PROJECT REPORT-(Build an Event Management System Using Salesforce)

1.INTRODUCTION;

"Welcome to our event management system, designed to streamline your event planning process and elevate attendee experiences. Our platform offers a range of tools and features to help you plan, manage, and track your events, from registration and ticketing to marketing and engagement. Whether you're organizing a small business conference or a large-scale festival, our system can help you stay organized, save time, and create memorable events.

With our intuitive interface and customizable options, you can tailor the platform to meet your specific event needs and preferences. Our customer support and technical assistance teams are also available to help you navigate any challenges or questions you may encounter along the way.

We know that event planning can be stressful and time-consuming, which is why our goal is to make it as easy and efficient as possible for you. Let us help you create exceptional events that leave a lasting impression on your attendees."
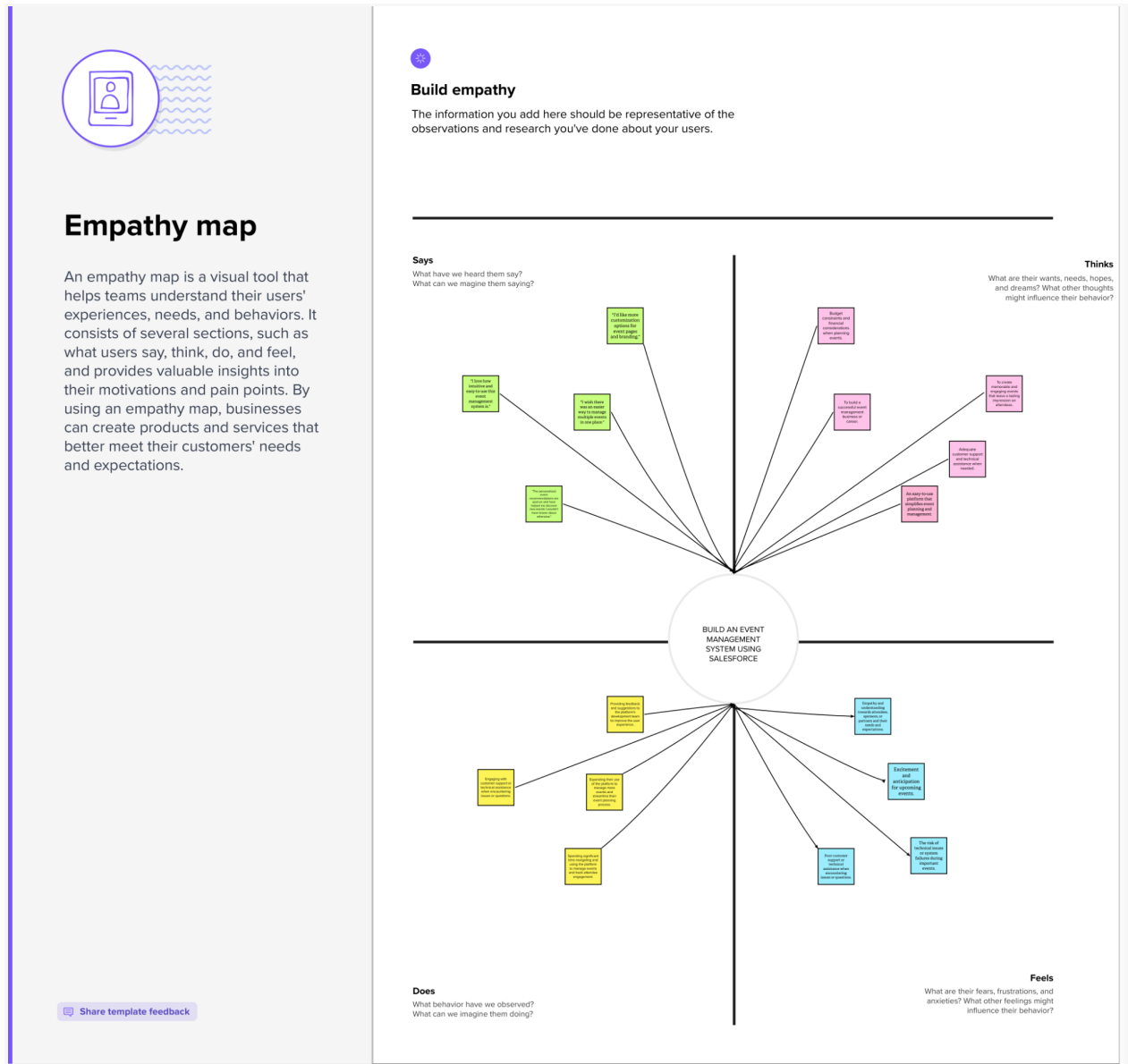
Purpose The Use Of This Project;

The purpose of an event management system is to provide a centralized platform for planning, managing, and tracking events. This system can be used by event organizers, businesses, and other organizations to streamline their event planning process, reduce the time and effort involved in managing events, and create more en Gaging experiences for attendees.

What Cat be achieved using this
1. Improved organization: The system provides a centralized platform for all event-related information and data, making it easier to manage and access. This can help reduce the risk of errors, miscommunications, and duplications, while also saving time and effort.
2.Enhanced attendee experience: The system offers a range of tools and features to engage attendees before, during, and after events, such as personalized communications, event agendas, and feedback surveys. This can help increase attendee satisfaction and loyalty.

2.Problem definition & Design Thinking

2.1 Empathy map

Empathy map

An empathy map is a visual tool that helps teams understand their users' experiences, needs, and behaviors. It consists of several sections, such as what users say, think, do, and feel, and provides valuable insights into their motivations and pain points. By using an empathy map, businesses can create products and services that better meet their customers' needs and expectations.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

2.2 Ideation & brainstorming map

2 Brainstorm

The goal is to generate a large number of ideas and then narrow them down to the most promising ones.

🕐 10 minutes

Parthiban K
- Research best practices for event management and share findings with the team
- Develop a list of potential venues and vendors to consider for events
- Identify potential sponsors and partners to collaborate with for events
- Brainstorm creative ways to increase attendance at events

Dhina S
- Identify potential systems and partners to collaborate with for events
- Develop a system for tracking RSVPs and attendance for events
- Create and manage event registration pages
- Develop a system for tracking RSVPs and attendance for events

Vijayakumar T
- Develop a system for tracking event budgets and expenses
- Research and implement best practices for event logistics, such as transportation and accommodation
- Develop and manage event timelines and schedules
- Brainstorm ways to improve the overall event experience for attendees

Vignesh S
- Develop and implement a system for collecting and analyzing attendee feedback
- Research and implement best practices for event security and safety
- Research and manage a system for post-event follow-up and engagement

3 Group ideas

Group ideation is a process in which a team of individuals collaborates to generate a wide range of ideas and solutions to a specific problem or challenge.

🕐 20 minutes

Event Planning and Logisticsr heading
- Research best practices for event management
- Develop a list of potential venues and vendors
- Brainstorm ways to improve the overall event experience
- Develop and manage event timelines and schedules
- Research and implement best practices for event logistics, such as transportation and accommodation

Event Marketing and Promotion
- Research and implement best practices for event marketing and promotion
- Create and manage event registration pages
- Brainstorm creative ways to increase attendance at events

Event Technology
- Develop a user-friendly interface for the event management system
- Develop and implement a system for collecting and analyzing attendee feedback
- Brainstorm ways to incorporate technology into events, such as mobile apps and live streaming

Event Finances and Sponsorship
- Develop a system for tracking event budgets and expenses
- Identify potential sponsors and partners to collaborate with for events

Event Operations and Safety
- Research and implement best practices for event security and safety
- Develop and manage a system for post-event follow-up and engagement
- Develop a system for tracking RSVPs and attendance for events.

4 Prioritize

Prioritizing the ideas gave by the team members based on how good they are economically and environmentally feasible.

🕐 20 minutes

Importance — If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility — Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Items on the prioritization map:
- Develop and implement a system for collecting and analyzing attendee feedback
- Develop a system for tracking event budgets and expenses
- Create a user-friendly interface for the event management system
- Research and implement best practices for event logistics, such as transportation and accommodation
- Develop a system for tracking RSVPs and attendance for events
- Research best practices for event management and share findings with the team
- Brainstorm ways to improve the overall event experience for attendees
- Research and implement best practices for event security and safety
- Brainstorm creative ways to increase attendance at events
- Brainstorm ways to incorporate technology into events, such as mobile apps and live streaming
- Create and manage event registration pages
- Research and implement best practices for event marketing and promotion
- Develop and manage event timelines and schedules
- Develop and manage a system for post-event follow-up and engagement
- Develop a list of potential venues and vendors to consider for events
- Identify potential sponsors and partners to collaborate with for events

3.RESULT

3.1 Data Model

Object Name	Fields in the object	
1.Event	Field label	Data type
	Attendee	Master-detail(attendee)
	City	Text(20)
	Created by	Lookup(User)
	Date & Time	Date/Time
	Event Name	Text(80)
	Last Modified By	Lookup(User)
2.Attendee	Field label	Data type
	Attendee Name	Tata(80)
	Created By	Lookup(User)
	Email	Email
	Id	Auto Number
	Last Modified By	Lookiup(User)
	Owner	Lookup(User,Group)
	Phone	Phone

3.Vendors		
	Created By	Lookup(User)
	e-mail	Email
	Event Name	Loookup(Event)
	Last Modified By	Lookup(User)
	Owner	Lookup(User,Group)
	Phone	Phone
	Service provider	Text(20)
	Vendor	Text(80)

4.Speaker		
	Bio	Test(20)
	Created by	Lookup(User)
	e-mail	Email
	Event name	Lookup(Event)
	Last Modified By	Lookup(User)
	Owner	Lookup(User,Group)
	Speaker Name	Text(80)

3.1 Activity & Screenshot

*.Event

*.Attendee

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__c	Email		
Id	Id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

*. Vendors

Vendor — Fields & Relationships

8 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail__c	Email		
Event Name	Event_Name__c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		
Service Provider	Service_Provider__c	Text(20)		
vendor Name	Name	Text(80)		✓

*.speaker

4.Trainled Profile Public URL

Team Lead - https://trailblazer.me/id/partk6

Team Member 1 - https://trailblazer.me/id/trailblazerdhina07

Team Member 2 - https://trailblazer.me/id/tkumar554

Team Member 3 - https://trailblazer.me/id/trailblazervignesh

5 .ADVANTAGES & DISADVANTAGE

1.Advantages

*.Improved organization and data management: All event-related information and data can be stored in a centralized location, making it easier to manage and access.

*.Streamlined registration and ticketing: An event management system can automate the registration and ticketing process, making it easier for attendees to register and purchase tickets, and helping organizers to collect and manage attendee data.

*.Increased attendee engagement: With features like personalized communications, event agendas, and feedback surveys, an event management system can help engage attendees before, during, and after the event.

*.Efficient logistics management: Event management software can help with logistics management, such as scheduling, venue management, and vendor management.

*.Cost savings: By automating manual processes, an event management system can help save time and reduce costs associated with event planning and management.

2.Disadvantages

*.Technical Issues: Like any technology platform, event management systems may experience technical issues such as downtime, system crashes, and other problems that could negatively impact event planning and management processes.

*.Limited Customization: Some event management systems may have limited customization options, which may not meet the unique needs of some event organizers.

*.Dependence on Technology: Event management systems rely heavily on technology, which may not always be reliable. Technical failures or disruptions could cause significant problems for event organizers.

*.Learning Curve: As with any new technology, there may be a learning curve for event organizers to become familiar with the event management system and its features. This may require additional time and resources for training and support.

*.Cost: Depending on the size and complexity of the event management system, the cost of implementation and maintenance can be a significant investment for event organizers.

6.APPLICATIONS

- Online registration and ticketing
- Customizable registration forms
- Payment processing and invoicing
- Ticket scanning and tracking
- Online advertising and retargeting
- Website and landing page creation
- Interactive maps and floor plans
- Real-time updates and notifications
- Real-time data tracking and reporting
- Attendee behavior and preferences
- Revenue and expenses tracking

7.CONCLSIONS

In summary, event management systems offer a wide range of benefits to event planners, attendees, and sponsors. They can streamline event planning, improve attendee experience, increase revenue, and provide valuable data and insights for future events. By leveraging technology to automate and streamline tasks, event management systems can help event planners save time, reduce costs, and increase efficiency. Overall, event management systems have become an essential tool for organizing successful events and are likely to continue to play a critical role in the event industry.

8.FUTURE SCOPE

- Integration with emerging technologies like artificial intelligence, virtual and augmented reality, and blockchain
- Increased customization and personalization options for event planners
- Greater focus on sustainability, including waste reduction and carbon footprint tracking
- Improved data analytics and insights for data-driven decision making
- Global expansion to accommodate events of all types and sizes around the world