

1.INTRODUCTION

1.1 Overview

Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing.

At the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. After an event, event managers are tasked with reviewing event data, submitting KPI and ROI findings, and staying on the ball for any post-event offerings.

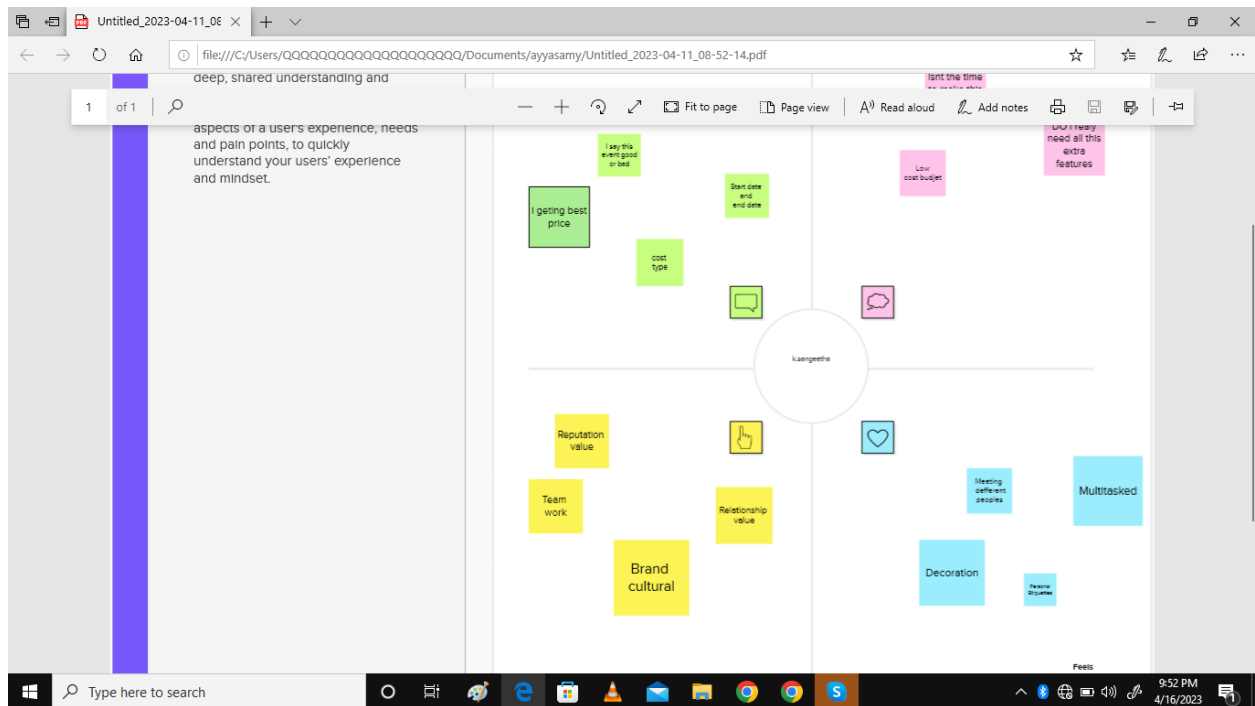
All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. In event management, you could be in the process of creating a conference, a product launch, an internal sales kick-off, or even a wedding. Really, any event that requires considerable planning and execution is event management.

1.2 Purpose

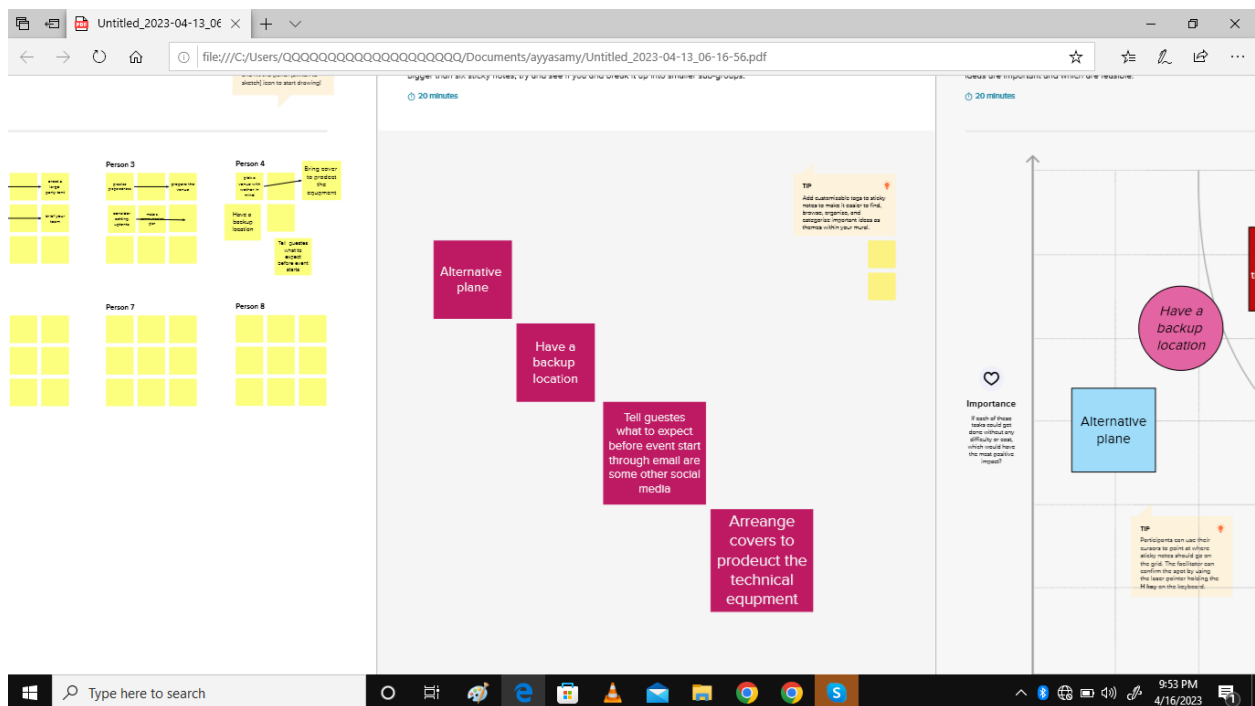
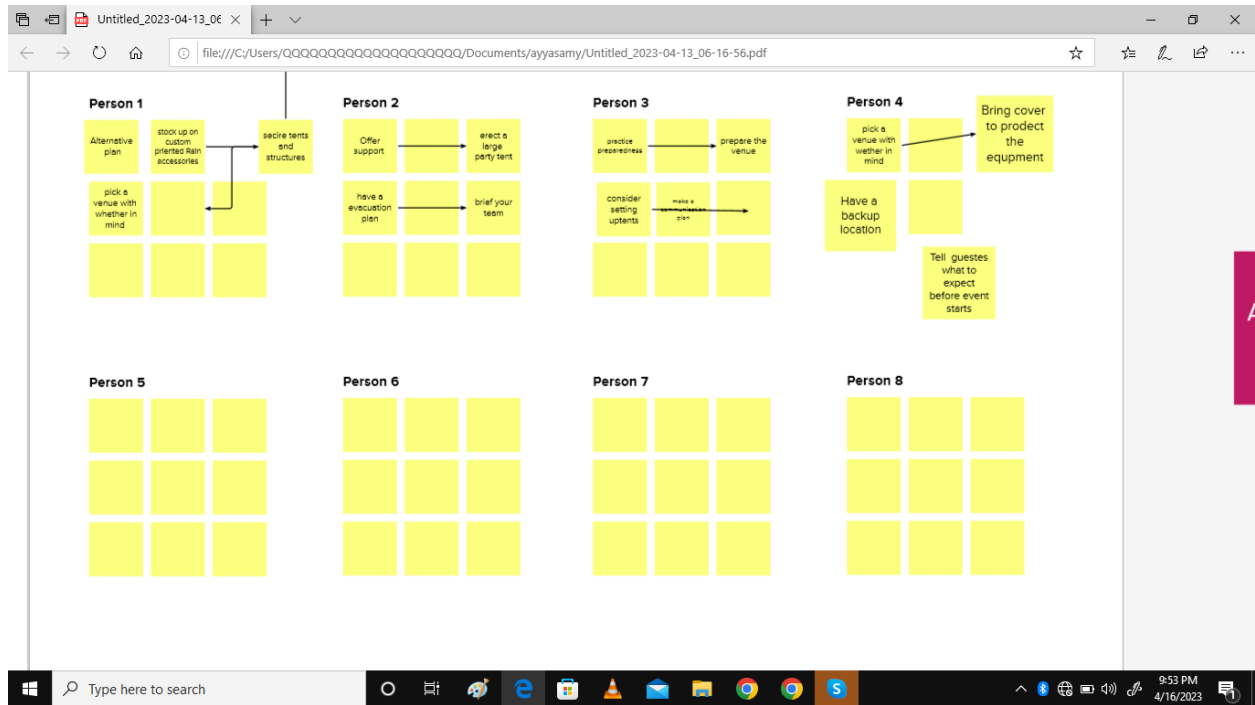
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability

2. PROBLEM DEFINITION&DESIGN THINKING:

2.1 Empathy map:



2. Ideation & Brainstorming Map:2



Result

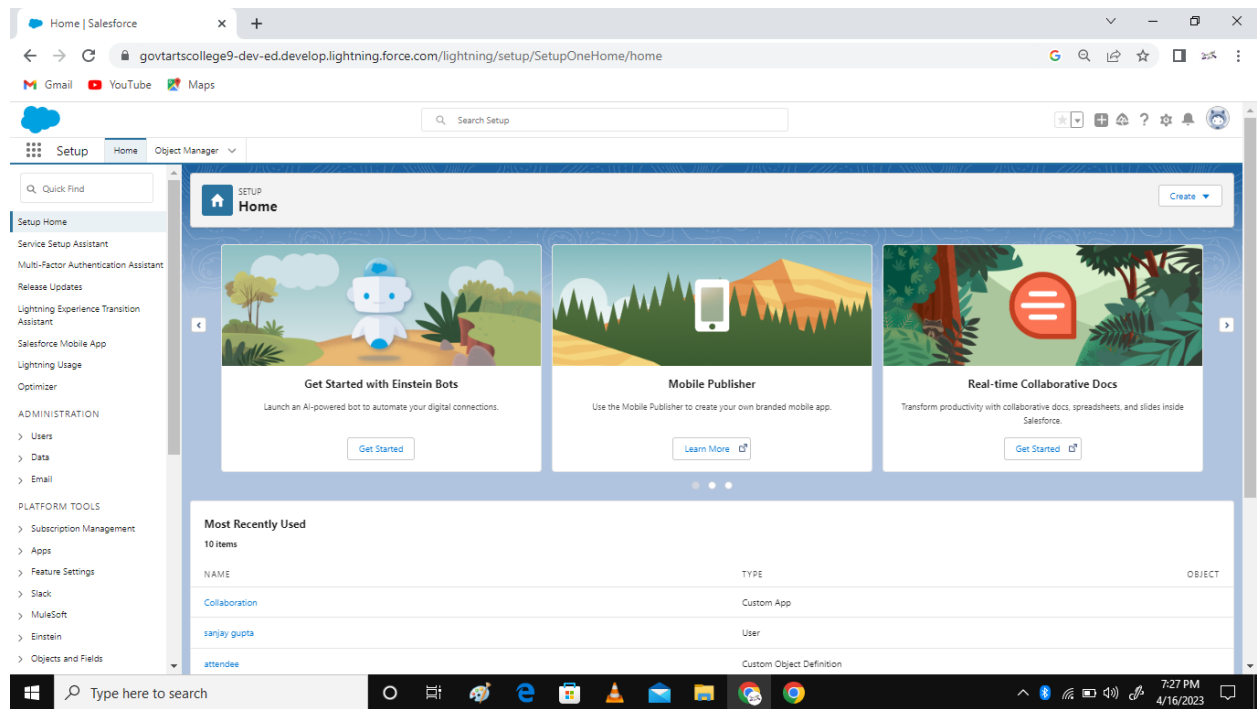
Data model:

Object name	Field in the lable	
Events	Field lable	Data Type
	Entercity	Text
	Enterstartdate	Date\time
Atttendees	Enter ID	Number
	Phone	Phone
	Email	Email
	Enter tickets	Picklist
	Event	Master – details relationship
Speakers	Enter Bio	Text area
	e-mail	Email
	Event	Look-up relationship
Vendors	e-mail	E-mail
	Phone	Phone
	Service provider	Text
	Event	Look-up

		relation	
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3.2 Activity & screenshot:

MILESTONE -01:



MILESTONE -02:

Account | Salesforce

govtartscollege9-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/Account/FieldsAndRelationships/view

Setup Home Object Manager

SETUP > OBJECT MANAGER

Account

Details

Fields & Relationships

33 Items. Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Account Name	Name	Name		✓
Account Number	AccountNumber	Text(40)		
Account Owner	OwnerId	Lookup(User)		✓
Account Site	Site	Text(80)		
Account Source	AccountSource	Picklist		
Active	Active__c	Picklist		
Annual Revenue	AnnualRevenue	Currency(18, 0)		
Billing Address	BillingAddress	Address		
Clean Status	CleanStatus	Picklist		✓
Created By	CreatedById	Lookup(User)		
Customer Priority	CustomerPriority__c	Picklist		
D&B Company	DandBCompanyId	Lookup(D&B Company)		✓
D-U-N-S Number	DunsNumber	Text(9)		

Type here to search

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MILESTONE -03:

App Manager | Salesforce

govtartscollege9-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

Setup Home Object Manager

New Lightning App

Standard navigation shows items in a navigation bar at the top of the page. Console navigation shows a list of records in a sidebar and opens each record in a new workspace tab. Also, you can select the form factors where this app is available.

Navigation and Form Factor

Navigation Style

- ☒ Standard navigation
- ☐ Console navigation

Supported Form Factors

- ☒ Desktop and phone
- ☐ Desktop
- ☐ Phone

Setup and Personalization

Setup Experience

- ☒ Setup (full set of Setup options)
- ☐ Service Setup

App Personalization Settings

- ☐ Disable end user personalization of nav items in this app
- ☐ Disable temporary tabs for items outside of this app

Back

Next

ID	Category	Item Name	Description	Created Date	Version	Status	Form Factor
9	Marketing	Marketing	Best-in-class on-demand marketing automation	11/03/2023 1:29 pm	Classic	✓	Desktop and phone
10	App Launcher	App Launcher	App Launcher tabs	11/03/2023 1:29 pm	Classic	✓	Desktop and phone
11	Community	Community	Salesforce CRM Communities	11/03/2023 1:29 pm	Classic	✓	Desktop and phone

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Setup | Salesforce

govtartscollege9-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/home

Search Setup

Setup Home Object Manager

tab

User Interface

Loaded Console Tab Limit

Rename Tabs and Labels

Didn't find what you're looking for? Try using Global Search.

Custom Tabs

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app.

Custom Object Tabs

New What is This?

Action	Label	Tab Style	Description
Edit Del	attendees	Circle	
Edit Del	events	Building	
Edit Del	speakers	Headset	
Edit Del	vendors	Computer	

Web Tabs

New What is This?

No Web Tabs have been defined

Visualforce Tabs

New What is This?

No Visualforce Tabs have been defined

Lightning Component Tabs

New What is This?

No Lightning component tabs have been defined

1 tab selected

https://govtartscollege9-dev-ed.develop.lightning.force.com/one/one.app#/setup/...

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MILESTONE -04:

Profiles | Salesforce

govtartscollege9-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/home

Search Setup

Setup Home Object Manager

profile

Users

Profiles

Didn't find what you're looking for? Try using Global Search.

Profiles

All Profiles Edit Delete Create New View

New Profile

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"/>
Edit Clone	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit Clone	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit Clone	Contract Manager	Salesforce	<input type="checkbox"/>
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	<input type="checkbox"/>
Edit Del ...	Custom: Marketing Profile	Salesforce	<input checked="" type="checkbox"/>
Edit Del ...	Custom: Sales Profile	Salesforce	<input checked="" type="checkbox"/>
Edit Del ...	Custom: Support Profile	Salesforce	<input checked="" type="checkbox"/>
Edit Clone	Customer Community Login User	Customer Community Login	<input type="checkbox"/>
Edit Clone	Customer Community Plus Login User	Customer Community Plus Login	<input type="checkbox"/>
Edit Clone	Customer Community Plus User	Customer Community Plus	<input type="checkbox"/>
Edit Clone	Customer Community User	Customer Community	<input type="checkbox"/>
Edit Clone	Customer Portal Manager Custom	Customer Portal Manager Custom	<input type="checkbox"/>

1,234 of 41

https://govtartscollege9-dev-ed.develop.lightning.force.com/one/one.app#/setup/EnhancedProfiles/home

Type here to search

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MILESTONE -04:

Browser window showing the Salesforce Setup page for User configuration. The URL is `govtartscollege9-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/User/view`. The page displays the "User" configuration details, including fields like Description, API Name, User, Custom, Singular Label, Plural Label, and Users. The left sidebar shows the Setup menu with options like Fields & Relationships, User Page Layouts, User Profile Page Layouts, Lightning Record Pages, Buttons and Links, Compact Layouts, Field Sets, Object Limits, Related Lookup Filters, Search Layouts, List View Button Layout, Triggers, Flow Triggers, and Validation Rules.

MILESTONE -06:

Browser window showing the Salesforce Setup page for Permission Sets. The URL is `govtartscollege9-dev-ed.develop.lightning.force.com/lightning/setup/PermSets/home`. The page displays the "Permission Sets" configuration details, including a table of permission sets and their associated licenses. The left sidebar shows the Setup menu with options like Users, Permission Set Groups, Profiles, Public Groups, Queues, Roles, User Management Settings, Users, Feature Settings, Data.com, and Prospectors.

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Buyer	Allows access to the store. Lets users see products and categories, make purchases, a...	B2B Buyer Permission Set One Seat
<input type="checkbox"/>	Buyer Manager	Includes all Buyer capabilities, and allows access to manage carts and orders related to...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	CRM User	Denotes that the user is a Sales Cloud or Service Cloud user.	CRM User
<input type="checkbox"/>	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/>	Contact Center Admin	Manage Service Cloud Voice contact centers that use Amazon Connect as a telephony ...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Agent	Access agent features in Service Cloud Voice contact centers that use Amazon Connect...	Service Cloud Voice User
<input type="checkbox"/>	Contact Center Supervisor	Access supervisor features in Service Cloud Voice contact centers that use Amazon Co...	Service Cloud Voice User
<input type="checkbox"/>	Event permits		
<input type="checkbox"/>	Experience Profile Manager		Salesforce
<input type="checkbox"/>	Facility Manager	Lets users create, read, edit, and delete locations, sublocations, queued parties, and qu...	Facility Manager
<input type="checkbox"/>	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service mobile app. Set them up with th...	Field Service Mobile
<input type="checkbox"/>	Merchant	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License Seat
<input type="checkbox"/>	Order Management Agent	Read Access to all entities enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Operations Manager	Access to all features enabled by Order Management	Lightning Order Management User
<input type="checkbox"/>	Order Management Shopper	Limited access to Order Management features for Self Service	Lightning Order Management User
<input type="checkbox"/>	Order Management Store Associate	Access to limited features enabled by Order Management	Lightning Order Management User

MILESTONE -07:

Report Builder | Salesforce

govtartscollege9-dev-ed.develop.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWYiOiJyZXhvcnRzOnJlcG9ydEJ1aWxkZXliLCJhdHRyaWJ1dGVzljp7InJiY...

Gmail YouTube Maps

Search...

Sales Home Opportunities Leads Tasks Files Accounts Contacts Campaigns Dashboards Reports Chatter Groups Calendar People Cases Forecasts events More

Create Report

Category

Recently Used

All

Accounts & Contacts

Opportunities

Customer Support Reports

Leads

Campaigns

Activities

Contracts and Orders

Price Books, Products and Assets

Administrative Reports

File and Content Reports

Select a Report Type

Search Report Types...

Report Type Name	Category
Accounts	Standard
Contacts & Accounts	Standard
Accounts with Partners	Standard
Account with Account Teams	Standard
Accounts with Contact Roles	Standard
Accounts with Assets	Standard
Contacts with Assets	Standard
Accounts with events	Standard
Accounts with events and Business Brand	Standard
Account History	Standard
Contact History	Standard
D&B Company with and without Accounts	Standard

https://govtartscollege9-dev-ed.develop.lightning.force.com/reports/lightningReportApp.app#

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4. Trailhead Profile Public URL

TEAM LEAD : <https://trailblazer.me/id/sangee3>

TEAM MEMBER 1: <https://trailblazer.me/id/jraja121>

TEAM MEMBER 2 : <https://trailblazer.me/id/jayap119>

TEAM MEMBER 3: <https://trailblazer.me/id/punim6>

TEAM MEMBER 4: <https://trailblazer.me/id/agilv7>

ADVANTAGES & DISADVANTAGE:

A CRM can help you identify customer needs, track feedback, and manage your customer service improvements. The reporting features also allow you to track customer metrics from several different sources, such as help desk metrics, customer satisfaction scores, and more. Certain businesses where customer transactions are highly standardised may not benefit from a CRM system. A CRM system works best where

personalisation is required in client/company interactions and where there are multiple touch-points over time between the client and the business across departments.

The advantages of a CRM system are available to salespeople, marketing teams, customer service professionals, and anybody who interacts with customers in large and small organisations.

The biggest disadvantage is used in more data

The advantage is in learning more ways in online

6. APPLICATIONS :

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. CRM can analyze data and generate reports whenever required. There are mainly three types of CRM applications – Operational, Analytical and Collaborative to perform all these activities. Web CRM applications are excellent as an add-on service to your desktop application. As such, you will certainly use them when you can not use your own computer or phone. At the same time, they can be used in

companies where most employees work with Outlook, but some of them prefer .

7. CONCLUSION :

Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty.

CRM in retail allows businesses to make smarter decisions to better serve their customers and maximize profits from repeat purchases. By implementing a CRM into your retail sales process, you can enhance customer relationships by providing personalized service that caters to their individual needs

Customer profitability analysis allows you to segment your customers by their profit contribution to your brand and optimize your marketing, customer service, and operations costs around the customer segments who are the most profitable for your brand.

Im compteted in my programor assaignment

8. FUTURE SCOPE :

With the help of a CRM system, companies solve sales problems, increase the productivity of employees, and regularly monitor important financial indicators. According to EPCGroup's analytics, CRMs exploded in 2022, achieving an 11.6% CAGR from 2022 to 2027. Customers will become a company's best sales reps through superior products and services as well as customer-oriented messaging. The future of CRM is more than just the future of Customer Relationship Management software. It is really the future of business. Report Overview. The global customer relationship management market size was valued at USD 58.82 billion in 2022 and is expected to expand at a significant compound annual growth rate CAGR of 13.9% from 2023 to 2030.

