

1.INTRODUCTION

1.1 Overview

The project aim is to provide real-time knowledge for all the students who have basic knowledge of Salesforce and Looking for a real-time project. This project will also help to those professionals who are in cross -technology and wanted to switch to Salesforce with the help of this project they will gain knowledge and can include into their resume as well.

What you'll learn

1. Real Time Salesforce Project
- 2.Object & Relationship in Salesforce
- 3.Create Salesforce Org

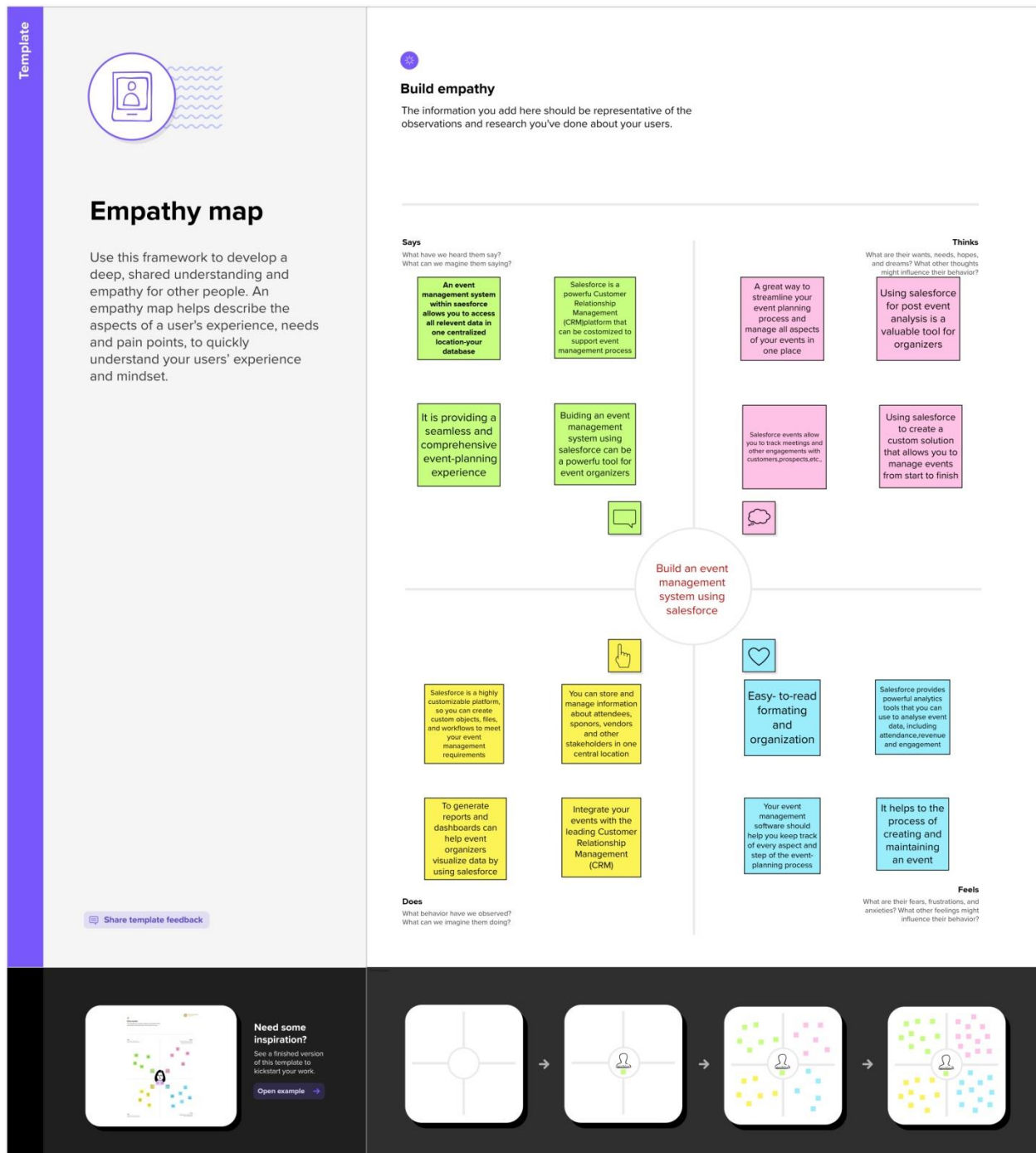
1.2 Purpose

An event management system within Salesforce allows you to access all relevant data in one centralized location—your database!

You'll be able to manage all event-related tasks without leaving Salesforce, providing you with a seamless and comprehensive event-planning experience.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 3-8 people recommended

[Share template feedback](#)

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#)

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

How Might We

Identifying an event to improve event problem.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defier judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Sethikumar D

- Embrace flexibility
- Consider short-term help
- Allow employees to trade responsibilities
- Promote Work-Life Balance

Wen S

- Offer benefits
- Revamp the hiring and onboarding process
- Prioritize responsibilities
- Redeploy staff

Vedimutu V

- Use technology
- Ensure good working conditions
- Increase wages
- Get leaders involved

Meharaj P

- Hire a temporary employee
- Hire "unqualified" people
- Train the team to do more
- Improve Your Company Culture

TIP You can select a sticky note and hit the arrow button in the top right to start drawing.

Need some inspiration?

Use a featured version of the template to get some ideas.

[View examples](#)

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP Add a sentence-like label to sticky notes to make it easier to find common themes, and compare/contrast ideas as you cluster your notes.

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP Participants can use their fingers to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the key on the keyboard.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a new file to the mural with collaborators to keep them in the loop about the outcome of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to share to emails, include in slides, or save in your drive.

Keep moving forward

- Strategic blueprint**
Outline the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

[Share template feedback](#)

3.RESULT

3.1 Data Model

OBJECT NAME	FIELDS IN THE OBJECT	
EVENT	FIELD LABEL	DATA TYPE
	City	Text(30)
	Created By	Lookup(User)
	End Date	Date/Time
	Event Name	Text(80)
	Last Modified By	Lookup(User)
	Owner	Lookup(User,Group)
	Start Date	Date/Time
ATTENDEE	FIELD LABEL	DATA TYPE
	Attendee Name	Text(80)
	Created By	Lookup(User)
	Email	Email
	Event Name	Master-Detail(Event)
	ID	Auto Number
	Last Modified By	Lookup(User)
	Phone	Phone
SPEAKER	FIELD LABEL	DATA TYPE
	Bio	Text Area(255)
	Created By	Lookup(User)
	e-mail	Email
	Event Name	Lookup(Event)
	Last Modified By	Lookup(User)
	Owner	Lookup(User,Group)
	Speaker Name	Text(80)
VENDOR	FIELD LABEL	DATA TYPE
	Created By	Lookup(User)
	e-mail	Email
	Event Name	Lookup(Event)
	Last Modified By	Lookup(User)
	Owner	Lookup(User,Group)
	Phone	Phone
	Sevice Provider	Text(30)

	Vendor Name	Text(80)
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STUDENT	Created By	Lookup(User)
	Last Modified By	Lookup(User)
	Owner	Lookup(User,Group)
	Student Name	Text(80)
	Tickets	Picklist

3.2 ACTIVITY & SCREENSHOTS

ACTIVITY 1:[EVENT]

Browser tabs: New Attendees with events Rep..., Event | Salesforce

URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCmp/Details/view>

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Event

[Edit](#) [Delete](#)

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Description

API Name: Event_c

Custom: ☒

Singular Label: Event

Plural Label: Events

Enable Reports: ☒

Track Activities: ☒

Track Field History: ☐

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Browser tabs: New Attendees with events Rep..., Event | Salesforce

URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCmp/FieldsAndRelati...>

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Event

Fields & Relationships

7 Items, Sorted by Field Label

[Quick Find](#) [New](#) [Deleted Fields](#) [Field Dependencies](#) [Set History Tracking](#)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City_c	Text(30)		<input type="checkbox"/>
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		<input type="checkbox"/>
Event Name	Name	Text(80)		<input checked="" type="checkbox"/>
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		<input checked="" type="checkbox"/>
Start Date	Start__c	Date/Time		<input type="checkbox"/>

ACTIVITY 2:[ATTENDEE]

Browser tabs: New Attendees with events Rep: x Attendee | Salesforce x

URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCnE/Details/view>

Search Setup

Setup Home Object Manager

Attendee

Details

Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout

Details [Edit](#) [Delete](#)

Description

API Name: Attendee__c

Custom: ☒

Singular Label: Attendee

Plural Label: Attendees

Enable Reports: ☒

Track Activities: ☐

Track Field History: ☐

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Type here to search

Browser tabs: New Attendees with events Rep: x Attendee | Salesforce x

URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCnE/FieldsAndRelati...>

Search Setup

Setup Home Object Manager

Attendee

Fields & Relationships

Details

Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout

7 Items, Sorted by Field Label

[Quick Find](#) [New](#) [Deleted Fields](#) [Field Dependencies](#) [Set History Tracking](#)

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Attendee Name	Name	Text(80)		<input checked="" type="checkbox"/>
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Event Name	Event_Name__c	Master-Detail(Event)		<input checked="" type="checkbox"/>
ID	ID__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Phone	Phone__c	Phone		

Type here to search

ACTIVITY 3:[SPEAKER]

Browser tabs: New Attendees with events Rep..., Speaker | Salesforce

URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCnO/Details/view>

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER Speaker

Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout

Details Edit Delete

Description

API Name
Speaker_c

Custom
✓

Singular Label
Speaker

Plural Label
Speakers

Enable Reports
✓

Track Activities

Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

Windows taskbar: Type here to search, 23:08 17-04-2023

Browser tabs: New Attendees with events Rep..., Speaker | Salesforce

URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCnO/FieldsAndRelati...>

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER Speaker

Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout

Fields & Relationships
7 Items, Sorted by Field Label

New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Bio	Bio_c	Text Area(255)		
Created By	CreatedById	Lookup(User)		
e-mail	e_mail_c	Email		
Event Name	Event_c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Speaker Name	Name	Text(80)		✓

Windows taskbar: Type here to search, 23:08 17-04-2023

ACTIVITY 4:[VENDOR]

The screenshot shows the Salesforce Setup interface for the 'Vendor' object. The browser address bar displays the URL: <https://muthurangamgovernmentarts8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kCnn/Details/view>. The page title is 'Vendor' under 'SETUP > OBJECT MANAGER'. The left sidebar contains a navigation menu with options: Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Details' and includes a description field, API Name (Vendor__c), Custom (checked), Singular Label (Vendor), Plural Label (Vendors), and a list of settings: Enable Reports (checked), Track Activities, Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). Below the screenshot, the same interface is shown with the 'Fields & Relationships' section selected. This section displays a table of 8 items, sorted by Field Label. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: 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__c, Text(30)), and Vendor Name (Name, Text(80)).

Details

Description

API Name
Vendor__c

Custom
✓

Singular Label
Vendor

Plural Label
Vendors

Enable Reports
✓

Track Activities

Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

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__c	Text(30)		
Vendor Name	Name	Text(80)		✓

ACTIVITY 5:[STUDENT]

The screenshot displays the Salesforce Object Manager interface for the 'Student' object. The browser address bar shows the URL: <https://muthurangamgovernmentartsc8-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003kHSZ/Details/view>.

Details Tab:

- Description:**
- API Name:** Student_c
- Custom:** ✓
- Singular Label:** Student
- Plural Label:** Students
- Enable Reports:** ✓
- Track Activities:**
- Track Field History:**
- Deployment Status:** Deployed
- Help Settings:** Standard salesforce.com Help Window

Fields & Relationships Tab:

5 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Student Name	Name	Text(80)		✓
Tickets	Tickets_c	Picklist		

ACTIVITY 6:[USERS]

The screenshot shows the Salesforce Setup interface for managing users. The left sidebar contains navigation options like Setup, Home, Object Manager, Users, and various settings. The main content area displays the 'User Detail' for 'Sathishkumar D'. The user's profile includes fields for Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, and Delegated Approver. The 'Role' field is set to 'Salesforce', and the 'Profile' is 'System Administrator'. The user is active and has a 'Marketing User' checkbox checked. The 'Offline User' checkbox is also checked. The 'Knowledge User' checkbox is unchecked. The 'Flow User' checkbox is unchecked. The 'Service Cloud User' checkbox is checked. The 'Site.com Contributor User' checkbox is unchecked. The 'Site.com Publisher User' checkbox is unchecked. The 'WDC User' checkbox is unchecked. The 'Mobile Push Registrations' checkbox is checked. The 'Data.com User Type' checkbox is unchecked. The user's 'Last Modified Date' is 28/03/2023.

Field	Value
Name	Sathishkumar D
Alias	SD
Email	sathishmadhan2003@gmail.com
Username	sathishmadhan2003@gmail.com
Nickname	User16800095425519357463
Title	
Company	Muthurangam Government Arts College
Department	
Division	
Address	IN
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)
Locale	English (India)
Language	English
Delegated Approver	
Role	Salesforce
User License	
Profile	System Administrator
Active	✓
Marketing User	✓
Offline User	✓
Knowledge User	
Flow User	
Service Cloud User	✓
Site.com Contributor User	
Site.com Publisher User	
WDC User	
Mobile Push Registrations	✓
Data.com User Type	

ACTIVITY 7:[REPORTS]

The screenshot shows the Salesforce Reports interface. The left sidebar contains navigation options like Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The main content area displays a report titled 'New Attendees with events Report'. The report shows a list of 12 records. The columns are: Last Activity, Account Owner: Full Name, Account Name, Billing State/Province, Type, Rating, and Last Modified Date. The data is as follows:

	Last Activity	Account Owner: Full Name	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	Sathishkumar D	GenePoint	CA	Customer - Channel	Cold	28/03/2023
2	-	Sathishkumar D	United Oil & Gas, UK	UK	Customer - Direct	-	28/03/2023
3	-	Sathishkumar D	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	28/03/2023
4	-	Sathishkumar D	Edge Communications	TX	Customer - Direct	Hot	28/03/2023
5	-	Sathishkumar D	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	28/03/2023
6	-	Sathishkumar D	Pyramid Construction Inc.	-	Customer - Channel	-	28/03/2023
7	-	Sathishkumar D	Dickenson plc	KS	Customer - Channel	-	28/03/2023
8	-	Sathishkumar D	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	28/03/2023
9	-	Sathishkumar D	Express Logistics and Transport	OR	Customer - Channel	Cold	28/03/2023
10	-	Sathishkumar D	University of Arizona	AZ	Customer - Direct	Warm	28/03/2023
11	-	Sathishkumar D	United Oil & Gas Corp.	NY	Customer - Direct	Hot	28/03/2023

4. TRAILHEAD PROFILE PUBLIC URL

Team Lead - <https://trailblazer.me/id/sathish71>

Team Member 1 - <https://trailblazer.me/id/mohap22>

Team Member 2 - <https://trailblazer.me/id/velan123>

Team Member 3 - <https://trailblazer.me/id/vedi123>

5. ADVANTAGE & DISADVANTAGE

5.1 ADVANTAGES:

***Customizable:** Salesforce allows for a high degree of customization, so you can tailor the event management system to your specific needs

***Centralized Data:** All data related to an event, including attendees, vendors, sponsors, and budget can be stored in a single location within Salesforce.

***Collaboration:** Salesforce allows multiple team members to work together on an event and collaborate in real-time.

***Reporting:** With Salesforce, you can generate reports and analytics that provide insights into event performance, such as attendance and revenue.

5.2 DISADVANTAGES:

***Cost:** Salesforce can be expensive, especially if you need to customize it extensively for your event management needs.

***Complexity:** Salesforce can be complex to set up and use, especially for those who are not familiar with the platform.

***Training:** If your team is not familiar with Salesforce, it may take some time and resources to train them on how to use the platform effectively.

6.APPLICATIONS

1. Define the requirements: Determine the business requirements for the management system, including the types of data to be managed, the workflows, and the reporting requirements.

2. Configure Salesforce: Configure the Salesforce platform to meet the requirements of the management system. This can involve customizing fields, creating new objects, setting up workflows and rules, and configuring security settings.

3. Install Salesforce applications: Install any necessary Salesforce applications that will enhance the functionality of the management system. For example, you may need to install an accounting or project management application.

4. Integrate with external systems: If necessary, integrate the management system with external systems, such as marketing automation or e-commerce platforms.

5. Test and deploy: Test the management system to ensure that it meets the business requirements and is functioning correctly. Once testing is complete, deploy the system to users.

6. Train users: Train users on how to use the management system effectively. This can involve creating documentation, providing online training materials, or conducting in-person training sessions.

7. Monitor and maintain: Monitor the system to ensure that it continues to meet business requirements and that data is being managed correctly. Perform regular maintenance tasks, such as archiving old data or upgrading Salesforce applications, to ensure that the system continues to function properly.

7.CONCLUSION

Building an event management system using Salesforce can provide many benefits, including customizable workflows, centralized data management, collaboration, reporting, and integration with other tools. However, it is important to consider the potential disadvantages, such as cost, complexity, limited functionality, and security concerns, when making the decision to build an event management system using Salesforce.

8.FUTURE SCOPE

1.AI and automation: Salesforce has already integrated artificial intelligence and automation features into its platform, and these capabilities could be leveraged to enhance event management systems. For example, AI could be used to analyze attendee data and provide insights into attendee behavior, while automation could be used to streamline repetitive tasks such as registration and communication.

2.Mobile and social capabilities: As more people use mobile devices and social media to engage with events, future event management systems built on Salesforce could incorporate mobile and social capabilities to enhance the attendee experience. This could include mobile event apps that provide real-time information and engagement opportunities, or social media integrations that allow attendees to share their experiences and connect with others.

3.Virtual and hybrid events: The COVID-19 pandemic has accelerated the trend towards virtual and hybrid events, and future event management systems built on Salesforce could incorporate these capabilities to provide a seamless virtual event experience. This could include features such as virtual event platforms, live

streaming, and virtual exhibitor booths.

4. Analytics and data visualization: As data becomes more important in event management, future event management systems built on Salesforce could incorporate advanced analytics and data visualization capabilities. This could include real-time dashboards that provide insights into event performance, or predictive analytics that help event organizers anticipate attendee behavior.

5. Integration with IoT devices: As the Internet of Things (IoT) continues to grow, future event management systems built on Salesforce could integrate with IoT devices to enhance the attendee experience. For example, RFID-enabled badges could be used to track attendee behavior and provide personalized recommendations, or beacons could be used to guide attendees through the event space.