

# Event Management System using Salesforce

by

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# Introduction

- An event management system in Salesforce is a software solution that helps businesses manage their events and related activities more efficiently. Salesforce is a cloud-based customer relationship management (CRM) platform that provides a range of tools for managing customer interactions and business operations.
- Event management system in Salesforce can be a powerful tool for businesses looking to improve their event planning and execution processes.
- One of the key advantages of using Salesforce for event management is the ability to integrate event data with other business systems, such as sales and marketing. This can provide valuable insights into the effectiveness of different marketing channels, as well as help businesses track attendee engagement and follow-up.

# Problem Statement

- Event organizers face several challenges when managing events, such as guest management, security, donation management, and communication with attendees. They need a solution that is easy to use, secure, and provides efficient management of all aspects of an event, from registration to post event analysis.

## Literature survey

No.	Paper / Publication	Author	Year
1.	Smart Event Management System	Khalil Pinjari, Khan Nur	2020
2.	Event Management – a Special Kind of Project Management	Peter J. A. Reusch, Pascal Reusch Fachhochschule Dortmund, University of Applied Sciences and Arts	2013
3.	IEEE Year 2011: - Managing Event Information: Modeling, Retrieval, and Applications: Modeling, Retrieval, and Applications	C. Ajchariyavanich;T. Limpisthira;N. Chanjarasvichai;T. Ratanamahatana;N. Prompoon;	2011
4.	Event Management System	Arsheen. Khan <sup>1</sup> , Aarti. Pundalik <sup>2</sup> , Tanvi. Shinde <sup>3</sup> , Sneha. Gupta <sup>4</sup> , S.J. Patil <sup>5</sup>	2019
5.	A Web- Based Project Management System	Mr J Nagesh Babu, [2]Ms Srujana J M, [3] Ms Srusti U M, [4] Ms Sushma Kulkarni	2019

# User and System Requirements

- **User Requirements**

- User Friendly Interface: User requires a interface that can satisfy business requirements.
- Registration management: The registration of the event is done in the registration form.
- Donation management: The donation made by the users are recorded and a mail is send.
- Invoice: After the complete process a automatic invoice is generated in the system.
- Email generation: Automatic email is send when the registration and donation are done.
- Chatbot: Here the chatbot assistance is provided to the user if the user have any doubt regarding the upcoming event.
- Feed form: The user can finally put his opinion or suggestion about the event in the feed back form by answering some questions.

# System Requirements

- Security: The salesforce security model provide security for cloud data.
- Scalability: The platform is scalable. No need to redesign it to maintain performance after an increase in user capacity.
- Automation: Automatic updating of record takes place.
- Customization: The platform provide some the functionality to create object with some inbuilt objects.
- Data Management: The from various pages is manage in salesforce efficiently.
- Integration: This allows user to data collected with other systems.

# Functional and Non-functional Requirements

## Functional Requirements

- Event Registration: User need to register himself for entering into the event.
- Event List: display's All upcoming event list
- Event Detail page: When user click on particular event user open next page called event detail page.  
This page displays the Event Name, Start Date, End Date, Description.
- Cost Management: Manage all the expenses of Event
- Donation Management: Manage all Donation of event.
- Attendance Management: When the user is register the QR code is send to his mail, user can show his identity with QR code.
- Feedback form: When event completely done user can send the feedback.



# Non-Functional Requirements

- Performance: Specify acceptable response times for various system operations, such as loading event pages, creating new events, and generating reports.
- Reliability: Define backup and recovery procedures to restore the system in case of catastrophic failures.
- Security: Define the mechanisms for user authentication (e.g., username/password, single sign-on) and session management.
- Scalability: Define how the system should dynamically allocate resources to handle varying workloads.
- Usability: Ensure that the system is accessible to users with disabilities by complying with accessibility standards
- Maintainability: Define the system architecture to support modular development, allowing for easier maintenance and updates.

# Requirement Analysis Model

**Identify Stakeholders:** Determine who the users and stakeholders of the Salesforce application are. This could include sales representatives, managers, administrators, and customers.

**Gather Requirements:** Work closely with stakeholders to gather detailed requirements.

**Requirement Analysis and Specification:** Create a detailed requirement document specifying what the Salesforce application needs to achieve. This document includes functional requirements, data requirements, security requirements, and any other relevant details.

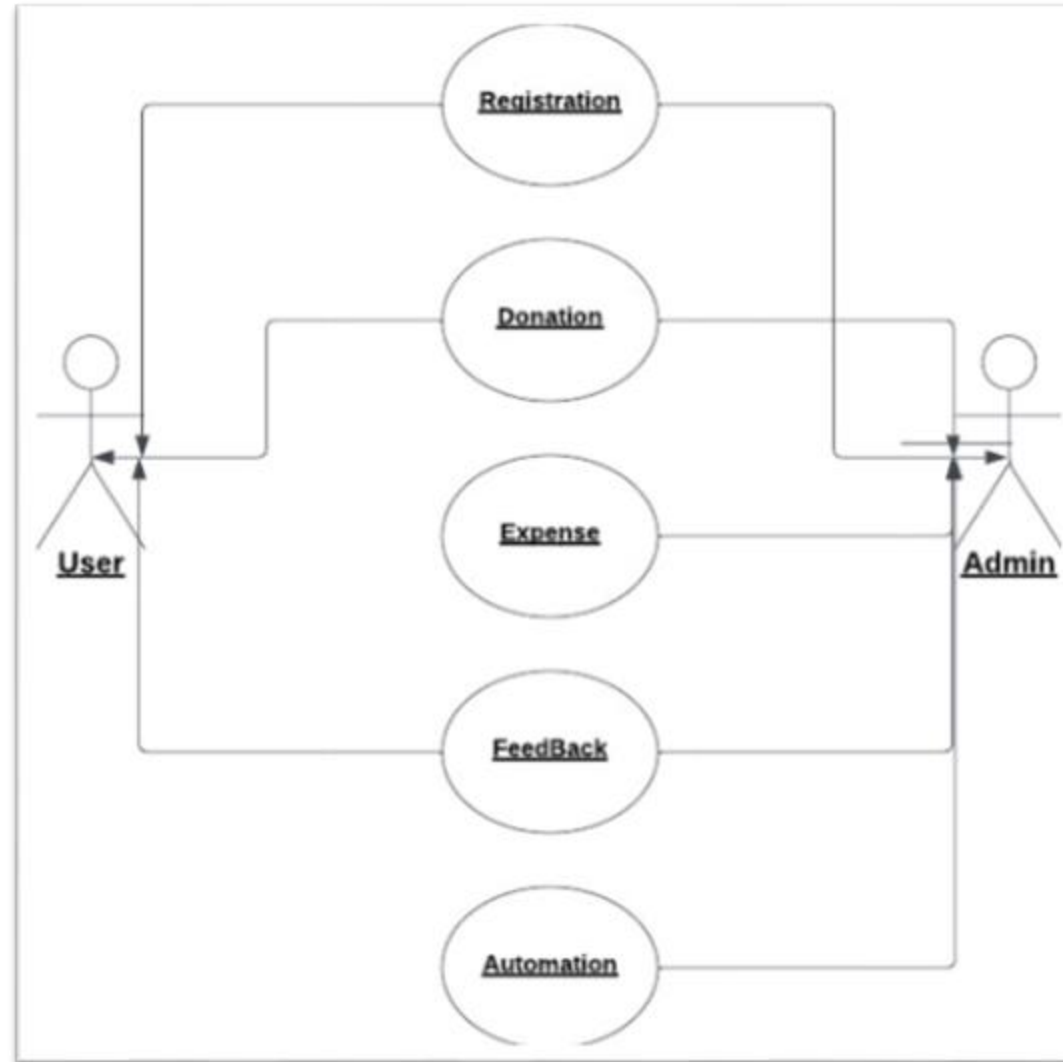
**Review and Approval:** Review the requirements document with stakeholders and obtain their approval. This ensures that everyone has a clear understanding of what needs to be developed.

**Design:** Design the Salesforce system architecture based on the approved requirements. This involves designing the data model, user interface, workflows, and any custom code (Apex) that might be required.

**Implementation:** Configure Salesforce according to the approved design. This includes creating custom objects, fields, workflows, validation rules, and other necessary components.

# UML Diagrams

## 1. Use Case Diagram



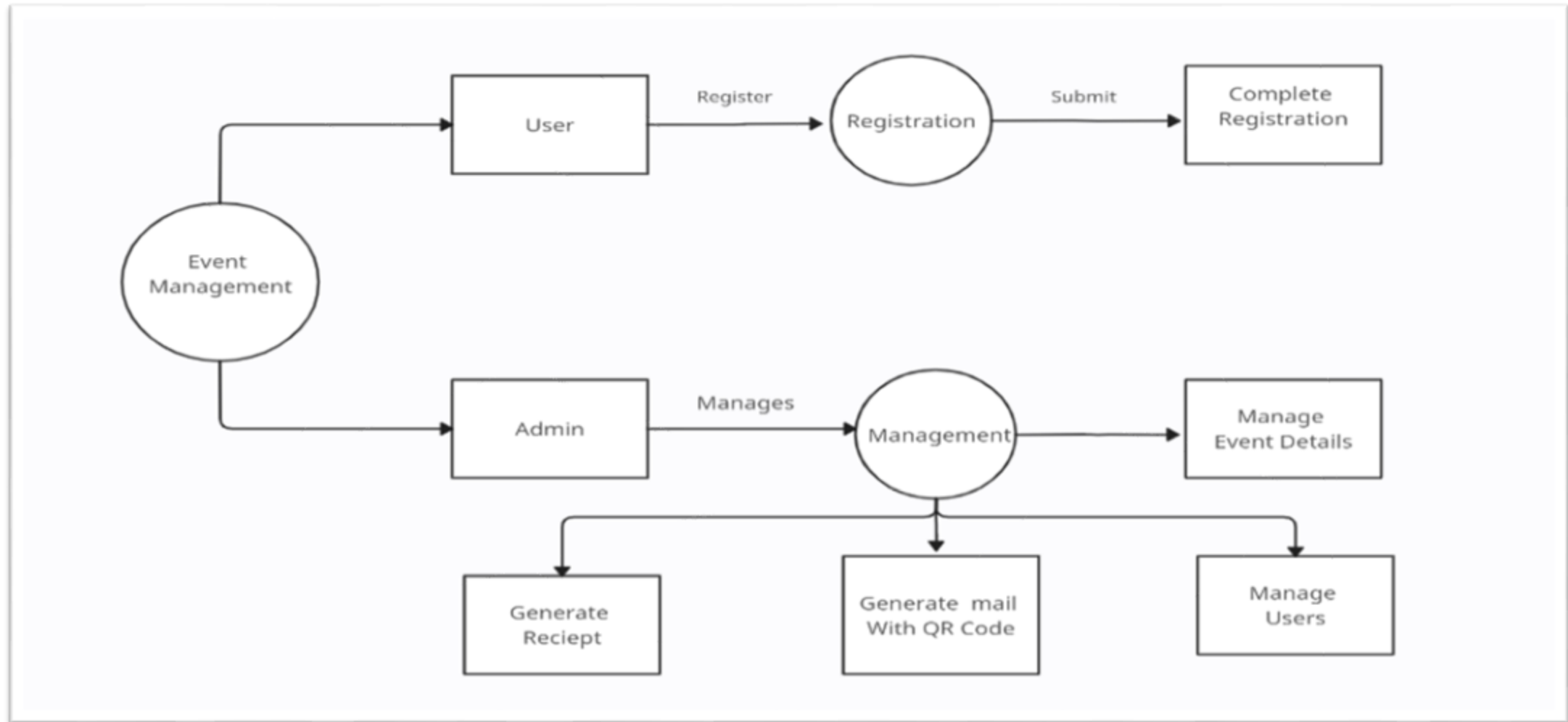
Event Management Use Case Diagram

# Data flow Diagram



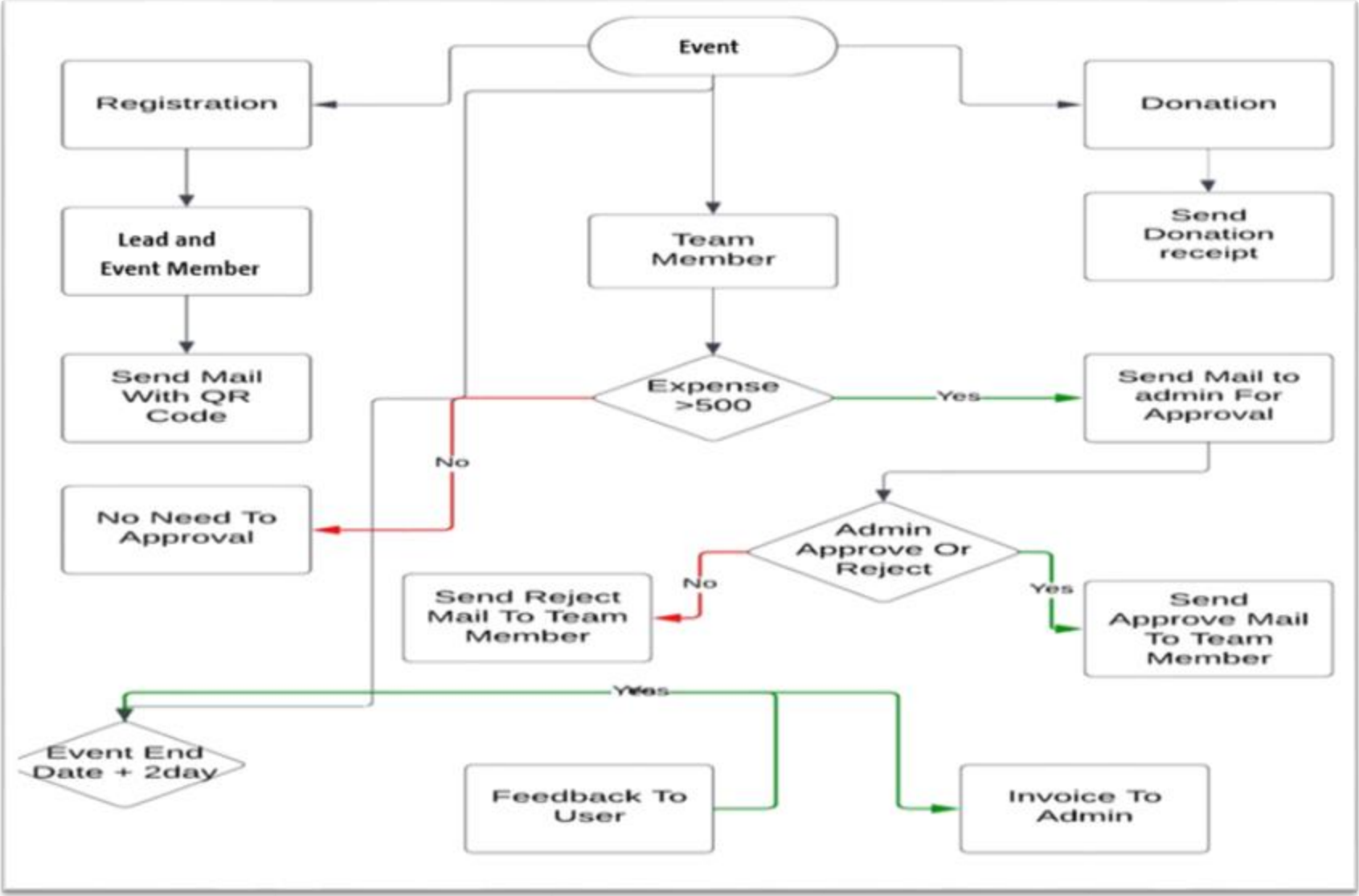
Level 0: Data Flow Diagram

# Data flow Diagram



Level 1: Data Flow Diagram

# Detail Architecture



Architecture: Event Management System

# Project Plan

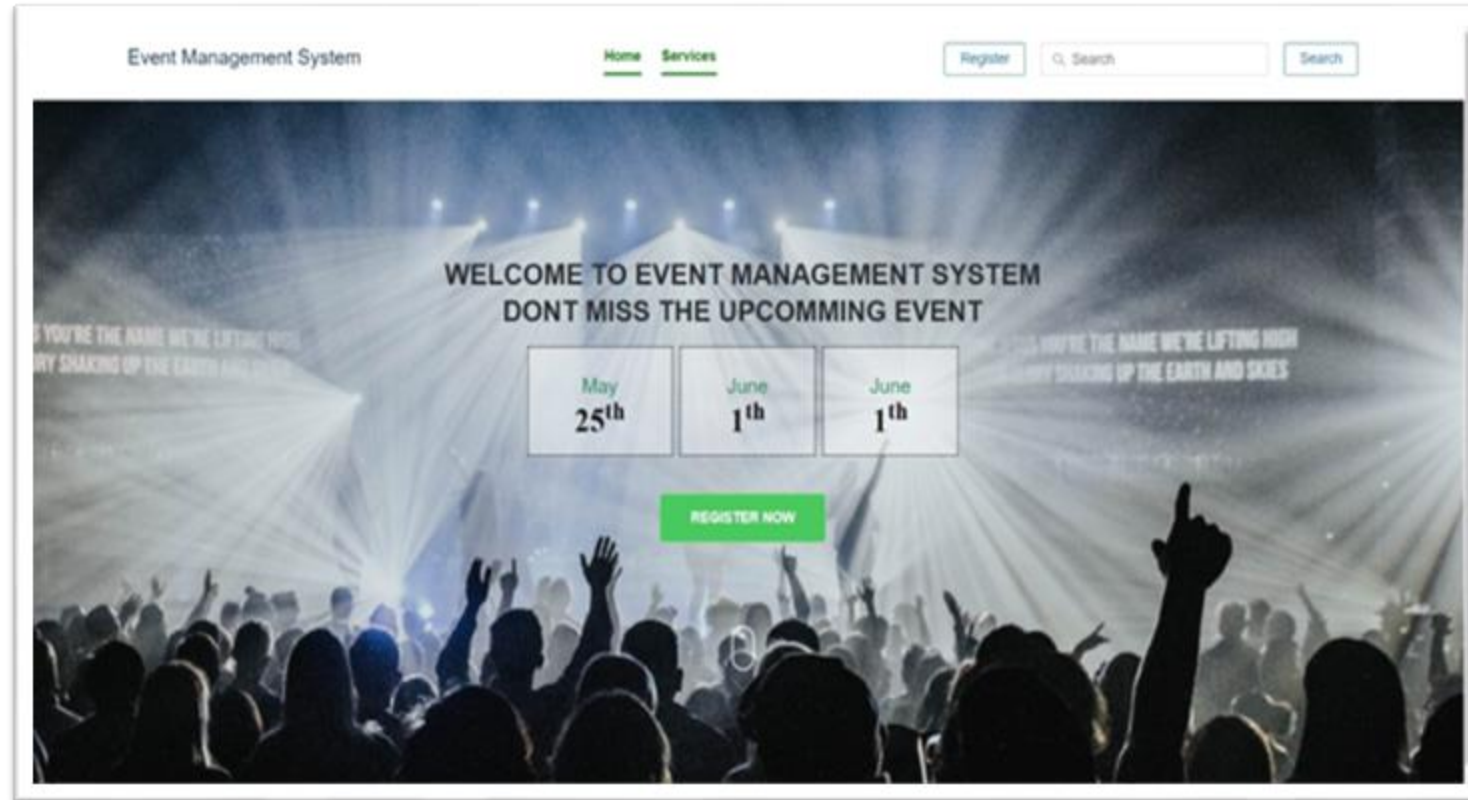
No	Weeks	Work Plan
1	1	Topic selection, Literature survey
2	2-3	Requirement gathering and analysis
3	3-4	Project planning (hardware and software selection)
4	5-7	Modeling and design – DFD, UML, Architecture design
5	8-9	Implementation
6	10	Deployment

# Methodology

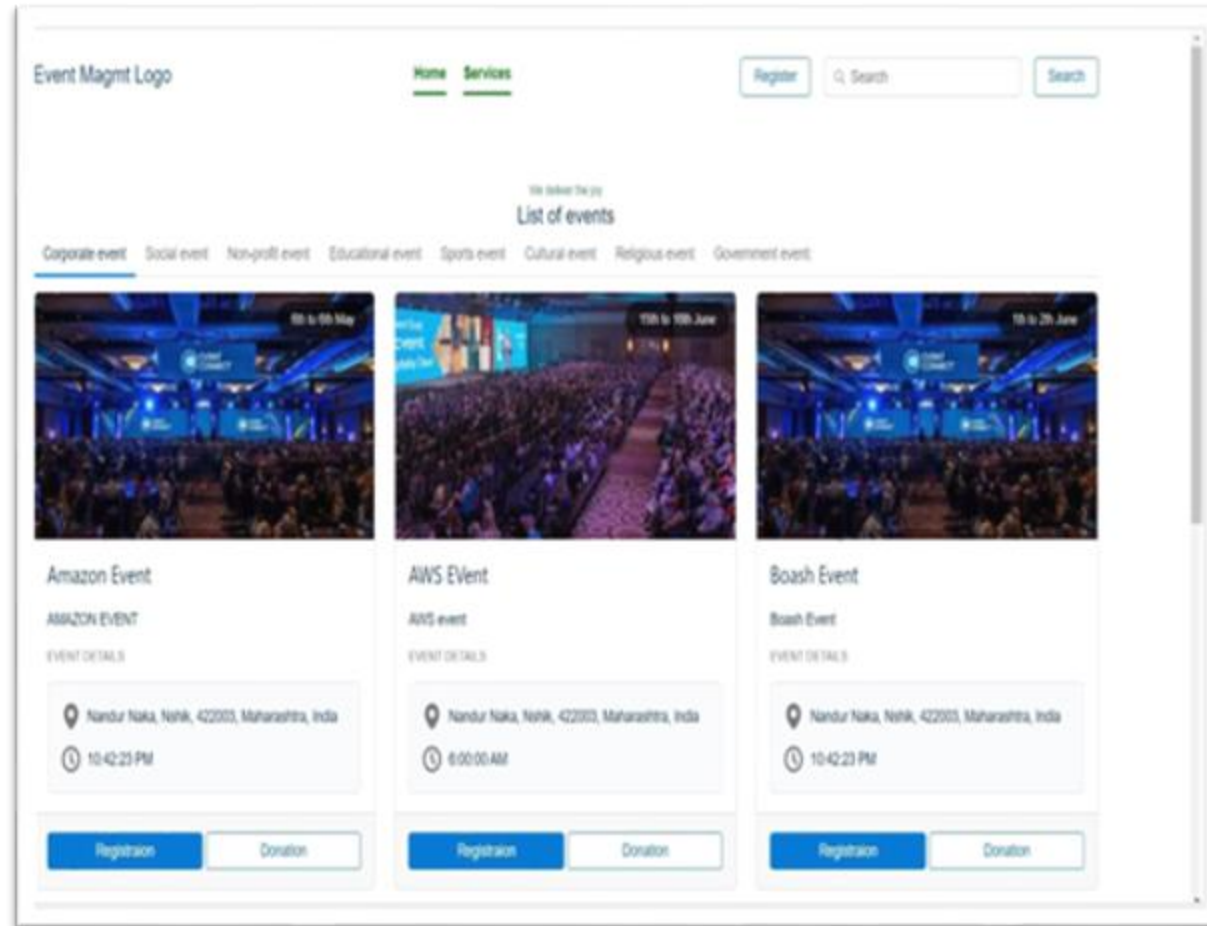
1. Event List : User first see this page user can select this page to go the event detail page. User can easily identify the event which event he need to register.
2. Event detail page : When user choose particular event user open the detail page of event, on this page user can see the following point : Event name, start date, end date and description.
3. Team member: Team member is the handle the event team members are like manger, etc.
4. Event registration Page : User need to register to enter the event for authentication.
5. Event member : Event member is the user who register the event.
6. Check-in QR code: When user registration is done then user get mail with QR code.
7. Donation: In donation if user needs to donate amount money.
8. Feedback Form: After completion of event user can send feedback form.



# Implementation



User Interface



Event List

Event Mgmt Logo

[Home](#) [Services](#)

[Register](#)  [Search](#)

Register for your event

REGISTER HERE

First Name

John

Last Name

Smith

Email Address

john.smith@gmail.com

Phone Number

9999759057

Address

Address

Street

City

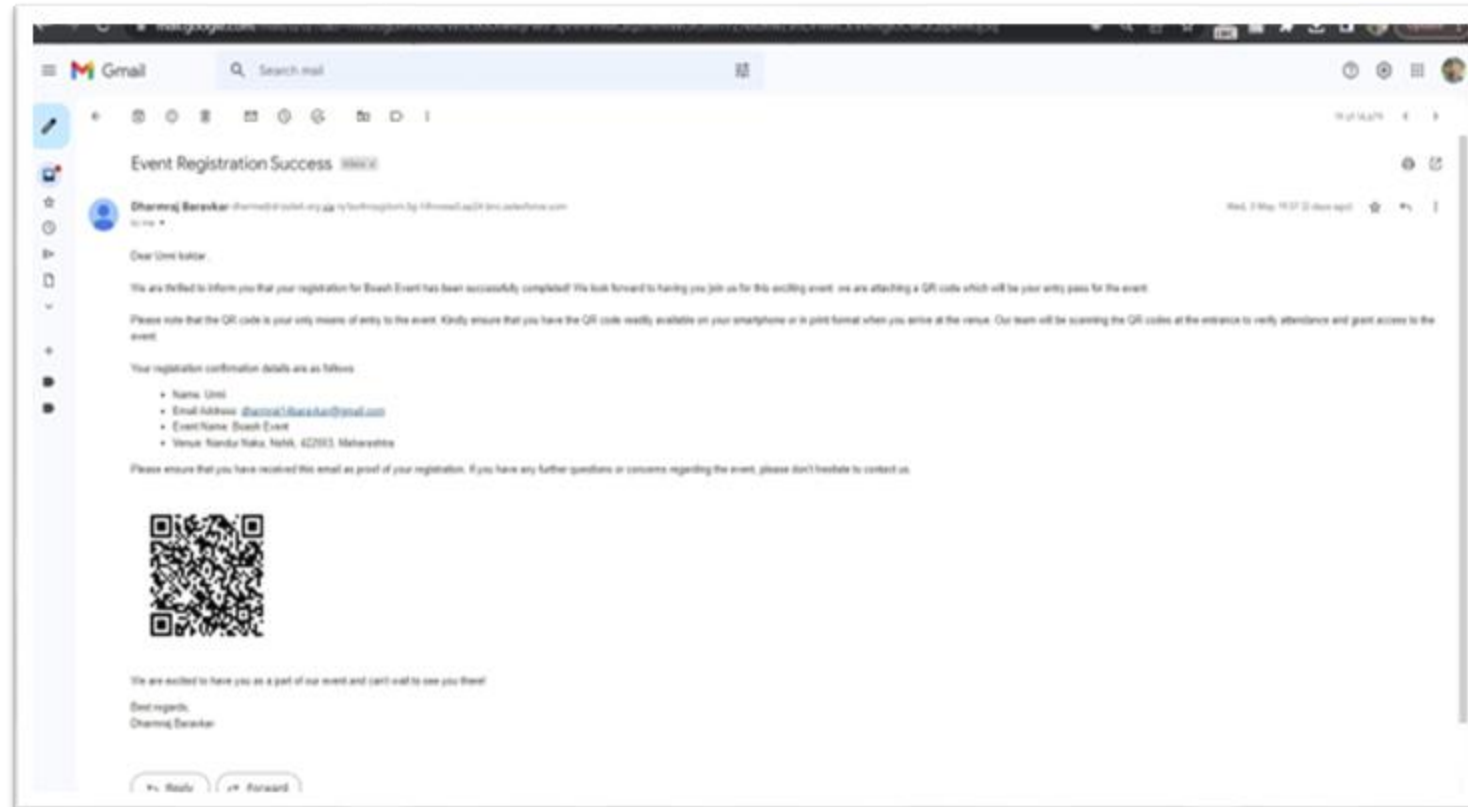
Province

Postal code

Country

Register to Event

Registration Form



Registration confirmation E-mail


Event Magnet Logo

Home Services

Register

0 Search

Search



### MAKE A DONATION

Back

\*First Name

John

\*Last Name

Smith

\*Email Address

john@domain@gmail.com

\*Phone Number

8888877777

\*Amount

1000.00

\*Your Message

Your Message

Address

Street

City

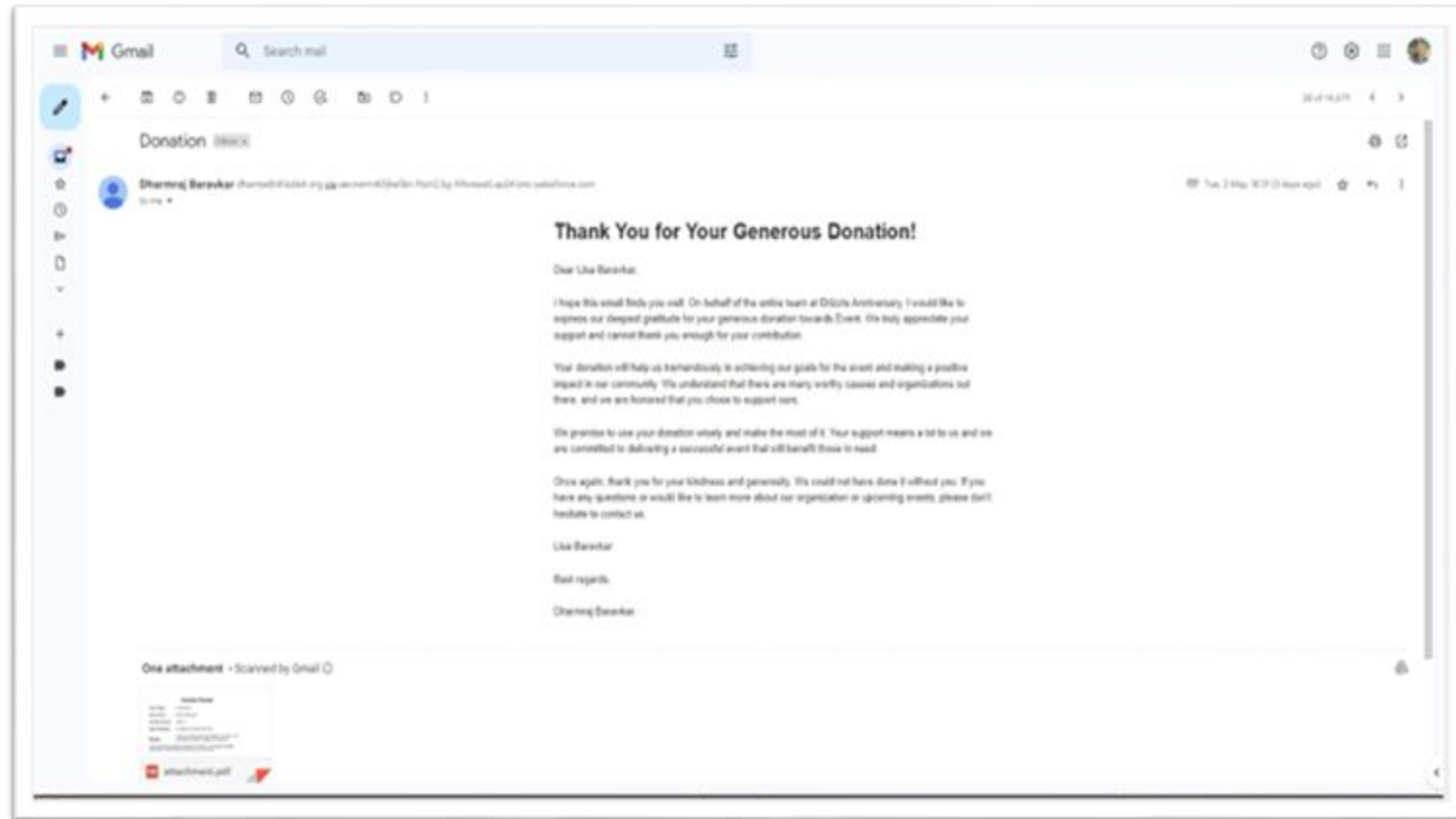
Province

Postal Code

Country

Donate

Donation page



Donation Confirmation mail with attach Donation Receipt

Lead

yarevo1975@acname.com yarevo1975@acname.com

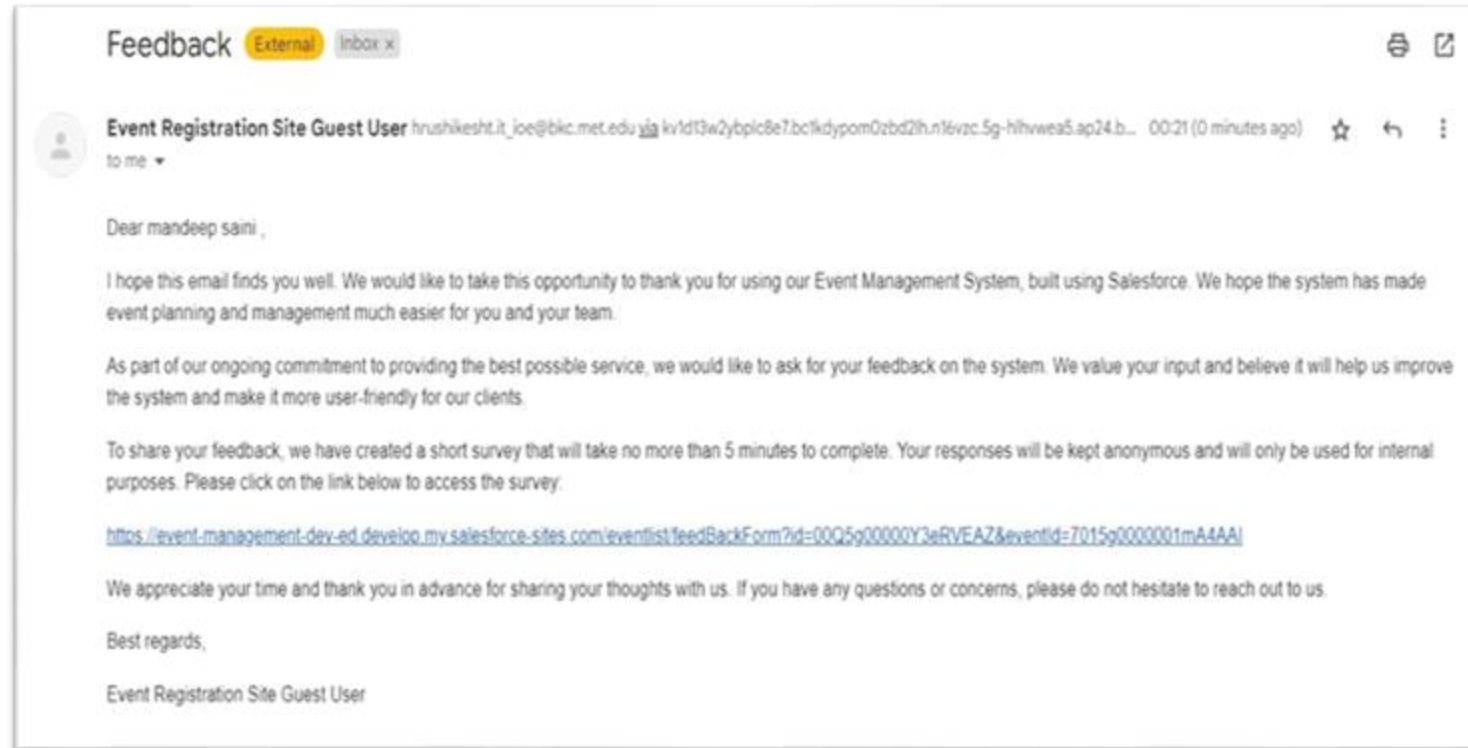
Event Name	No. of Employees
Check_in	QR Code
<input checked="" type="checkbox"/>	
Check_in_Time	
4/15/2024, 11:46 AM	
Address	
Standard Suite	

Check-in Check-out QR-code

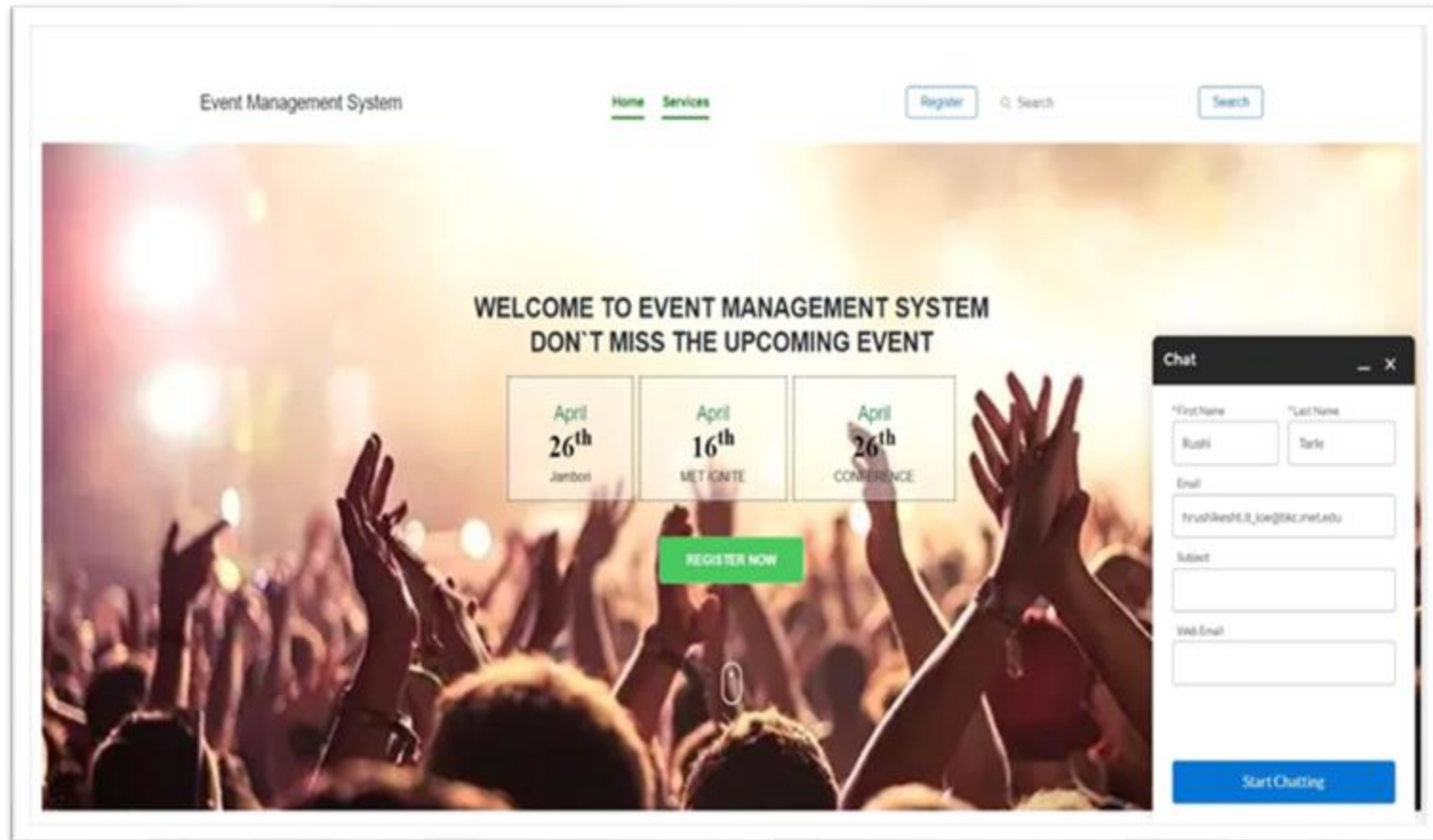


Approval Process





Feedback E-mail



Manual Chatbot

## Invoice

Check invoice for AWARD CEREMONY Event

### Donations

Name	Amount
Sanskruti Kukkar	10000.00

### Expenses

Name	Amount
Rushi	12345.00
sonig36852	2000.00
Sanjay bagad	200.00
test	12345.00
test	12345.00
Mike Expense	12345.00

### Total

Evant Name	Total Number In Event	Donation	Expenses	Total Donation And Expenses
AWARD CEREMONY	1000	10000.00	51580.00	61580

Invoice Generated

# Conclusion and Future Scope

- In conclusion, an event management system in Salesforce is a valuable investment for businesses looking to improve their event planning and execution processes. With its powerful capabilities for data management, collaboration, and analytics, Salesforce can help businesses of all sizes run more successful events.
- The Manual Chatbot provides an interface of contact between the Business owner and customer.
- In future instead of manual Chatbot using AI-ML an automated Chatbot can be included
- Payment gateway can be integrated to the event management system, customers can easily make payments for event tickets, registrations, and other related services.

# References

1. IEEE Explore, Year 2017: - Event based modelling for batter manufacturing systems using sensor data.
2. IEEE Explore, Year 2011: - Managing Event Information: Modelling, Retrieval, and Applications: Modelling, Retrieval, and Applications.
3. IEEE Explore, Year 2017: -A single platform approach for the management of emergency in complex environment such as large events, digital cities, and networked regions.
4. Cleland D. and King W. (1975). Systems Analysis and Project Management, McGraw-Hill Collins T. (1998). Crash: Learning form the World's Worst Computer Disasters, Simon and Schuster London.
5. Cooper A. (1999) The Inmates are Running the Asylum, Macmillan Computer Publishing Indiana Crawford L. and Costello K. (1999) Towards A Transferable Methodology for Managing Strategic Change by Projects.

**THANK YOU..!**