1. INTRODUCTION:

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to alive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Event contribute significantly to community building, life style and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fund raising and economic development. Most importantly, events create a sense of fun and *vibrancy*, resulting in a strong sense of community connectivity, pride and a sense of place

1.1 OVERVIEW:

In this project we explored “Build an event management system using salesforce”.

Initially we created salesforce login Id using salesforce .com website. Afterwards we completed course videos. Created empathy map ideation and Brainstorming using mural account. Then we created objects, tabs, applications, fields, profiles, user and permission sets and finally reports.

Finally, we created GitHub account and submitted project through GitHub.

1.2 PURPOSE:

The potential benefits of hosting major events from the perspective of the visitor economy include:

1.STRUCTURAL EXPANSION OF THE VISITOR ECONOMY:

Visitors coming to a city or region for an event will contribute to a more buoyant economy, with visitor expenditure having a multiplier effect on incomes throughout related supply chains, with the multiplier effect the host destination shall benefit in terms of employment,income and better standards of living.

2.ALIGNMENT OF TOURISM WITH OTHER STRATEGIES:

The requirements of hosting a major event can be used to,promote an integrated whole-of government approach,and maximize synergies between relevant development and growth infrastructures constructed for events are one of the most visible lasting legacies for a host city or region and can have real impacts for tourism growth.

3.MARKETING AND PROMOTION:

Pre-event branding associated with the successful hosting of a major event,can provide lasting recognition of destination branding in key tourism markets, encourage return visitation of attendees or participants, and a better understanding of the focus of the event such as sports arts, andculture, food and wine, etc.

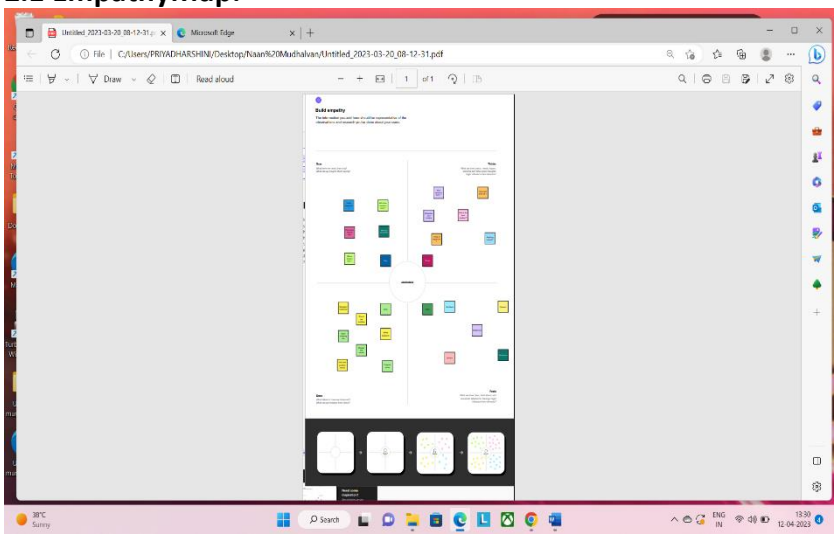
4.ENVIRONMENTAL IMPACTS:

The international focus often associated with major events can help to prioritise work on an often under-developed or neglected build environment and therefore the attractiveness and competitiveness of destination .in addition, ensuring that events are managed in an environmentally friendlymanner is also becoming a high priority in terms of branding

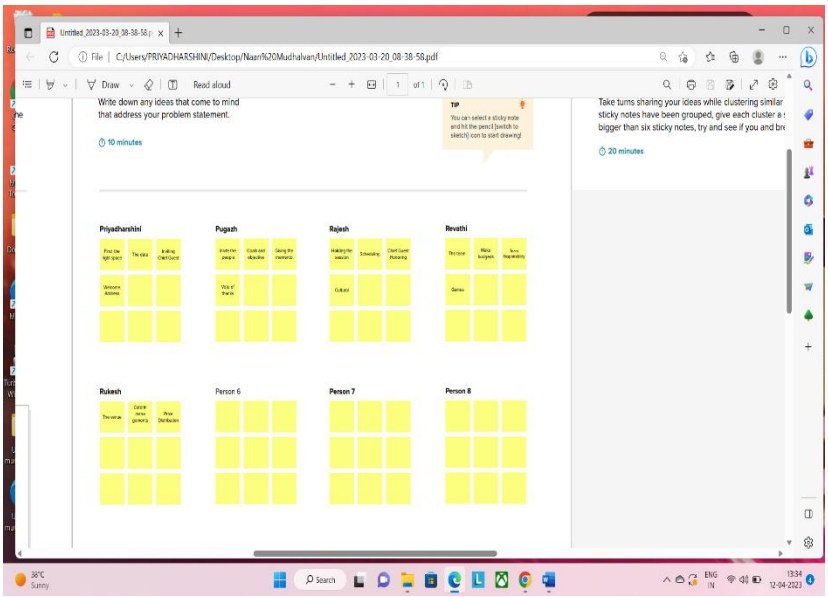
A positive legacy can encourage community and stakeholder support for an event, represent a tangible return on investment, or justification for public expenditure.

2. PROBLEM DEFINITION &DESIGN THINKING:

2.1 EmpathyMap:



2.2Ideation&Brains Stroming:



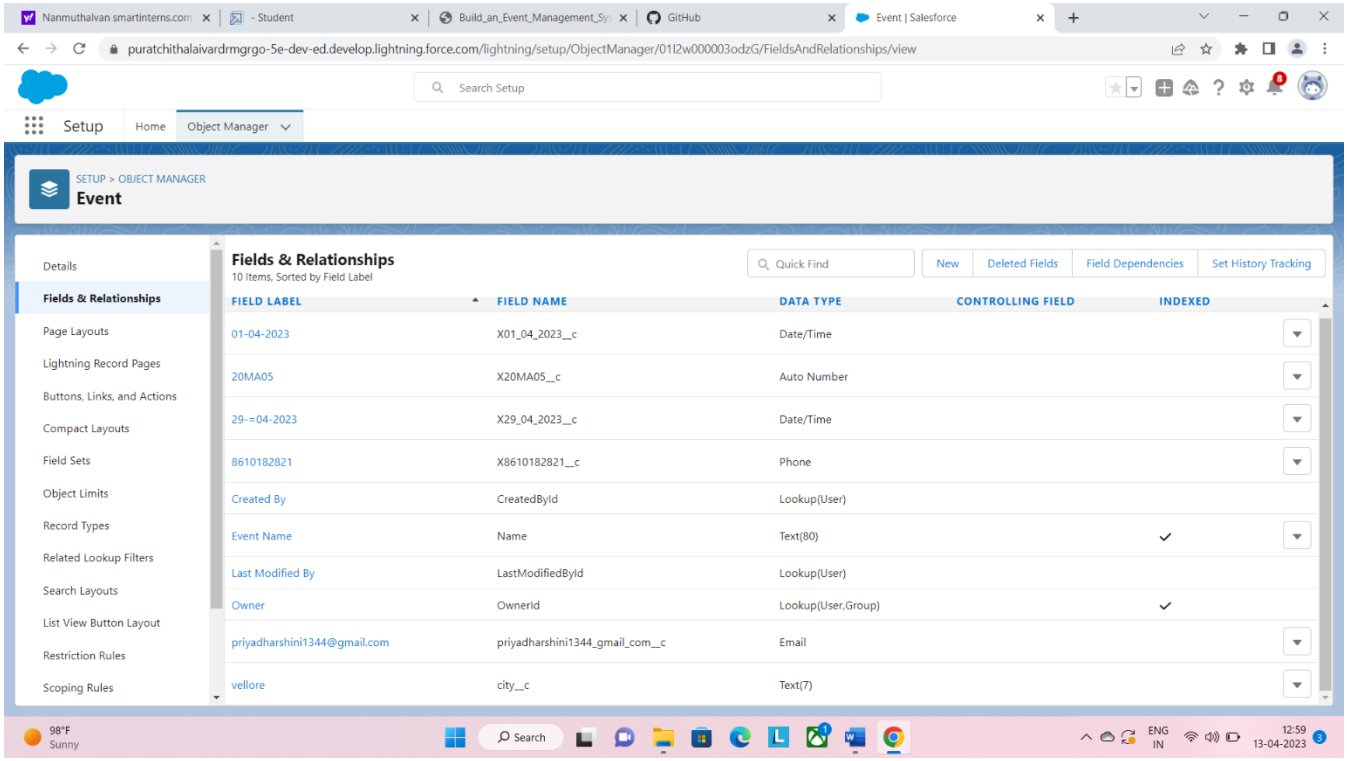
3.RESULT:

3.1 DataModel:

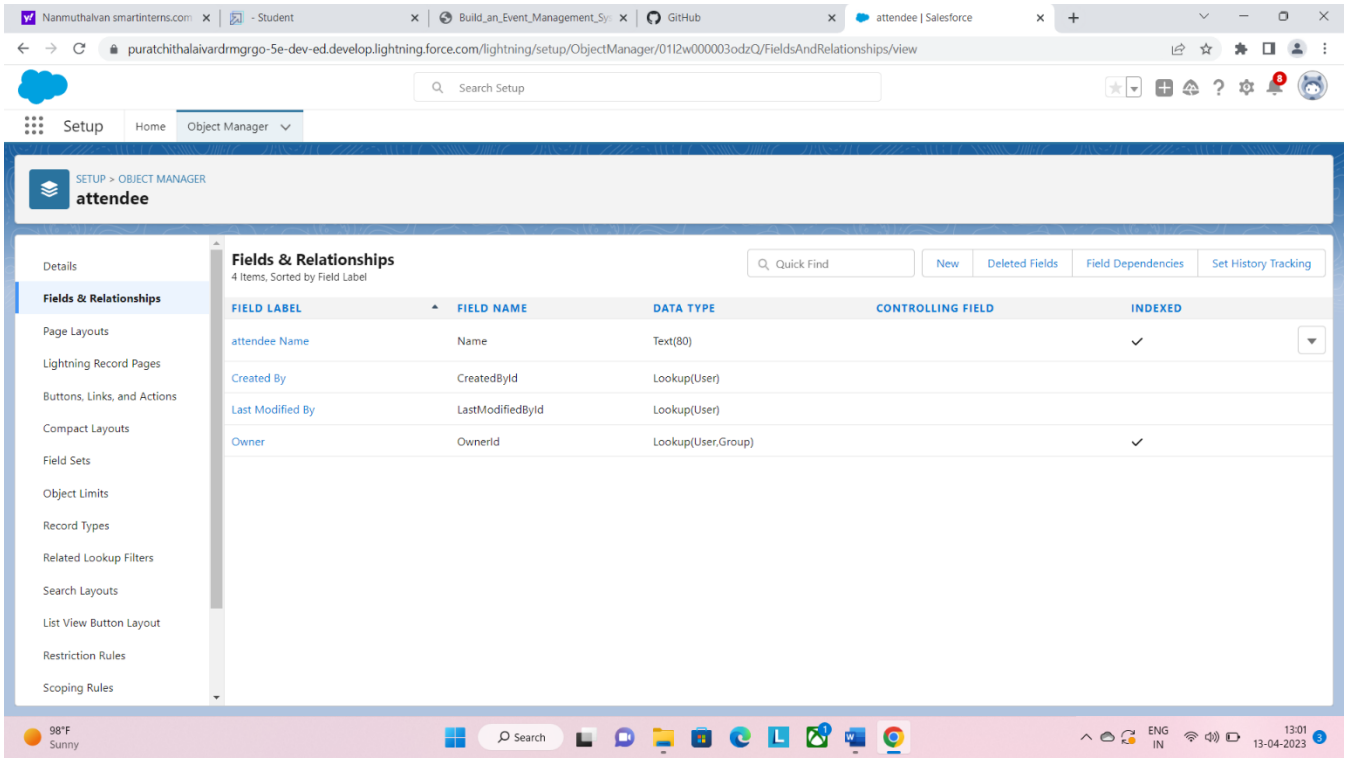
Objectname	FieldsintheObject
obj1	Fieldlabel / Data type Event / Phone Number Attendees / Email ID
obj2	Fieldlabel / Data type Speakers / Auto Number Vendors / Date/Time

3.2 ACTIVITY&SCREENSHOTS:

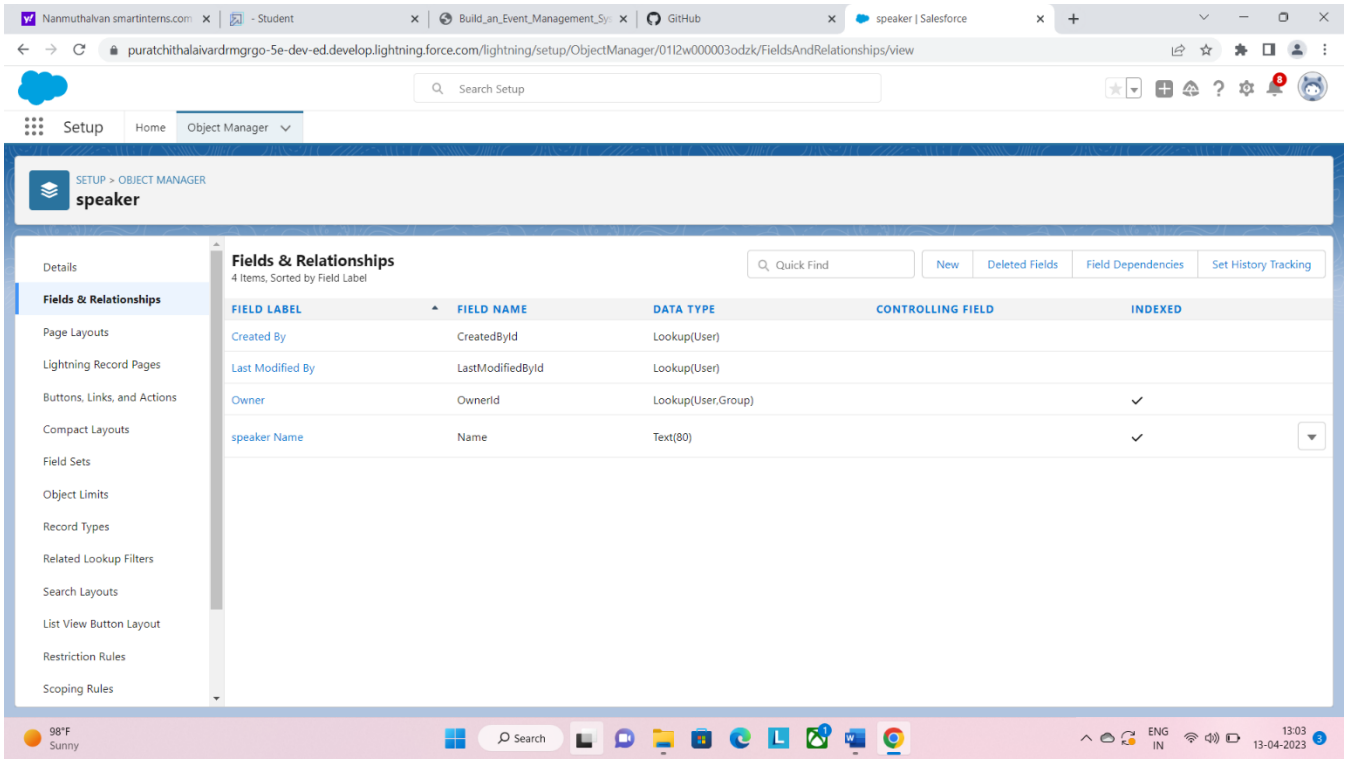
Creation of Objects for Event Management:



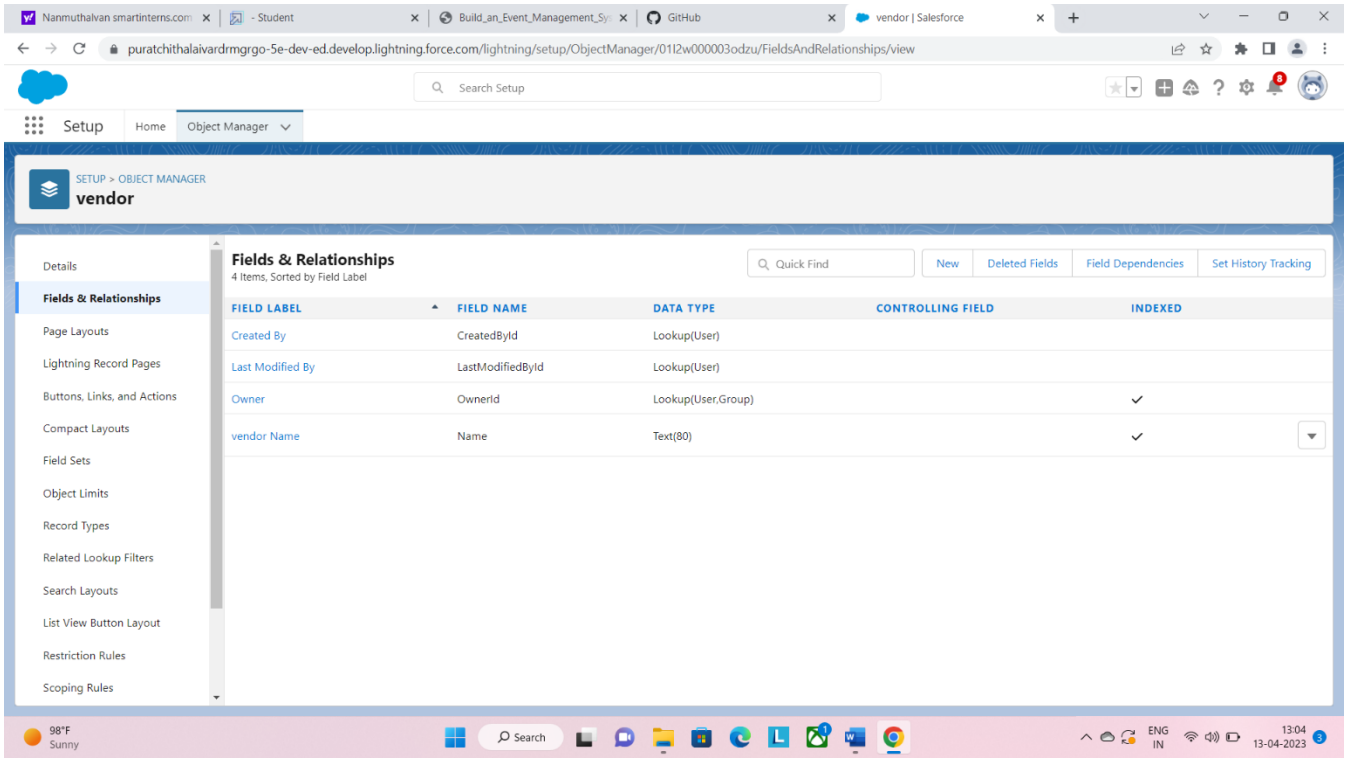
Creation of Attendees object:



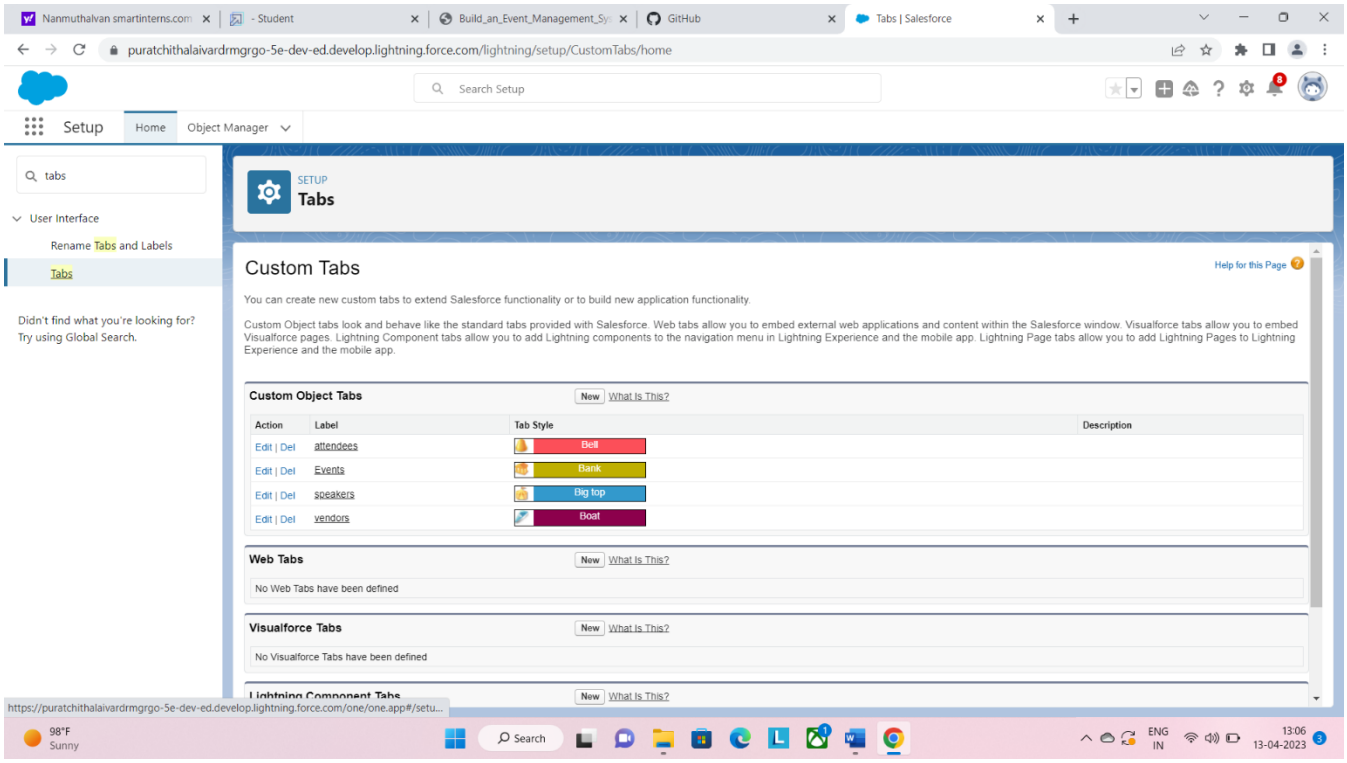
Creation of Speaker object:



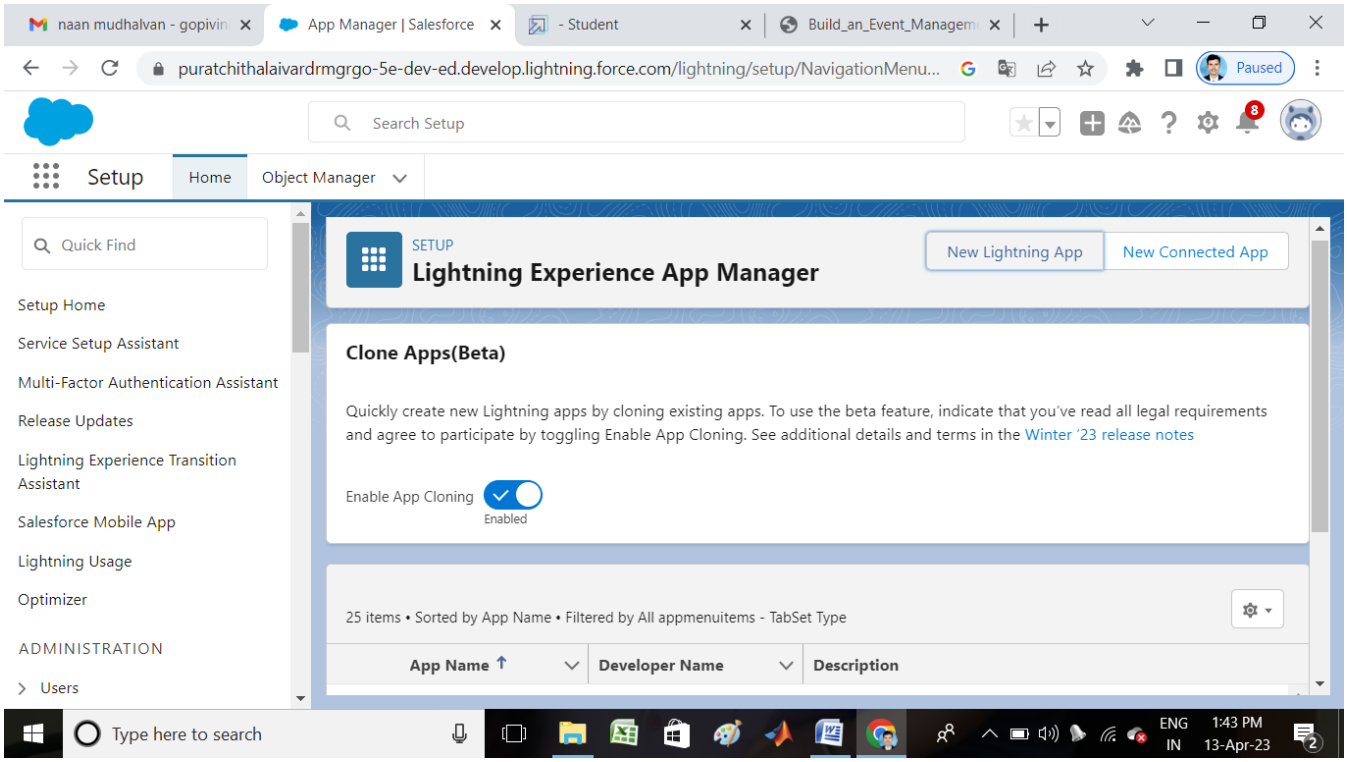
Creation of Vendors object:



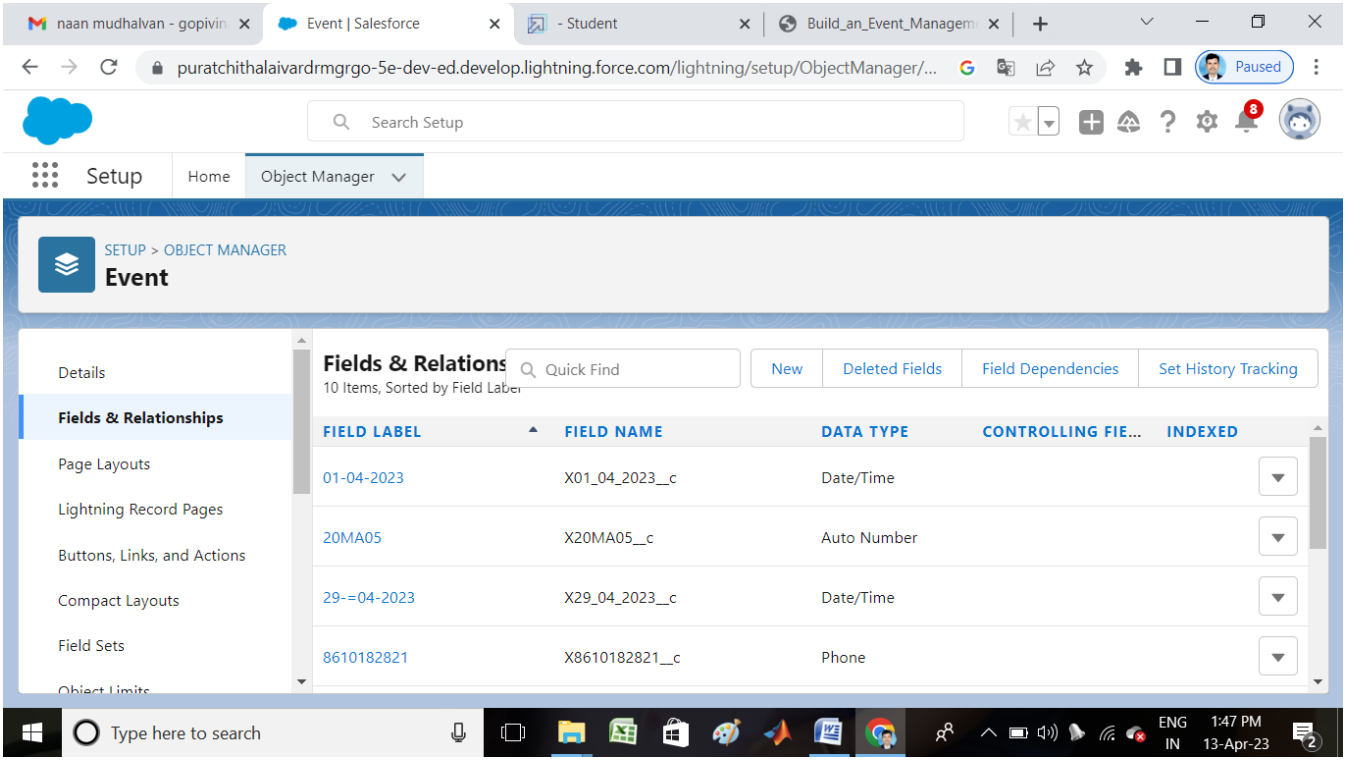
Creation of Event, Attendee, Speaker and Vendors tab:



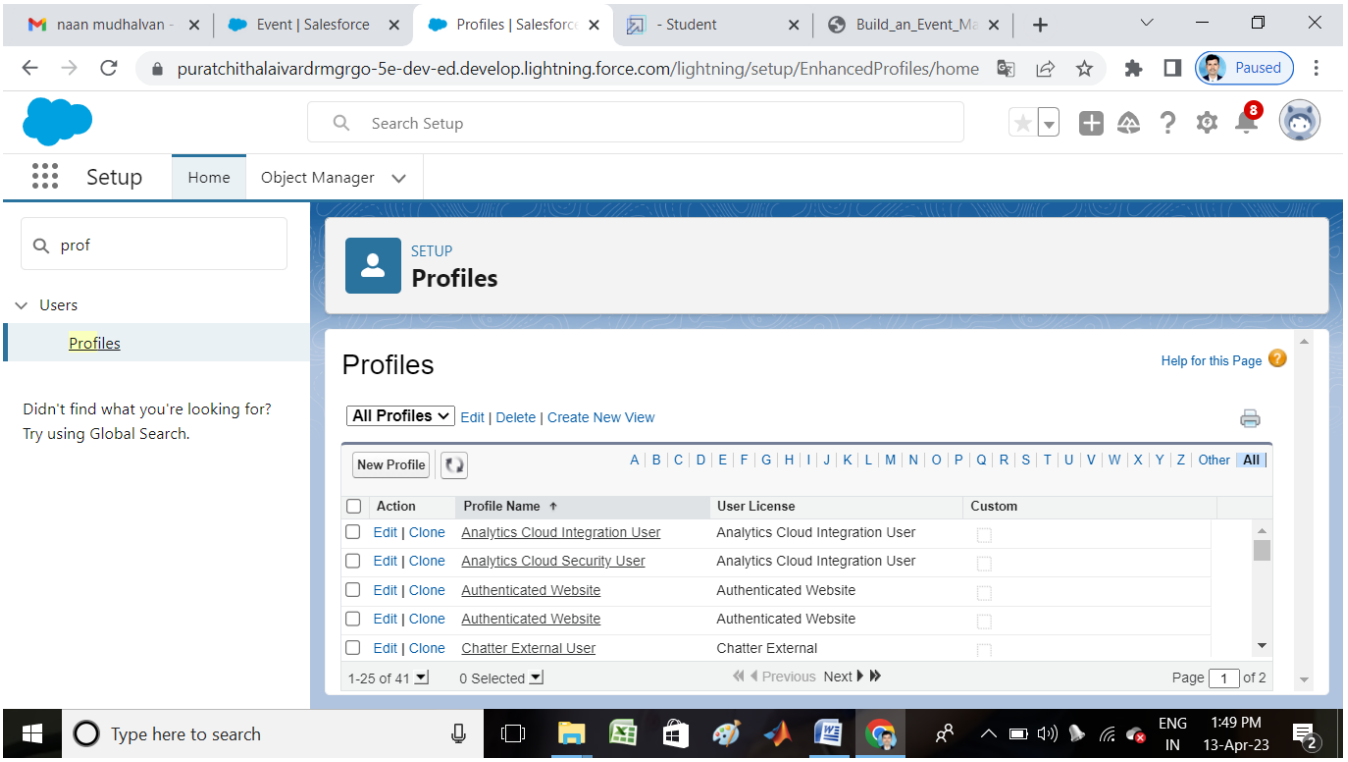
Create the Event Management Construction app:



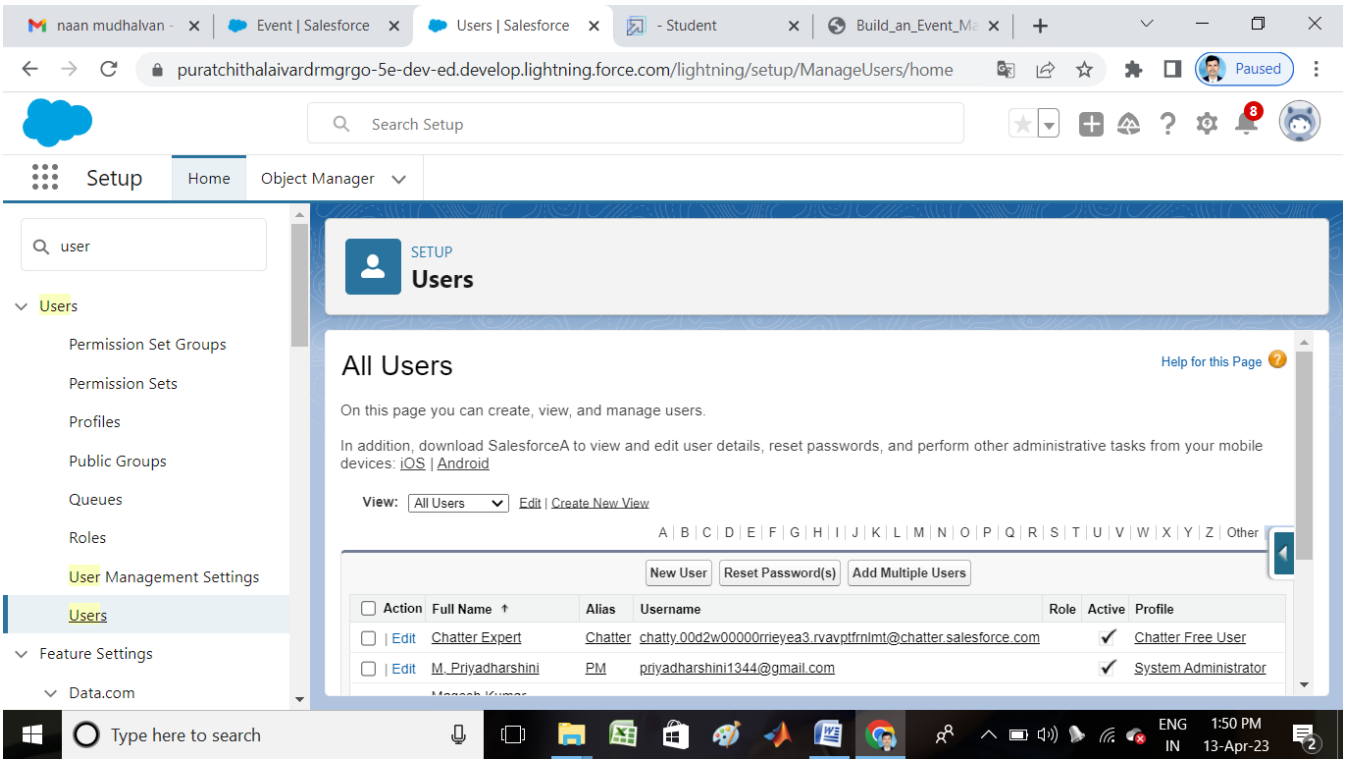
Creation of fields for the Event objects:



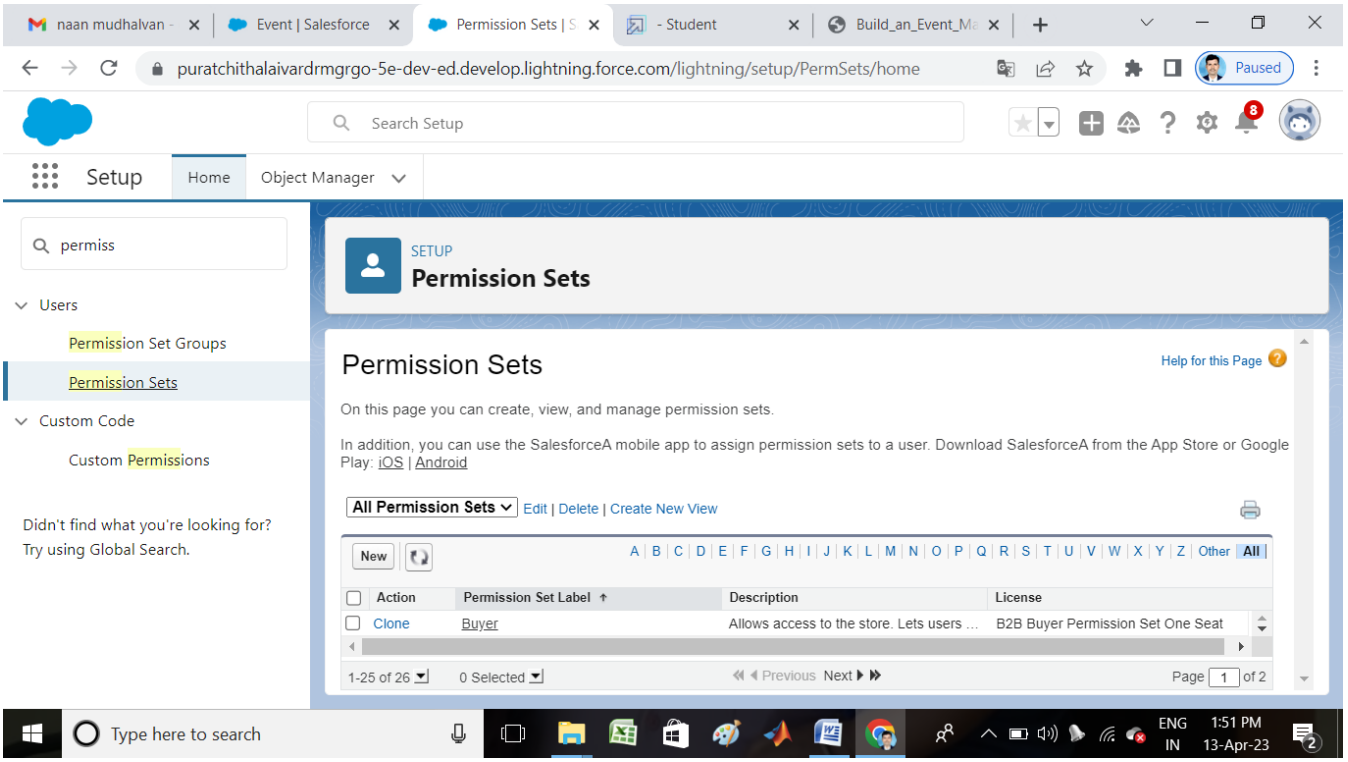
Creation on profile:



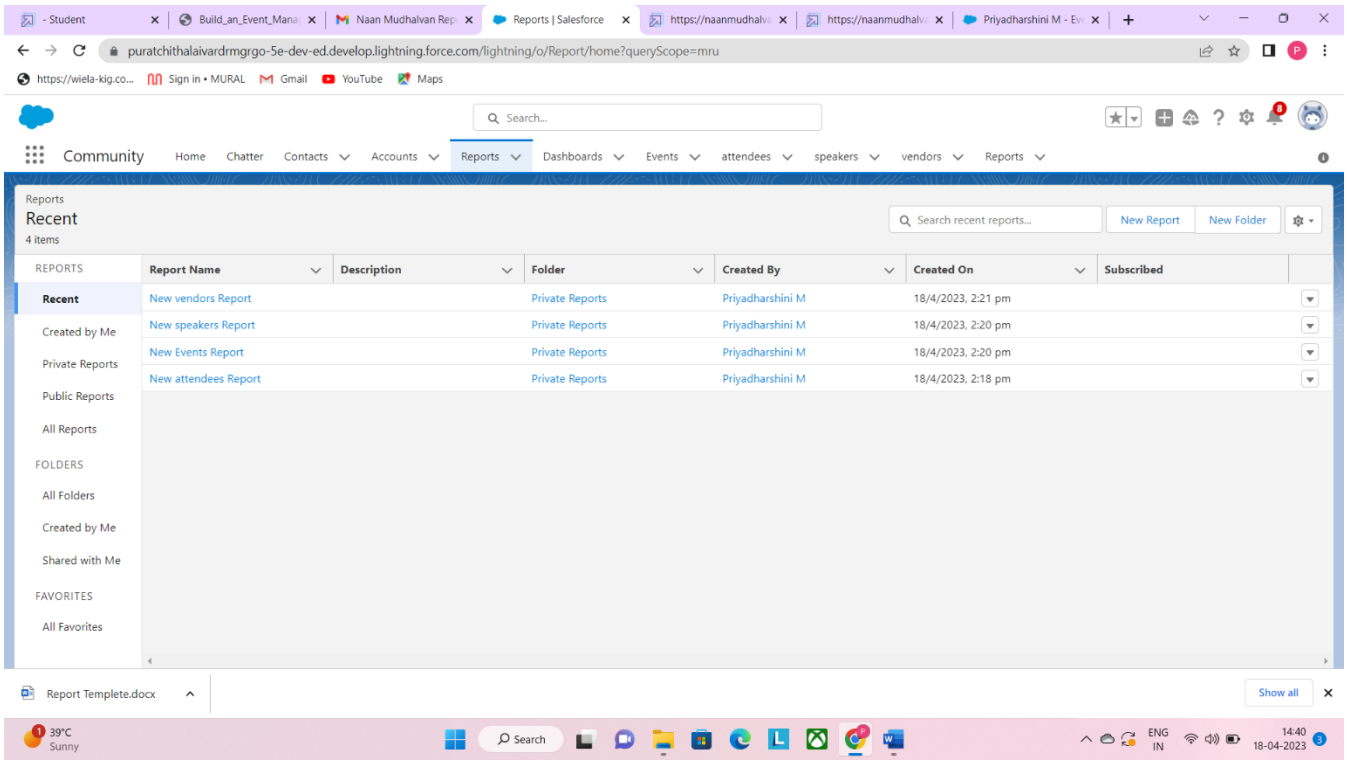
Creating a User:



Creating a Permission Set:



Creating a Report:



4.TRAILHEAD &PROFILE PUBLIC URL:

Team Lead –https://trailblazer.me/id/priyadharshini13

TeamMember1-https://trailblazer.me/id/rajem13

TeamMember 2-https://trailblazer.me/id/pugas13

TeamMember3-**https://trailblazer.me/id/revaa13**

5.ADVANTAGES&DISADVANTAGE

Advantages Of Event Management:

1. Opportunities for creativity.
2. Ability to work on different events.
3. Chance to work with diverse clients.
4. Collaborative work environment.
5. High projections for job growth.
6. Few educational requirements.

Disadvantages Of Event Management:

1.understaffing problems.

2.picking the right venue.

3.technological challenges.

4.keeping track of event planning process.

5.lack of backup plan for bad weather.

6.time management.

6. APPLICATIONS:

1.promote your event sounds strange,right?

2.sell event tickets.

3.targeted digital marketing.

4.drive pre-event engagement.

5.enables effective communication.

6.event apps help with branding.

7. CONCLUSION:

Event management system is an e-commerce web application seeks to provide all the services and products that customers needed mainly in occasions , in addition to facilitating the process of project management and booking appointments to clients, and increase the market share for them through the recommendation system and provide all the needs of customers .it can help companies improve their workflow by streamlining the process of organizing and executing events .

8. FUTURESCOPE:

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. it involves management, creation and development of events such as corporate conferences,wedding, festivities, formal parties etc. the employment for the career as event manager is both contractual and permanent