

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, and culture, food and wine, etc.

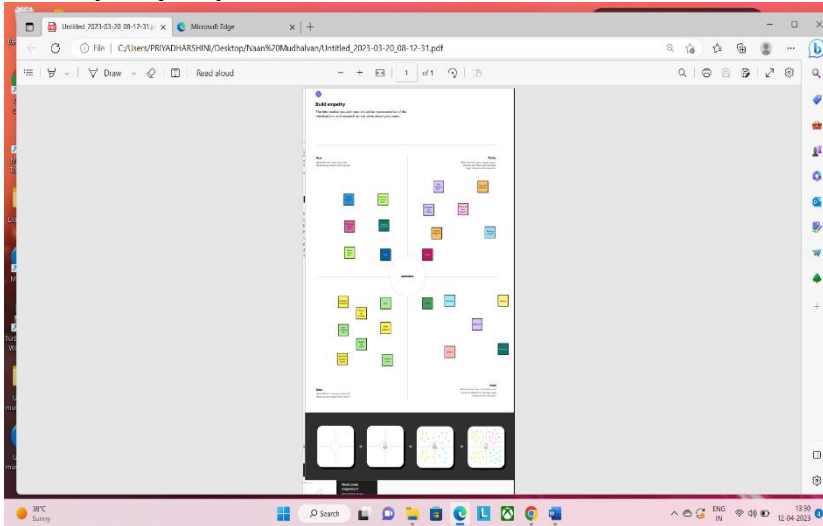
4.ENVIRONMENTAL IMPACTS:

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 friendly manner is also becoming a high priority in terms of branding

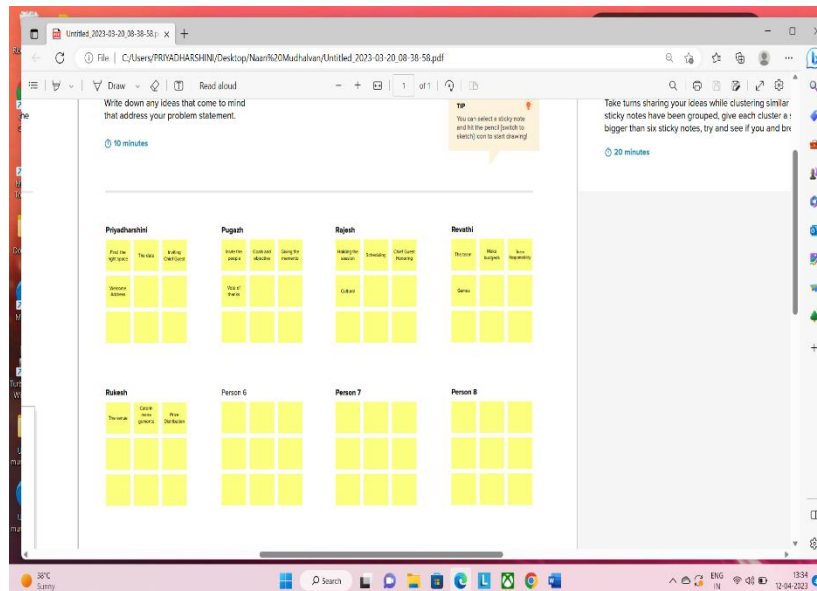
A positive legacy can encourage community and stakeholder support for an event, represent a tangible return on investment, or justification for public expenditure.

2. PROBLEM DEFINITION & DESIGN THINKING:

2.1 EmpathyMap:



2.2 Ideation & Brains Storming:



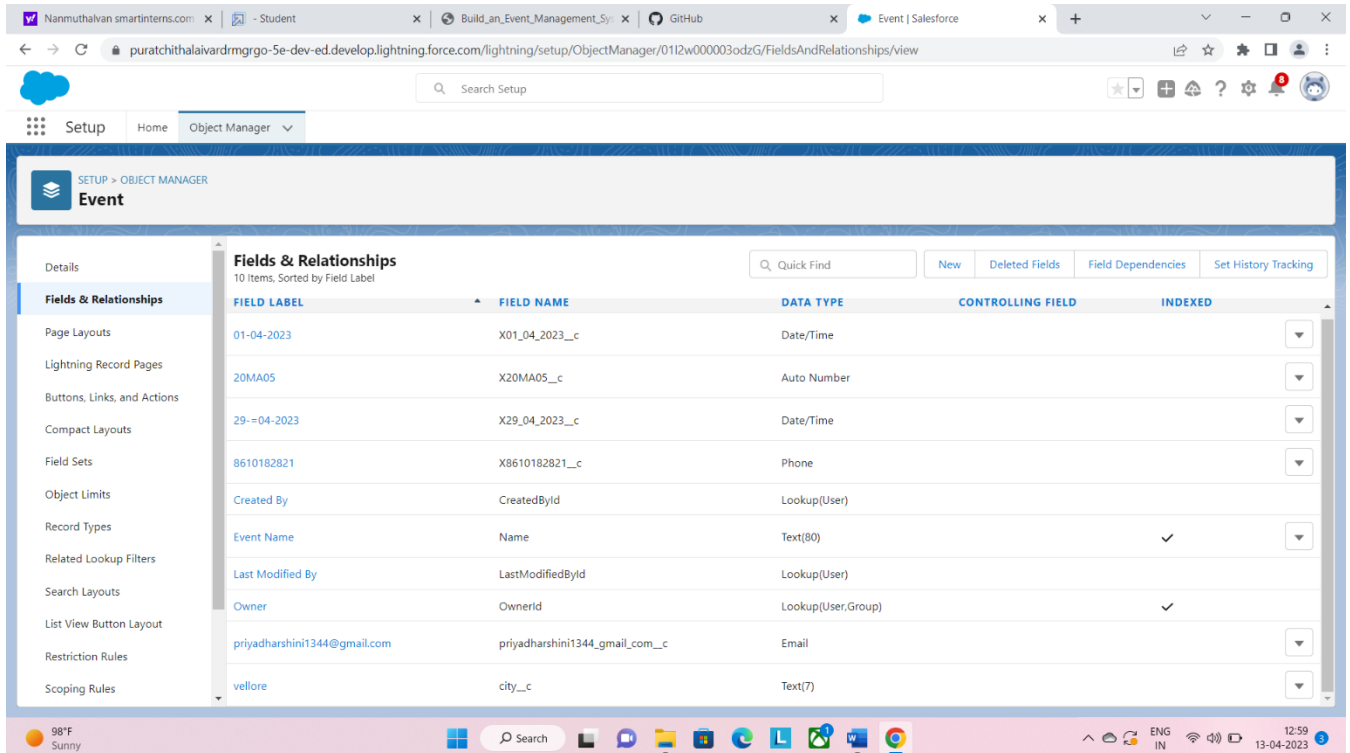
3.RESULT:

3.1 DataModel:

Objectname	FieldsintheObject						
obj1	<table><tr><th>Fieldlabel</th><th>Data type</th></tr><tr><td>Event</td><td>Phone Number</td></tr><tr><td>Attendees</td><td>Email ID</td></tr></table>	Fieldlabel	Data type	Event	Phone Number	Attendees	Email ID
Fieldlabel	Data type						
Event	Phone Number						
Attendees	Email ID						
obj2	<table><tr><th>Fieldlabel</th><th>Data type</th></tr><tr><td>Speakers</td><td>Auto Number</td></tr><tr><td>Vendors</td><td>Date/Time</td></tr></table>	Fieldlabel	Data type	Speakers	Auto Number	Vendors	Date/Time
Fieldlabel	Data type						
Speakers	Auto Number						
Vendors	Date/Time						

3.2 ACTIVITY&SCREENSHOTS:

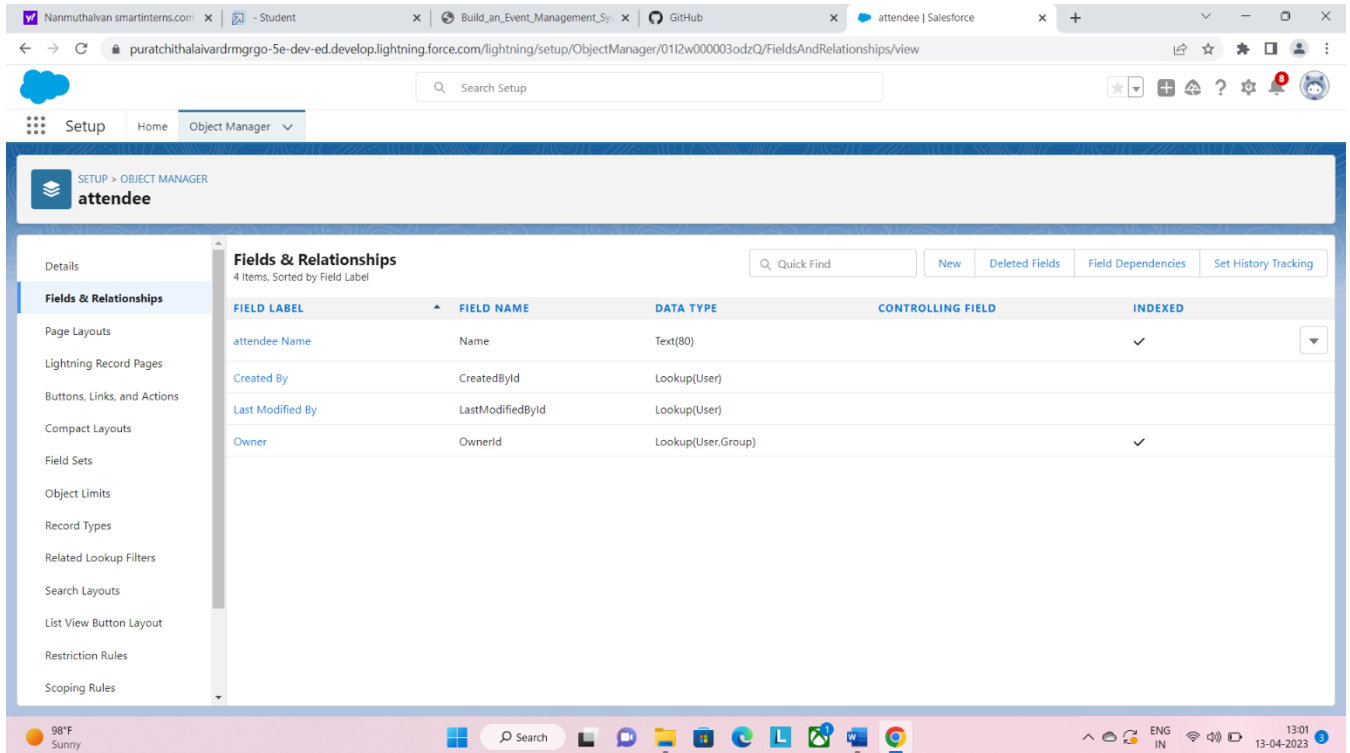
Creation of Objects for Event Management:



The screenshot shows the Salesforce Setup interface for the 'Event' object in the Object Manager. The 'Fields & Relationships' section is active, displaying a list of fields with their labels, names, data types, and whether they are indexed. The fields are sorted by Field Label.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
01-04-2023	X01_04_2023__c	Date/Time		
20MA05	X20MA05__c	Auto Number		
29-04-2023	X29_04_2023__c	Date/Time		
8610182821	X8610182821__c	Phone		
Created By	CreatedById	Lookup(User)		
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
priyadharshini1344@gmail.com	priyadharshini1344_gmail_com__c	Email		
vellore	city__c	Text(7)		

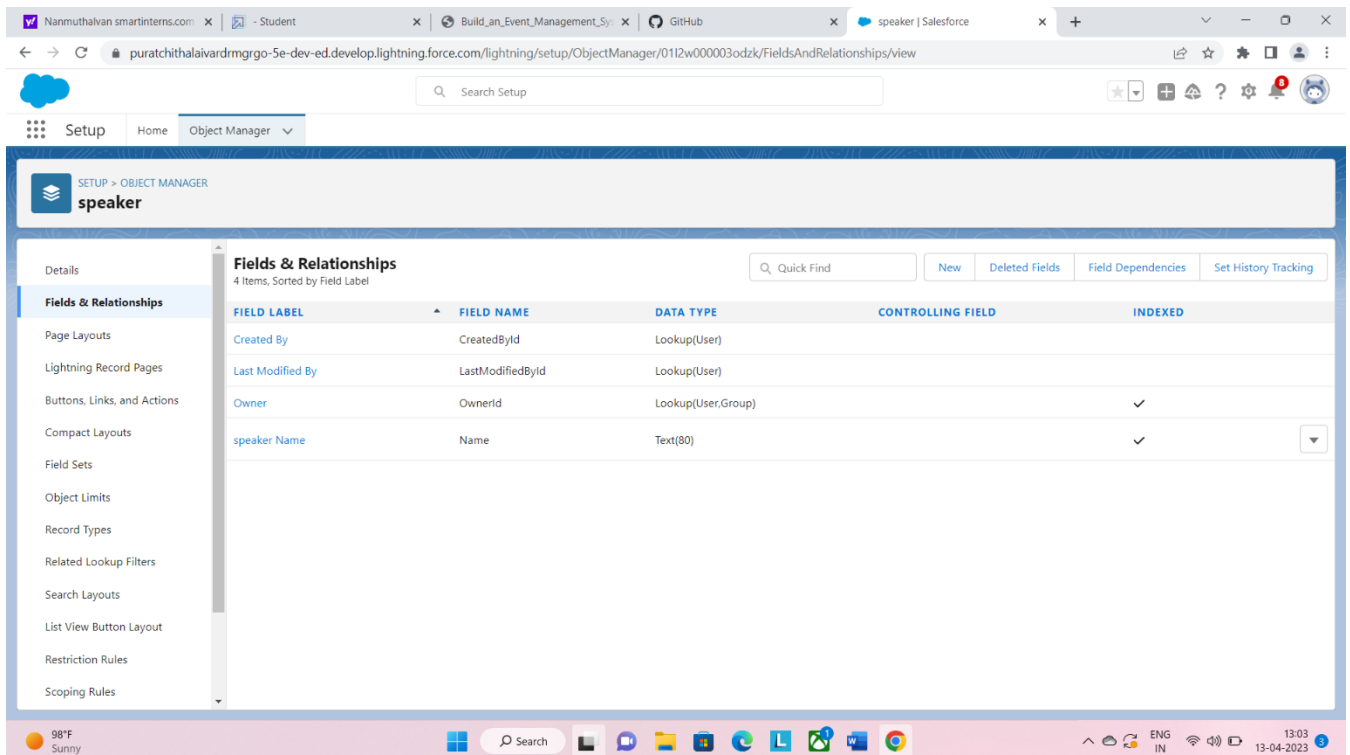
Creation of Attendees object:



The screenshot shows the Salesforce Setup interface for the 'attendee' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the 'attendee' object, sorted by Field Label. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are: attendee Name (Text(80), indexed), Created By (Lookup(User)), Last Modified By (Lookup(User)), and Owner (Lookup(User,Group), indexed).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

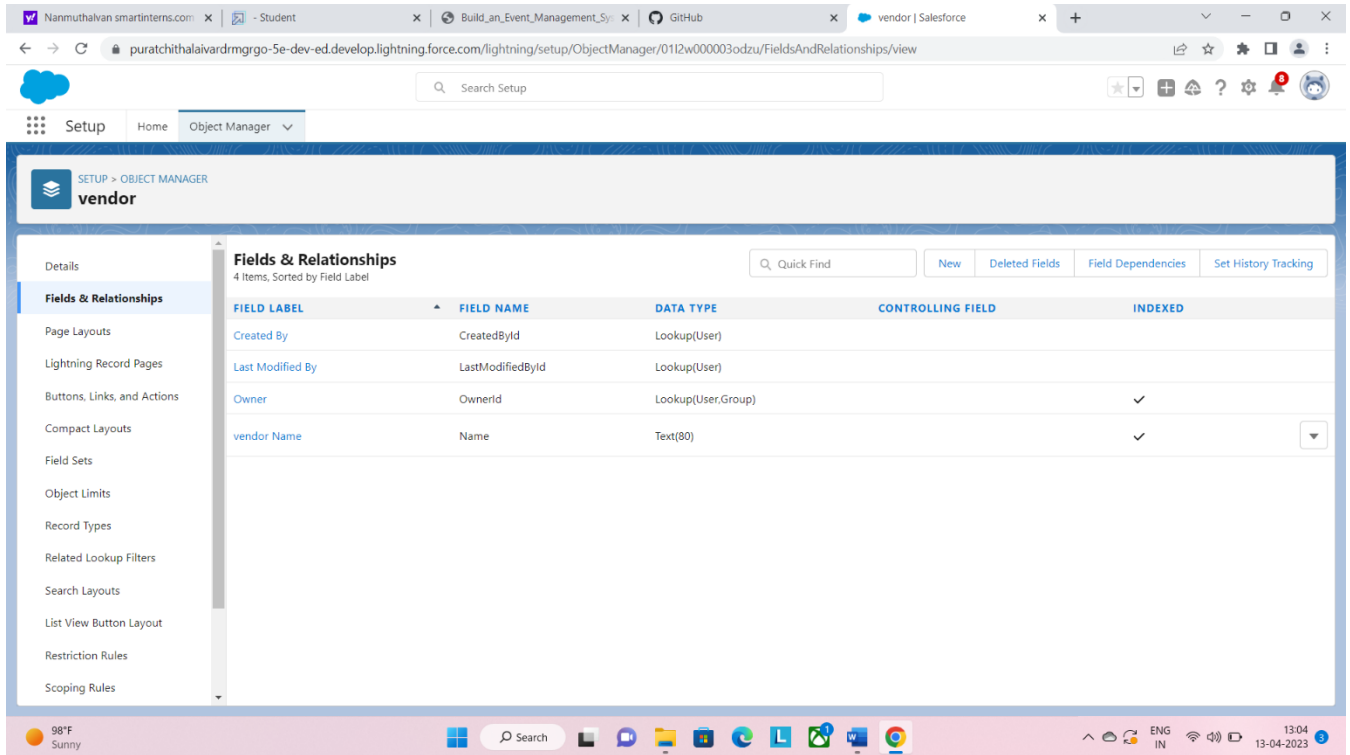
Creation of Speaker object:



The screenshot shows the Salesforce Setup interface for the 'speaker' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of fields for the 'speaker' object, sorted by Field Label. The fields listed are: Created By (Lookup(User)), Last Modified By (Lookup(User)), Owner (Lookup(User,Group), indexed), and speaker Name (Text(80), indexed).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
speaker Name	Name	Text(80)		✓

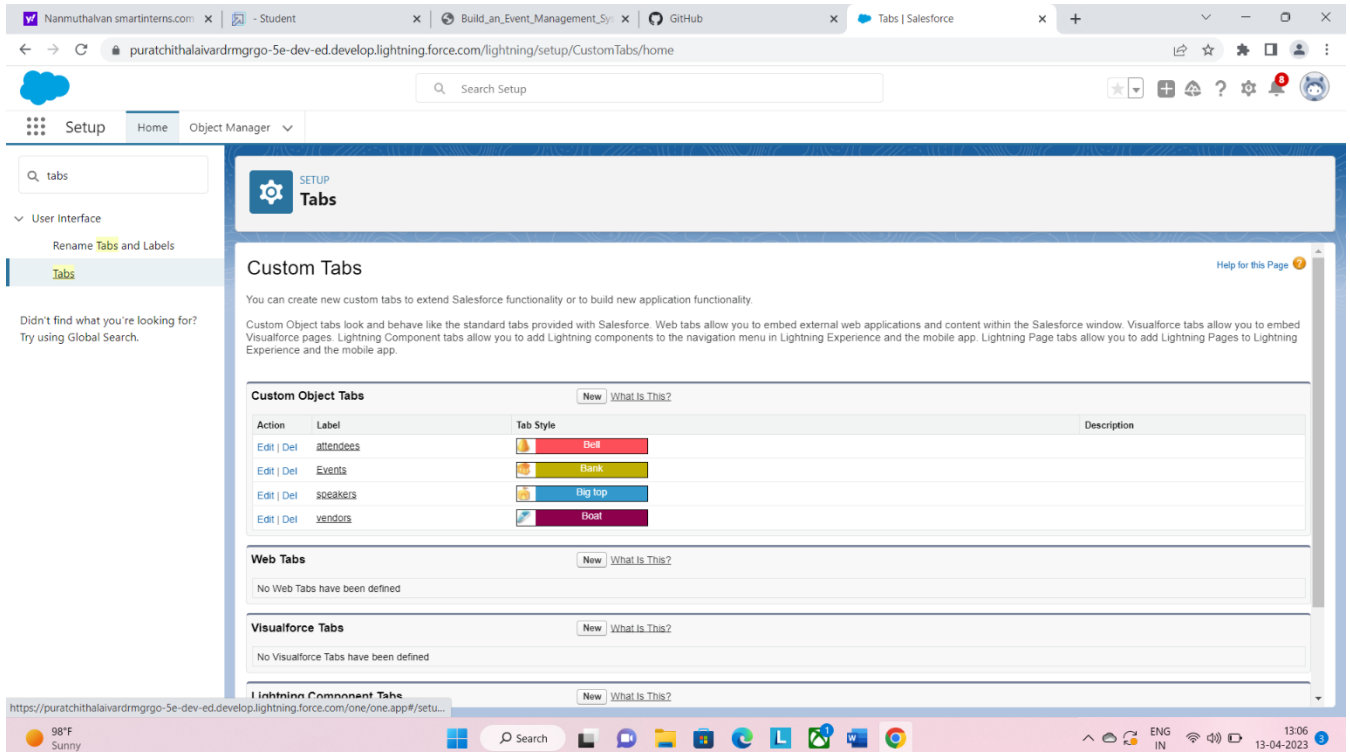
Creation of Vendors object:







The screenshot shows the Salesforce Setup interface for the 'vendor' object. The 'Fields & Relationships' section is active, displaying a table of fields and their relationships.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
vendor Name	Name	Text(80)		✓

Creation of Event, Attendee, Speaker and Vendors tab:

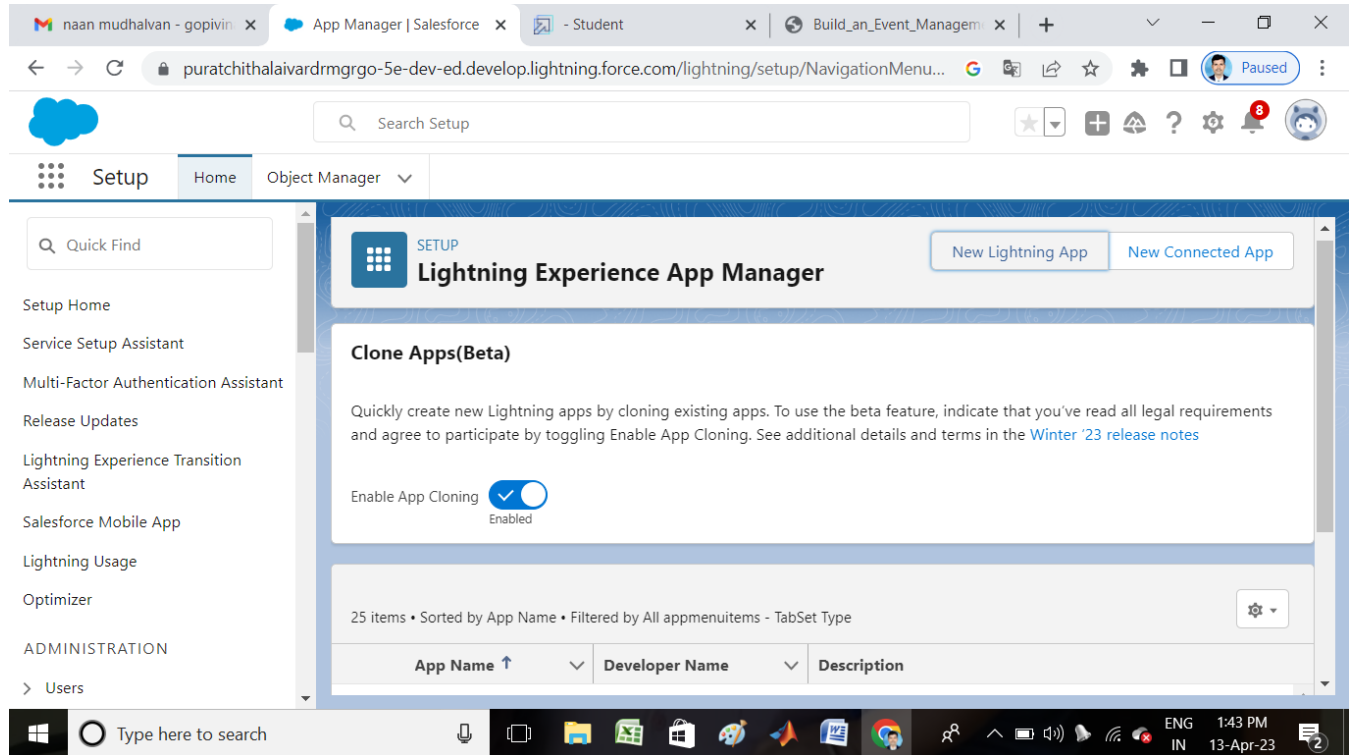


The screenshot shows the Salesforce Setup interface for the 'Custom Tabs' section. The 'Custom Object Tabs' section is active, displaying a table of custom object tabs.

Action	Label	Tab Style	Description
Edit Del	attendees	 Bell	
Edit Del	events	 Bank	
Edit Del	speakers	 Flag top	
Edit Del	vendors	 Book	

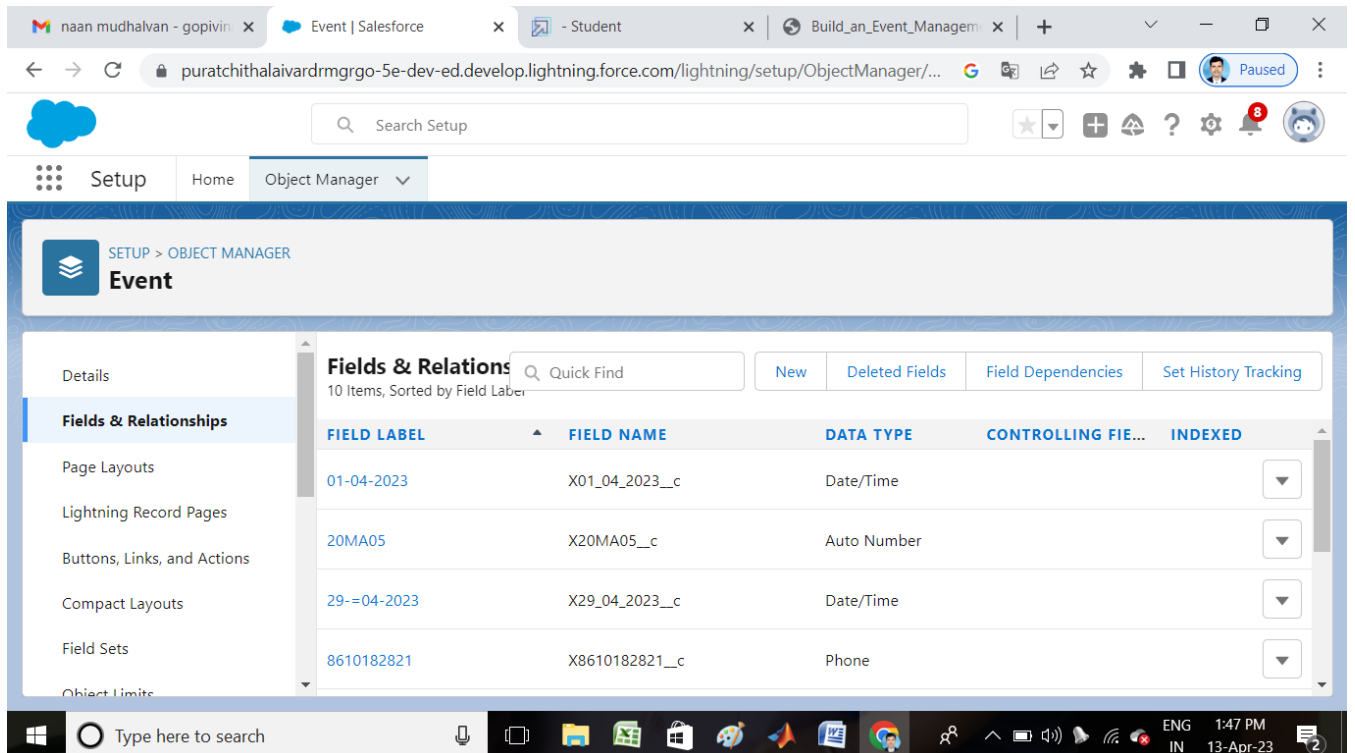
The 'Web Tabs' and 'Visualforce Tabs' sections are currently empty, indicating no web or visualforce tabs have been defined.

Create the Event Management Construction app:



The screenshot shows the Salesforce Lightning Experience App Manager setup page. The left sidebar contains navigation links for Setup, Home, and Object Manager. The main content area is titled "Lightning Experience App Manager" and includes a "Clone Apps(Beta)" section with a toggle for "Enable App Cloning" set to "Enabled". Below this, there is a table listing 25 items, sorted by App Name, filtered by All appmenuitems - TabSet Type. The table has columns for App Name, Developer Name, and Description.

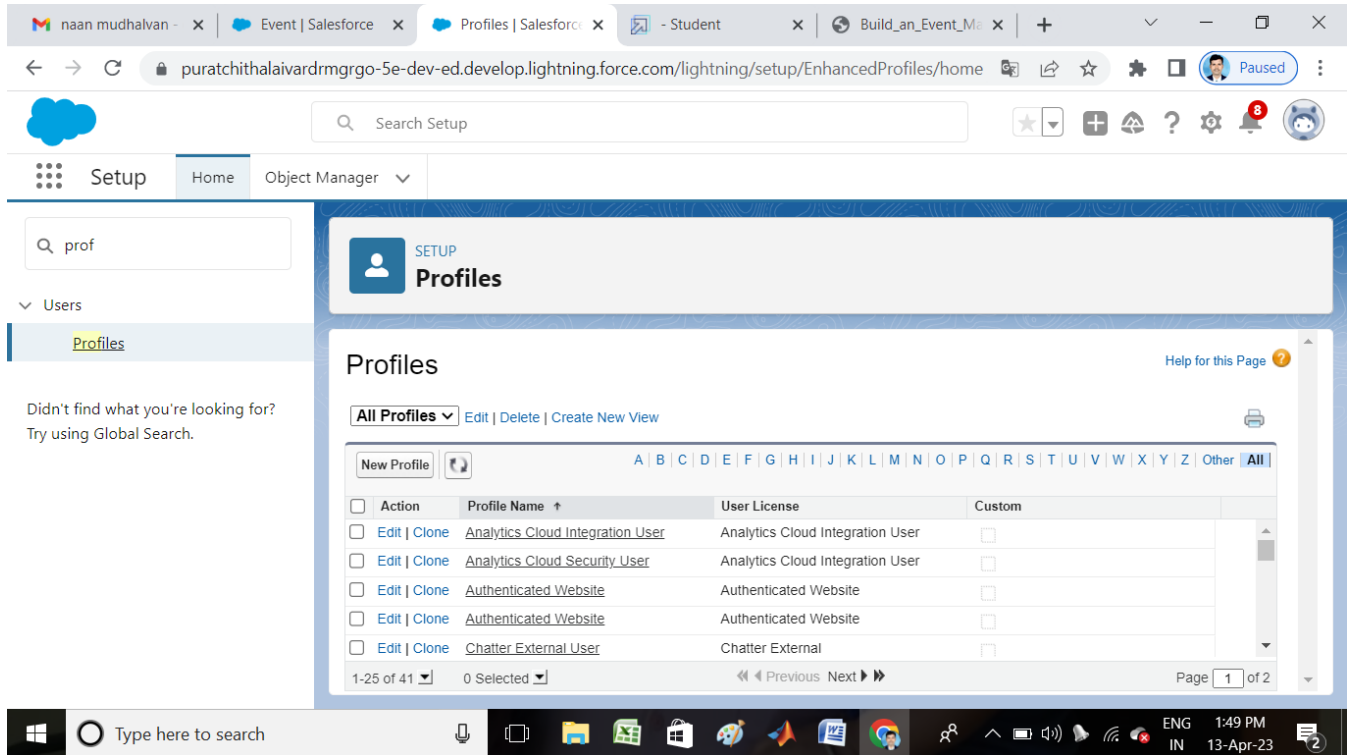
Creation of fields for the Event objects:



The screenshot shows the Salesforce Lightning Experience Object Manager page for the "Event" object. The left sidebar contains navigation links for Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, and Object Limits. The main content area is titled "Event" and includes a "Fields & Relations" section with a "Quick Find" search bar. Below this, there is a table listing 10 items, sorted by Field Label. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIE..., and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIE...	INDEXED
01-04-2023	X01_04_2023__c	Date/Time		
20MA05	X20MA05__c	Auto Number		
29-04-2023	X29_04_2023__c	Date/Time		
8610182821	X8610182821__c	Phone		

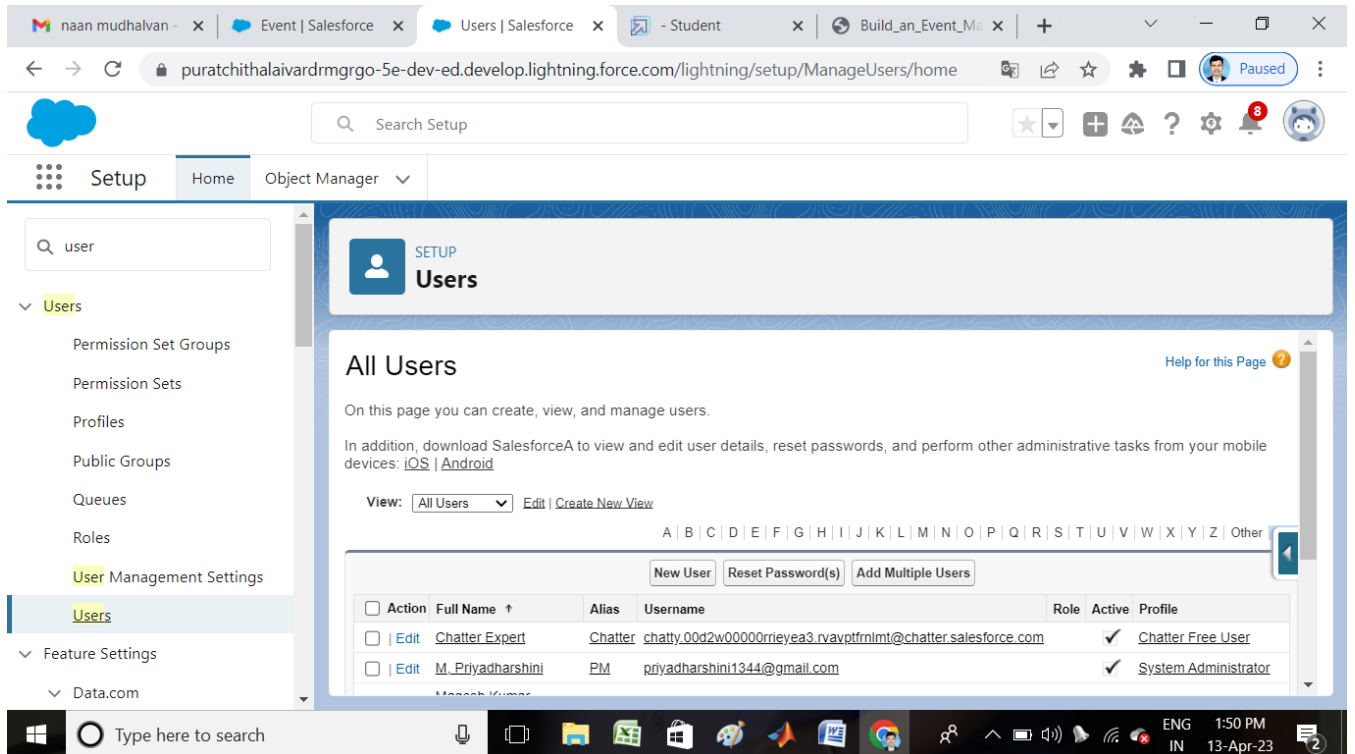
Creation on profile:



The screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar with 'prof' and a list of navigation items including 'Users' and 'Profiles'. The main content area displays a table of profiles. The table has columns for 'Action', 'Profile Name', 'User License', and 'Custom'. The table lists several profiles, including 'Analytics Cloud Integration User', 'Analytics Cloud Security User', 'Authenticated Website', and 'Chatter External User'. The bottom of the page shows a Windows taskbar with the search bar and system clock.

Action	Profile Name	User License	Custom
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Authenticated Website	Authenticated Website	<input type="checkbox"/>
Edit Clone	Chatter External User	Chatter External	<input type="checkbox"/>

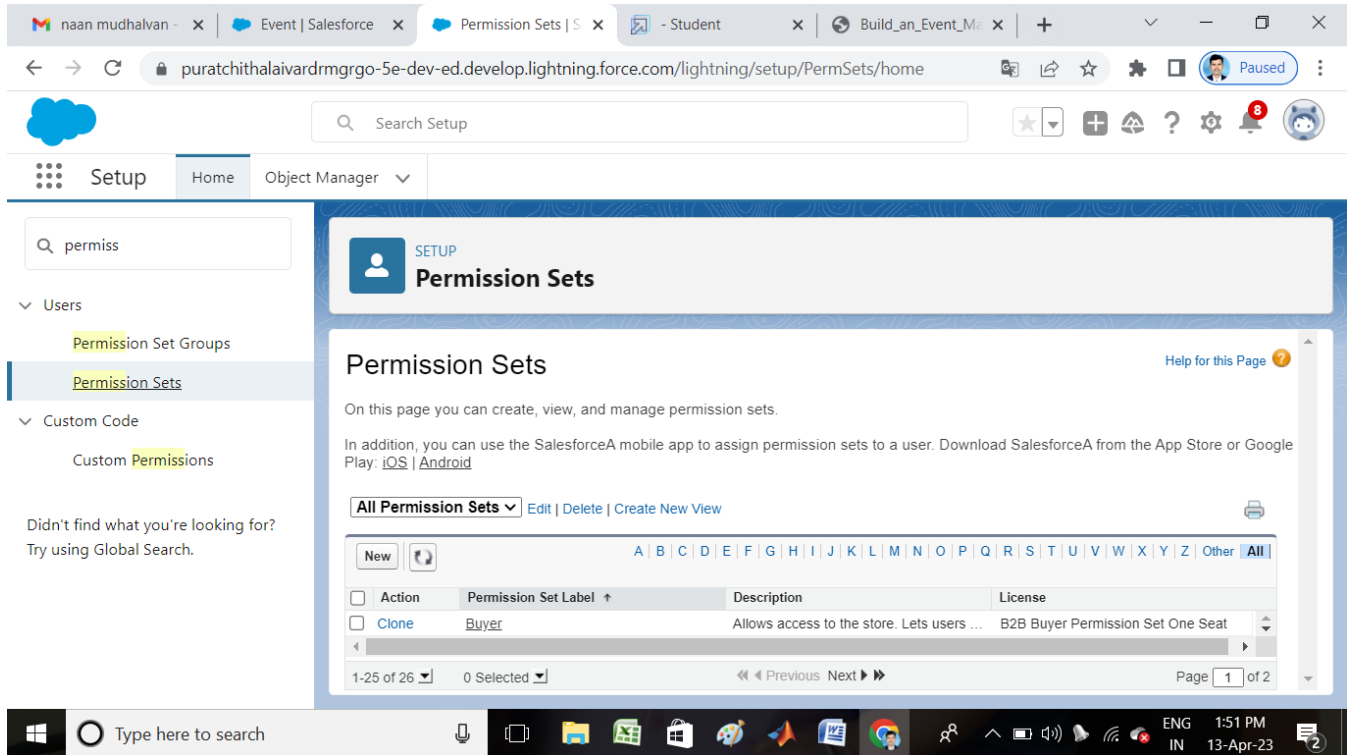
Creating a User:



The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar contains a search bar with 'user' and a list of navigation items including 'Users' and 'User Management Settings'. The main content area displays a table of users. The table has columns for 'Action', 'Full Name', 'Alias', 'Username', 'Role', 'Active', and 'Profile'. The table lists two users: 'Chatter Expert' and 'M. Priyadharshini'. The bottom of the page shows a Windows taskbar with the search bar and system clock.

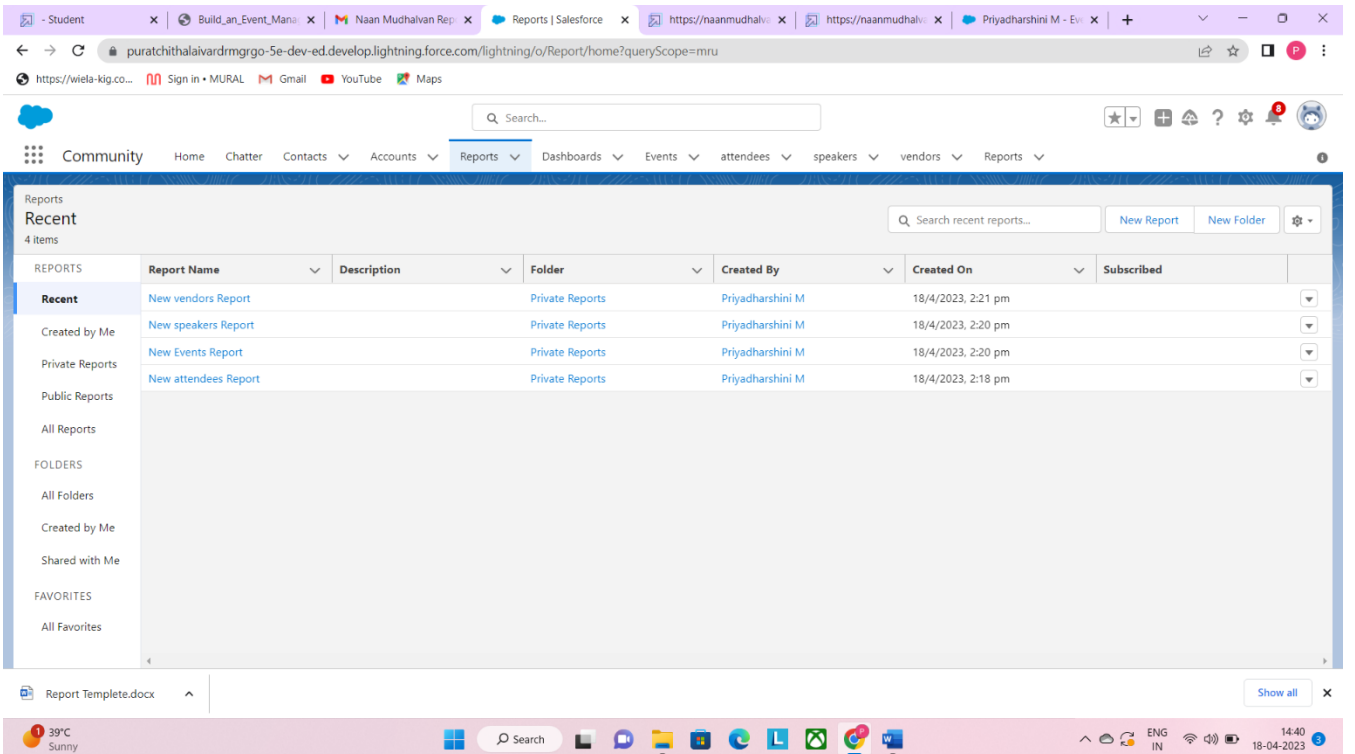
Action	Full Name	Alias	Username	Role	Active	Profile
Edit	Chatter Expert	Chatter	chatty.00d2w00000rneyea3.rvavptfmlmt@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
Edit	M. Priyadharshini	PM	priyadharshini1344@gmail.com		<input checked="" type="checkbox"/>	System Administrator

Creating a Permission Set:



The screenshot shows the Salesforce Setup interface for Permission Sets. The left sidebar contains a search bar with 'permis' and a list of navigation items: Users, Permission Set Groups, Permission Sets (selected), Custom Code, and Custom Permissions. The main content area is titled 'Permission Sets' and includes a 'Help for this Page' link. Below the title, there is a description of the page and a list of actions: 'All Permission Sets', 'Edit', 'Delete', and 'Create New View'. A table of permission sets is displayed, with columns for Action, Permission Set Label, Description, and License. The table shows one permission set labeled 'Buyer' with a description 'Allows access to the store. Lets users ...' and a license 'B2B Buyer Permission Set One Seat'. The bottom of the page shows a Windows taskbar with the date 13-Apr-23 and time 1:51 PM.

Creating a Report:



The screenshot shows the Salesforce Reports page. The left sidebar contains a search bar and a list of navigation items: Community, Home, Chatter, Contacts, Accounts, Reports (selected), Dashboards, Events, attendees, speakers, vendors, and Reports. The main content area is titled 'Reports' and includes a 'Search recent reports...' bar. Below the title, there is a table of recent reports with columns for Report Name, Description, Folder, Created By, Created On, and Subscribed. The table shows four recent reports: 'New vendors Report', 'New speakers Report', 'New Events Report', and 'New attendees Report'. The bottom of the page shows a Windows taskbar with the date 18-04-2023 and time 14:40.

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