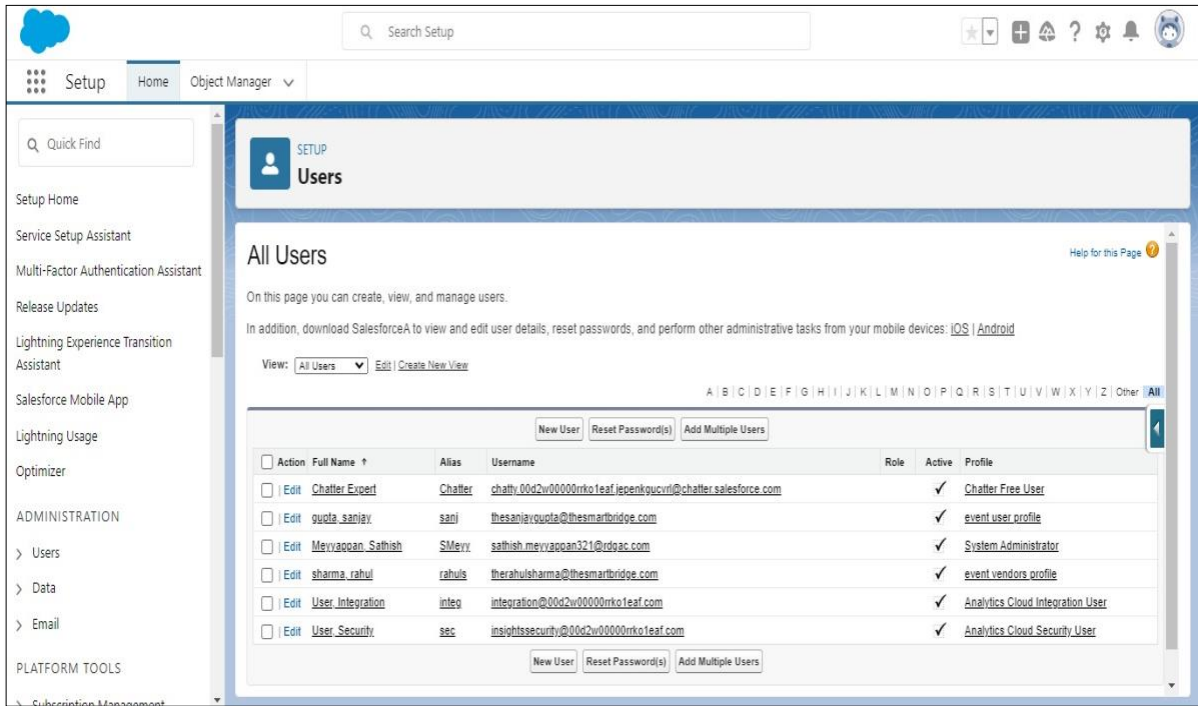


The screenshot shows the Salesforce Setup interface with the 'Profiles' tab selected. The page displays a list of profiles. The table below lists the first ten profiles.

Action	Profile Name	User License	Custom
<input type="checkbox"/> Clone	Customer Portal Manager Custom	Customer Portal Manager Custom	<input type="checkbox"/>
<input type="checkbox"/> Clone	Customer Portal Manager Standard	Customer Portal Manager Standard	<input checked="" type="checkbox"/>
<input type="checkbox"/> Del   Clone	event user profile	Salesforce Platform	<input checked="" type="checkbox"/>
<input type="checkbox"/> Del   Clone	event vendors profile	Salesforce	<input checked="" type="checkbox"/>
<input type="checkbox"/> Clone	External Apps Login User	External Apps Login	<input type="checkbox"/>
<input type="checkbox"/> Clone	External Identity User	External Identity	<input type="checkbox"/>
<input type="checkbox"/> Clone	Force.com - App Subscription User	Force.com - App Subscription	<input type="checkbox"/>
<input type="checkbox"/> Clone	Force.com - Free User	Force.com - Free	<input type="checkbox"/>
<input type="checkbox"/> Clone	Gold Partner User	Gold Partner	<input type="checkbox"/>



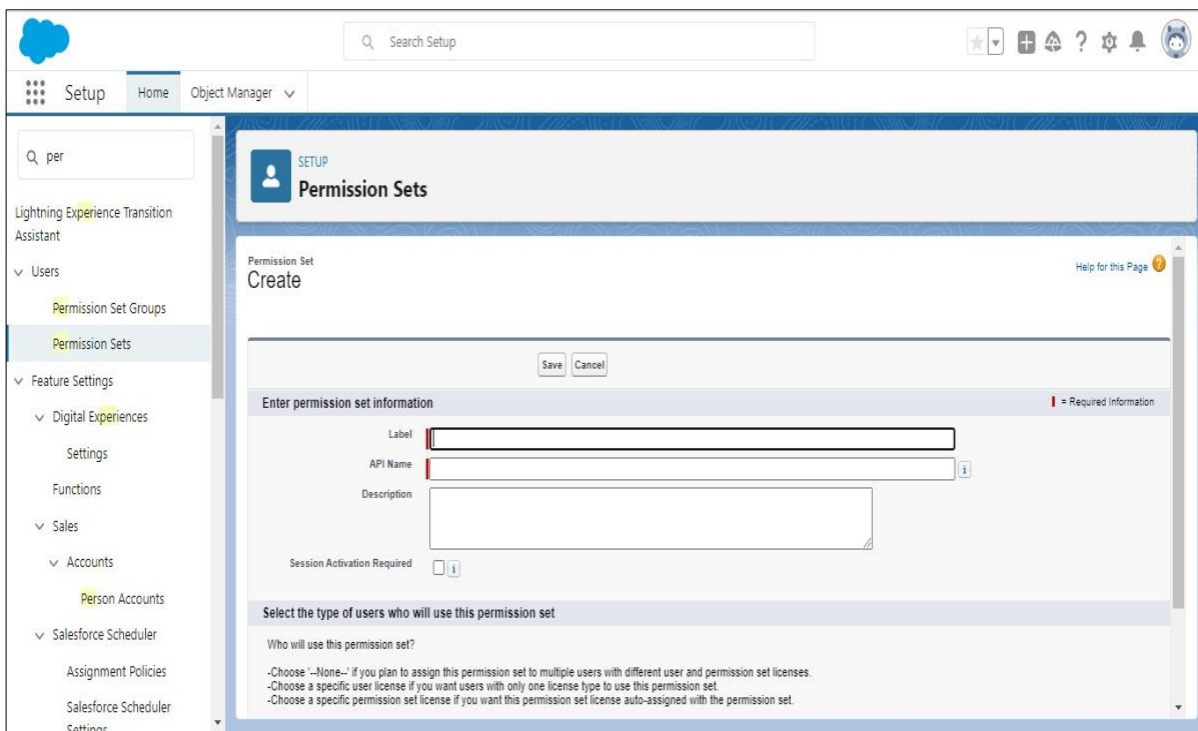
## 6. User



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains navigation links for Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, Salesforce Mobile App, Lightning Usage, Optimizer, and ADMINISTRATION (Users, Data, Email). Below these are PLATFORM TOOLS (Subscription Management). The main content area is titled 'All Users' and includes a search bar, a 'View: All Users' dropdown, and a 'Create New View' link. A table lists users with columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The table contains six rows of user data. Below the table are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'.

Action	Full Name	Alias	Username	Role	Active	Profile
<a href="#">Edit</a>	Chatter Expert	Chatter	chatter_00d2w00000rko1eaf@salesforce.com		✓	Chatter Free User
<a href="#">Edit</a>	gouda_sanjay	sani	thesanjaygouda@thesmartbridge.com		✓	event user profile
<a href="#">Edit</a>	Mervaquean Sathish	SMerv	sathish.mervaquean321@rdgac.com		✓	System Administrator
<a href="#">Edit</a>	sharma rahul	rahuls	therahulsharma@thesmartbridge.com		✓	event vendors profile
<a href="#">Edit</a>	User Integration	integ	integration@00d2w00000rko1eaf.com		✓	Analytics Cloud Integration User
<a href="#">Edit</a>	User Security	sec	insightssecurity@00d2w00000rko1eaf.com		✓	Analytics Cloud Security User

## 7. Permission sets



The screenshot shows the Salesforce Setup interface for the 'Permission Sets' section. The left sidebar contains navigation links for Lightning Experience Transition Assistant, Users, Permission Set Groups, Permission Sets, Feature Settings (Digital Experiences, Settings, Functions), Sales, Accounts, Person Accounts, Salesforce Scheduler, Assignment Policies, and Salesforce Scheduler Settings. The main content area is titled 'Permission Sets' and includes a search bar, a 'Create' button, and a 'Help for this Page' link. Below the header is a form titled 'Enter permission set information' with fields for Label, API Name, and Description. There is also a checkbox for 'Session Activation Required'. Below the form is a section titled 'Select the type of users who will use this permission set' with a question 'Who will use this permission set?' and three bullet points providing instructions on how to choose the appropriate user license.

Enter permission set information

Label

API Name

Description

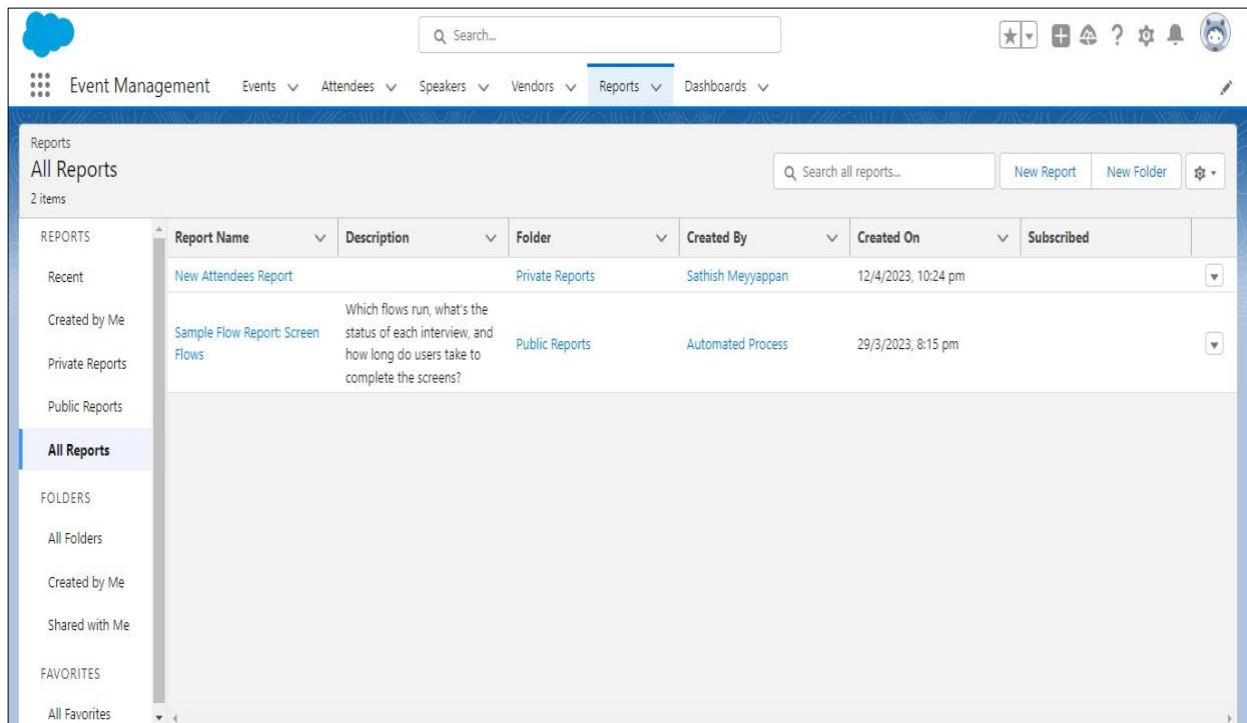
Session Activation Required ☐

Select the type of users who will use this permission set

Who will use this permission set?

- Choose 'None-' if you plan to assign this permission set to multiple users with different user and permission set licenses.
- Choose a specific user license if you want users with only one license type to use this permission set.
- Choose a specific permission set license if you want this permission set license auto-assigned with the permission set.

## 8. Reports



The screenshot displays the Salesforce Reports page. The top navigation bar includes 'Event Management', 'Events', 'Attendees', 'Speakers', 'Vendors', 'Reports' (selected), and 'Dashboards'. The left sidebar shows a navigation menu with 'REPORTS' (selected), 'FOLDERS', and 'FAVORITES'. The main content area, titled 'All Reports', shows a table with 2 items. The table has columns for Report Name, Description, Folder, Created By, Created On, and Subscribed. The first report is 'New Attendees Report' in the 'Private Reports' folder, created by 'Sathish Meyyappan' on 12/4/2023. The second report is 'Sample Flow Report: Screen Flows' in the 'Public Reports' folder, created by 'Automated Process' on 29/3/2023.

Report Name	Description	Folder	Created By	Created On	Subscribed
New Attendees Report		Private Reports	Sathish Meyyappan	12/4/2023, 10:24 pm	
Sample Flow Report: Screen Flows	Which flows run, what's the status of each interview, and how long do users take to complete the screens?	Public Reports	Automated Process	29/3/2023, 8:15 pm	

### Trailhead Profile Public URL

Team Lead - <https://trailblazer.me/id/sathishrdm>

Team Member 1 - <https://trailblazer.me/id/vallarasurdm>

Team Member 2 - <https://trailblazer.me/id/anbarasanrdm>

Team Member 3 - <https://trailblazer.me/id/ranjanirdm>

Team Member 4 - <https://trailblazer.me/id/bharathirdm>

## **ADVANTAGES**

- Easier event management. A dedicated event platform makes the entire event easier to manage.
- Saves time.
- Cut costs.
- Increase engagement.
- Analyze and improve.
- Automate your event.
- Display a greater level of professionalism.
- Take a holistic approach to event management.

## **DISADVANTAGES**

- Unconventional work hours.
- Time away from family and friends.
- Experience requirements.
- Job instability.
- Multiple events at the same time.
- High level of responsibility.

## **APPLICATIONS**

- An Event Management System (or Event Management Software) helps organizers plan, execute and report on events, driving success for their business.

## **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.
- Solution Dot always keep your objectives and goals on top priority while developing any plan of work.

## **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.

