



Sri Meenakshi Govt.Arts College for Women (A),  
Madurai - 625 002



Department of Physics

## Naan Mudhalvan Scheme

Domain : Sales Force Associate

Project Title : Build an Event Management System using Salesforce

Submitted by

TEAM IV

Team I'd: NM2023TMID05121

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## **PROJECT REPORT TEMPLATE**

# **1.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. An event management company can take care of all the organisation service will show if there is a problem. A good event management company will have contingencies in case plan A or B doesn't work.

## **1.2.Purpose:**

An event management company can take care of all the organisation and tasks to deliver a successful event, allowing you to focus on the day and your guests. The true quality of the service will show if there is a problem. A good event management company will have contingencies in case plan A or B doesn't work. An Event Management System minimizes the steps needed to manage your events, creating a much more

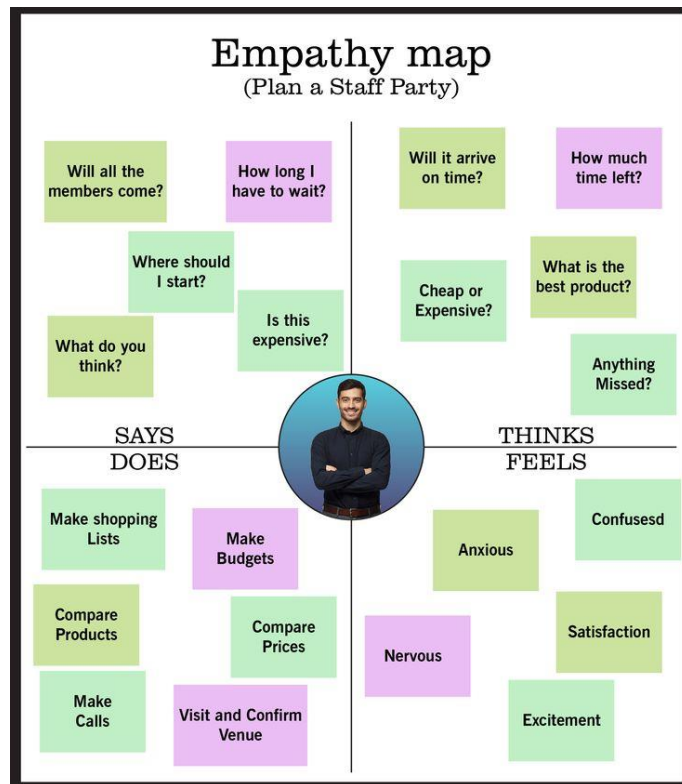
efficient administrative process. This way, event planners can focus more on the details, without getting lost in administrative tasks.

## **5 Goals You Can Achieve With an Event Management System**

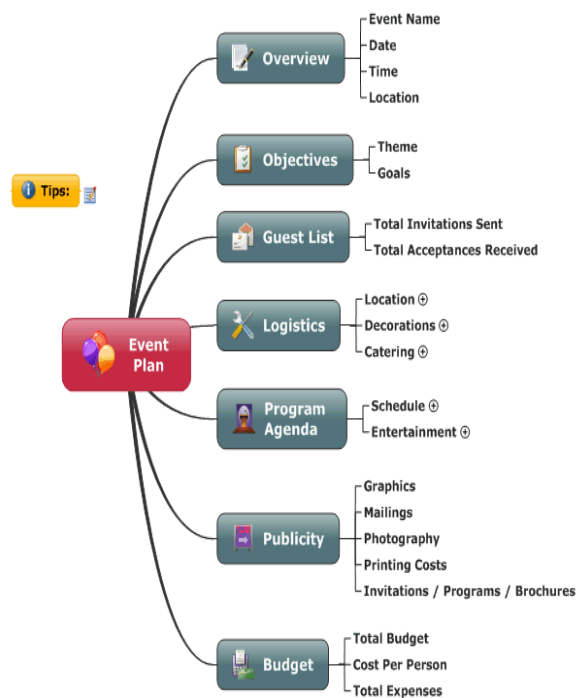
- Improve Customer Service. Every scheduling department's top priority must be ensuring that events meet the expectations of organizers and attendees. ...
- Increase Operational Efficiency. ...
- Grow Revenue. ...
- Optimize Facility Utilization. ...
- Increase Safety.

## **2.PROBLEM DEFINITION AND DESIGN THINKING:**

### **2.1.Empathy map:**



## 2.2.Ideation and Brains

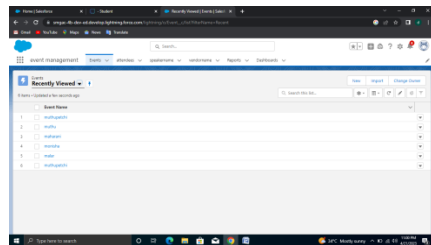


Object name	Fields in the Object	
Obj1	Field label	Data type
	Event Management	Test
	Attendees object	Test
Obj2	Field label	Data type
	Speaker object	Test
	Vendors object	Test

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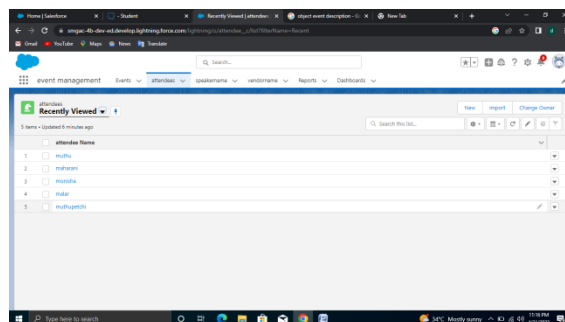
## 3.2 Activity & Screenshot

Attach the screenshot of your project activity along with the description

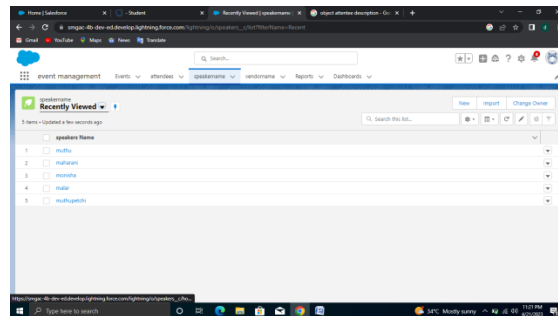


Description:

All event objects (like MouseEvent and KeyboardEvent) has access to the Event Object's properties and methods.

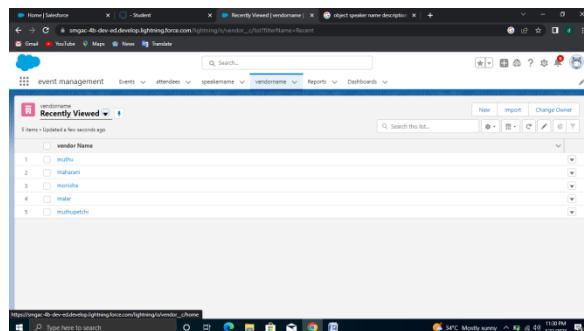


The Attendee object is used to capture all the details of the person attending the Event. The following fields and Related List are now on the ...



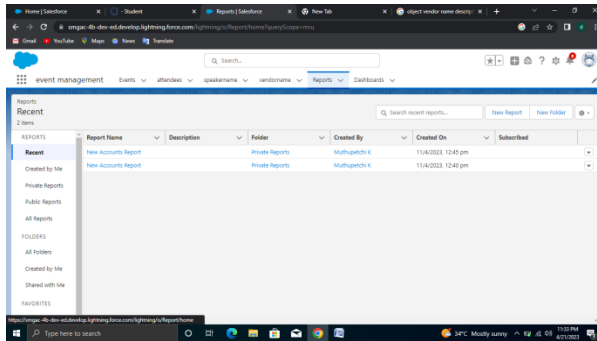
## Description:

device for converting electrical energy into acoustical signal energy that is radiated into a room or open air.



## Description:

Vendors are companies or individuals that are paid for goods and services. Vendors. Get Vendor Object Definition. lookup. List all the fields and relationships ...



## Description:

The build manager is the person responsible for managing the following processes: Create baselines from the initial version of software.

## 4.TRAILHEAD PROFILE PUBLIC URL

Team lead-<https://trailblazer.me/id/muthupetchi3>

Team member 1- [trailblazer.me/id/moniv20](https://trailblazer.me/id/moniv20)

Team member 2-<https://trailblazer.me/id/mahar102>

Team member 3-<https://trailblazer.me/id/malar27>

## 5.ADVANTAGES & DISADVANTAGES

### ADVANTAGE:

An event manager plans and organizes business, social and promotional events. They typically manage the design and execution of large and small events in



different fields. These professionals help fulfill their clients' intentions for their parties and celebrations.

Event managers usually begin the event management process by researching and defining the objective of an event. Their tasks include choosing a location and coordinating food services for the event. Other responsibilities of an event manager include:

- Securing a venue for the event
- Planning the layout of tables, chairs and other furniture
- Finalizing contracts with vendors and performers
- Designing event documents
- Finding sponsors to fund the event
- Organizing transportation
- Resolving issues during the even

## **DISADVANTAGE:**

an Event Planner management service. These include: – Experience requirements, – Cost, – Loose coupling and – Stress.

Experience is one of the most important factors. – Loose coupling is a **disadvantage:**

a manager may not be aware of the costs and risks of the job.

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

## 6.APPLICATIONS:

Application events follow a traditional publish-subscribe model. An application event is fired from an instance of a component. All components that provide a handler for the event are notified.

•	Application	Event	Propagation
	The framework supports <i>capture</i> , <i>bubble</i> , and <i>default</i> phases for the propagation of application events. The capture and bubble phases are similar to DOM handling patterns and provide an opportunity for interested		

components to interact with an event and potentially control the behavior for subsequent handlers. The default phase preserves the framework's original handling behavior.

- **Create Custom Application Events**  
Create a custom application event using the <aura:event> tag in a .evt resource. Events can contain attributes that can be set before the event is fired and read when the event is handled.
- **Fire Application Events**  
Application events follow a traditional publish-subscribe model. An application event is fired from an instance of a component. All components that provide a handler for the event are notified.
- **Handling Application Events**  
Use <aura:handler> in the markup of the handler component.

## 7.CONCLUATION:

Regular public transport benefits the events industry due to individuals having easy access to events ensuring a wider range of customers from a distance will promote the business' publicity and increases customers to the company Litman, (2010) states that transport policy and planning decisions often have significant economic development (also called macroeconomics) impacts by affecting government and consumer expenditures, employment opportunities, resource consumption, productivity, local environmental quality. Some of these impacts are widely recognized and considered in conventional policy and planning analysis, but others are often overlooked or undervalued therefore transport can impact a business via employability, customers expenditure and affordability therefore if the venue is in a restricted area customers and staff may not be able to attend the event due to the lack of transport to the venue.

Social media has a massive impact on the events industry due to details being updated and published for events to increase individuals awareness of events running therefore attracting a vast amount of potential customers to increase profit to the business. Tickets can now be brought via Facebook, Twitter and websites this impacts the events easy access to buy tickets online

which increases individuals to attend due to saving time to buy a ticket. Technology has made a massive change to the events industry. Apps for phones are designed so the public can get details on upcoming and on going events Greenwell, Danzey-Bussell and Shonk (2013) suggests Twitter, Youtube and Foursquare are now used to promote and market many events. As new technologies emerge, marketers will continue to reach out to new consumers through these new mediums.

## **8. FUTURE SCOPE**

The scope of event management as a career in India is vast. It's a thriving industry and is home to a million people. So, if you have a knack for creativity and want to redesign the perceptions of society, the event management industry is all for you

The career scope in event management is immense, as it involves managing, creating, and developing different events such as corporate events, parties, formal events, etc.