

EVENT MANAGEMENT SYSTEM USING SALESFORCE

INTRODUCTION

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 even 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 use things run smoothly. After an event, event managers are tasked with reviewing event data.

PURPOSE

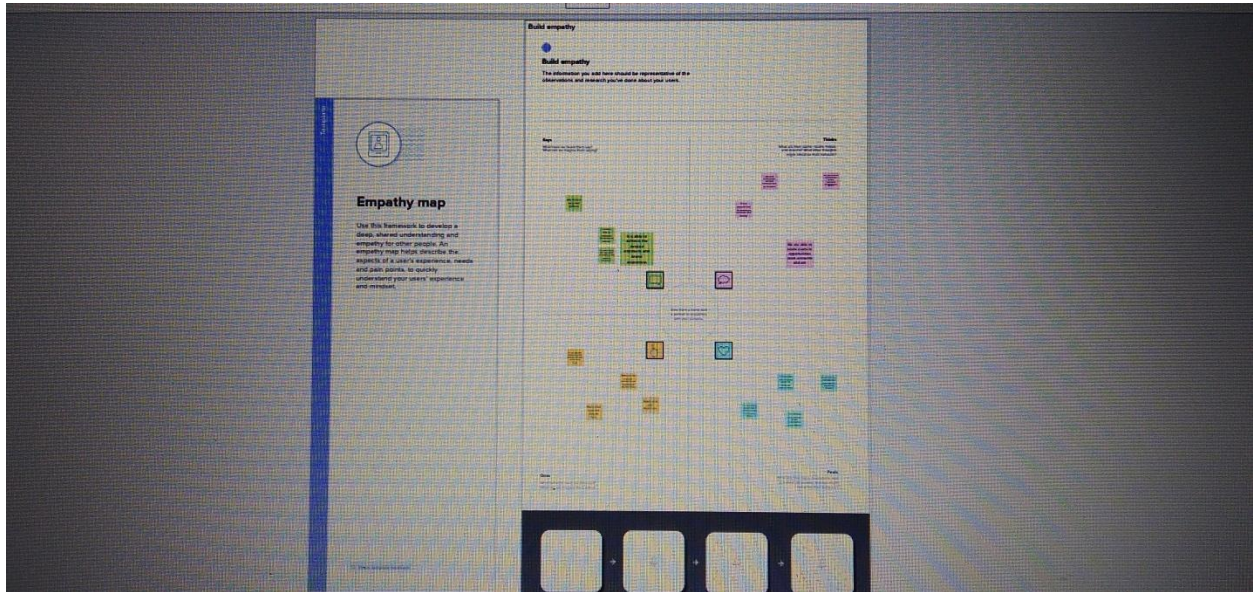
This project helps in managing the on going and upcoming events in an organization. Thus for all the students who have basic knowledge of salesforce and looking for a real time project.

This project will also helps to those profesionales 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.

2.PROBLEM DEFINITION AND THINKING

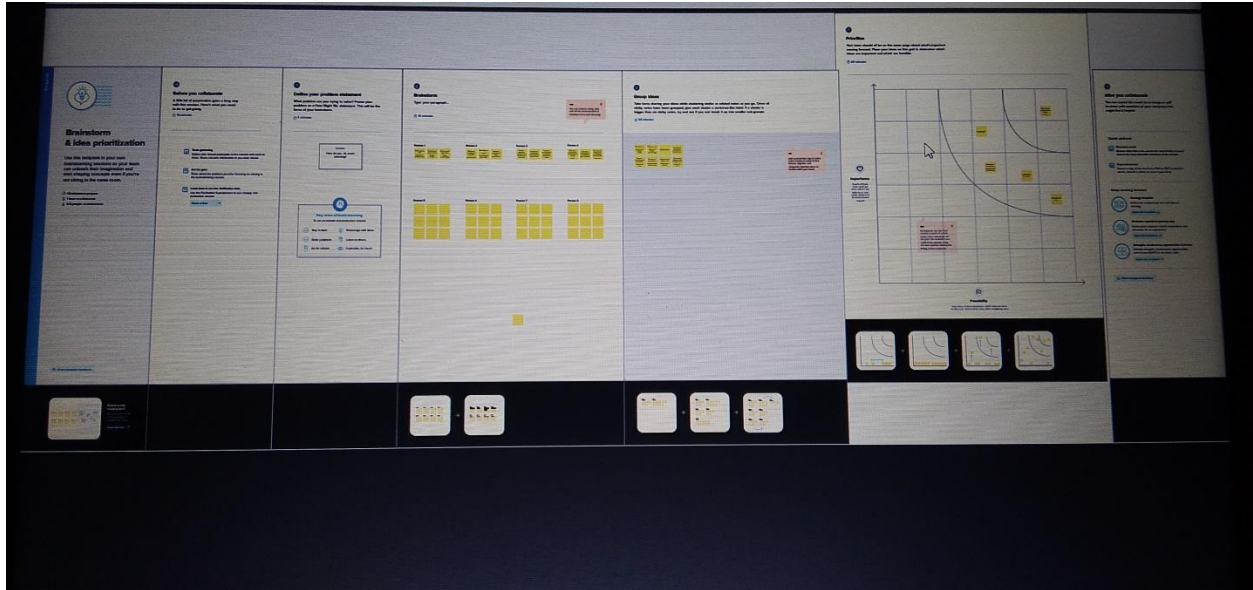
EMPATHY MAP

An empathy map is widely used visualization tool within the field of UX and HCI practice.



IDEATION & BRAINSTORMING MAP

Brainstorming is the process of generating as many ideas as possible in short amount of time without regarding for organization.



3.RESULT

DATA MODEL

OBJECT	DATA TYPE	FIELD NAME
events	Text	City
attendees	phone	Phone
speakers	Text area	Bio
vendors	email	Phone

ACTIVITY & SCREENSHOT

Milestone 2 - object

Creation of objects for event management

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Vendor

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

Restriction Rules

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

gascgudalur-dev-ed.develop.lightning.force.com/one/one.app#/setup/ObjectManager/0115:000001ms8m/RelatedLookupFilters/view

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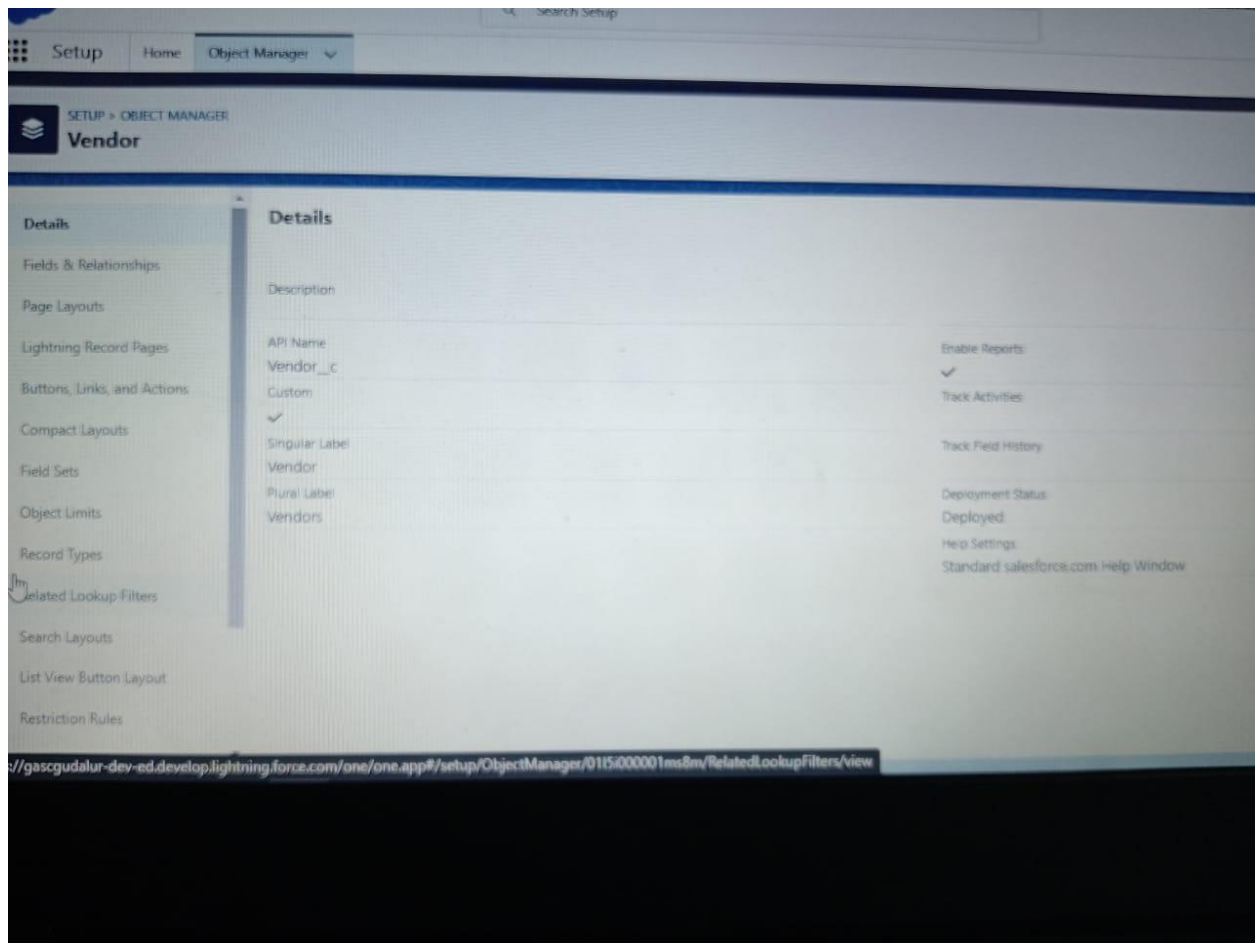
Deployment Status

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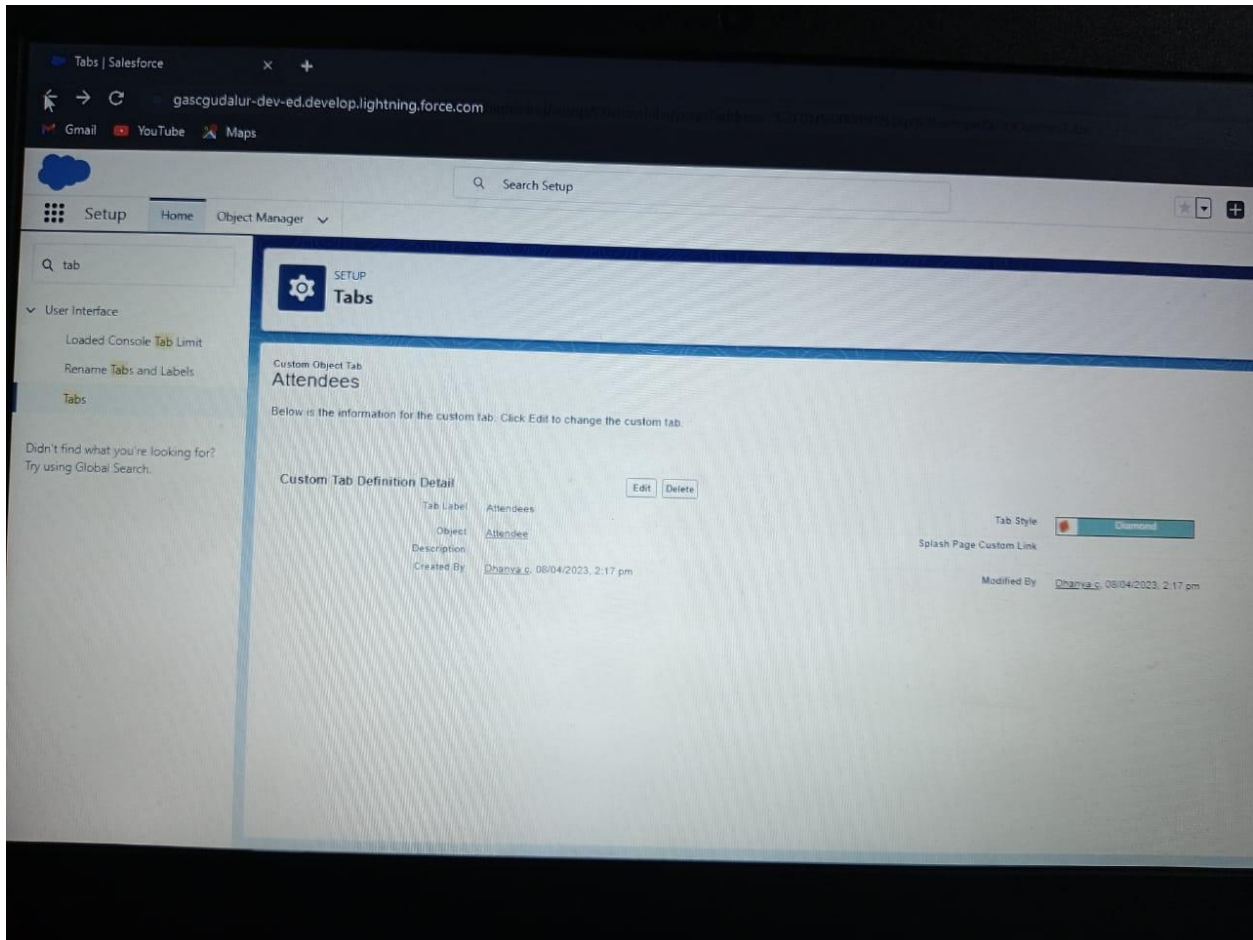
Help Settings

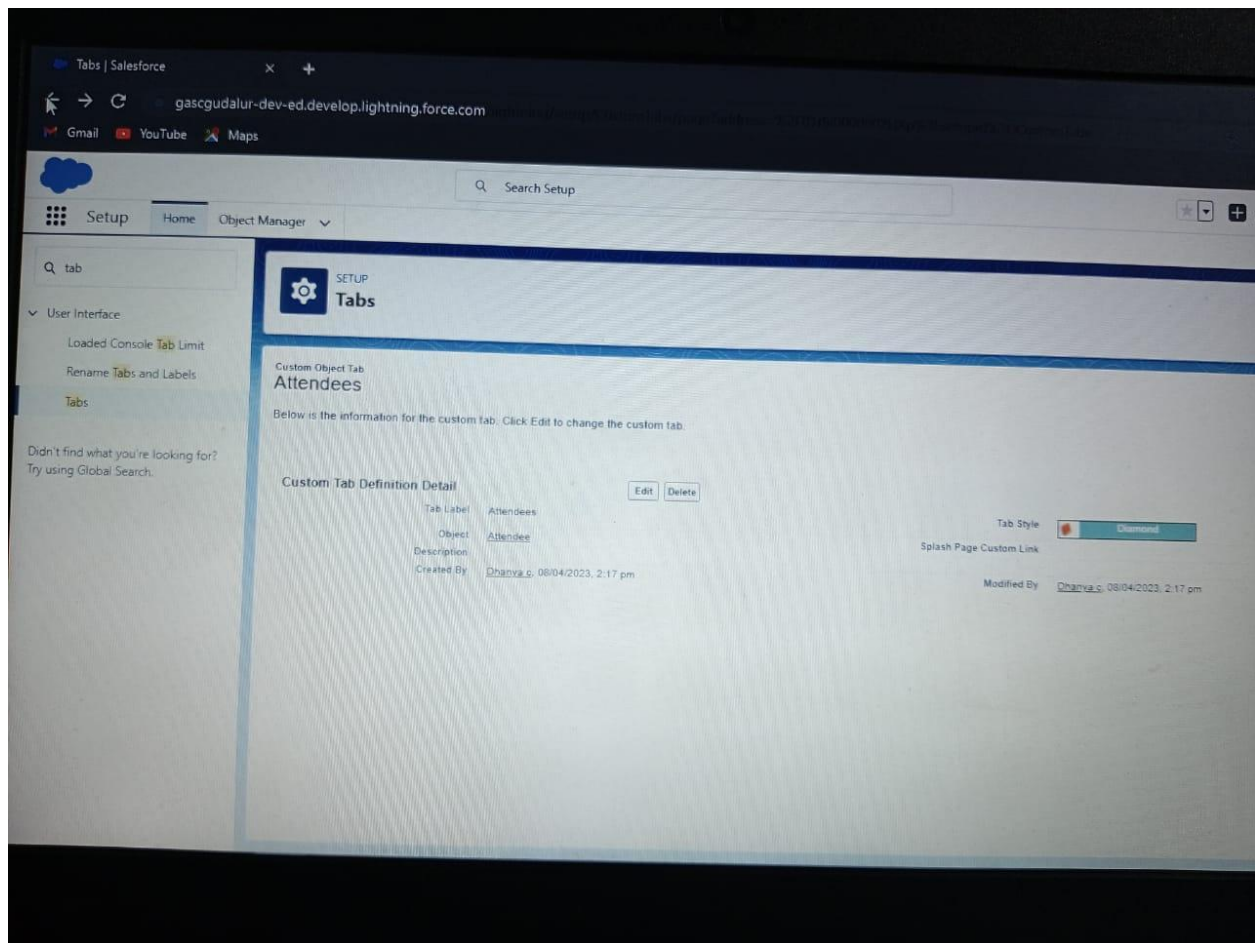
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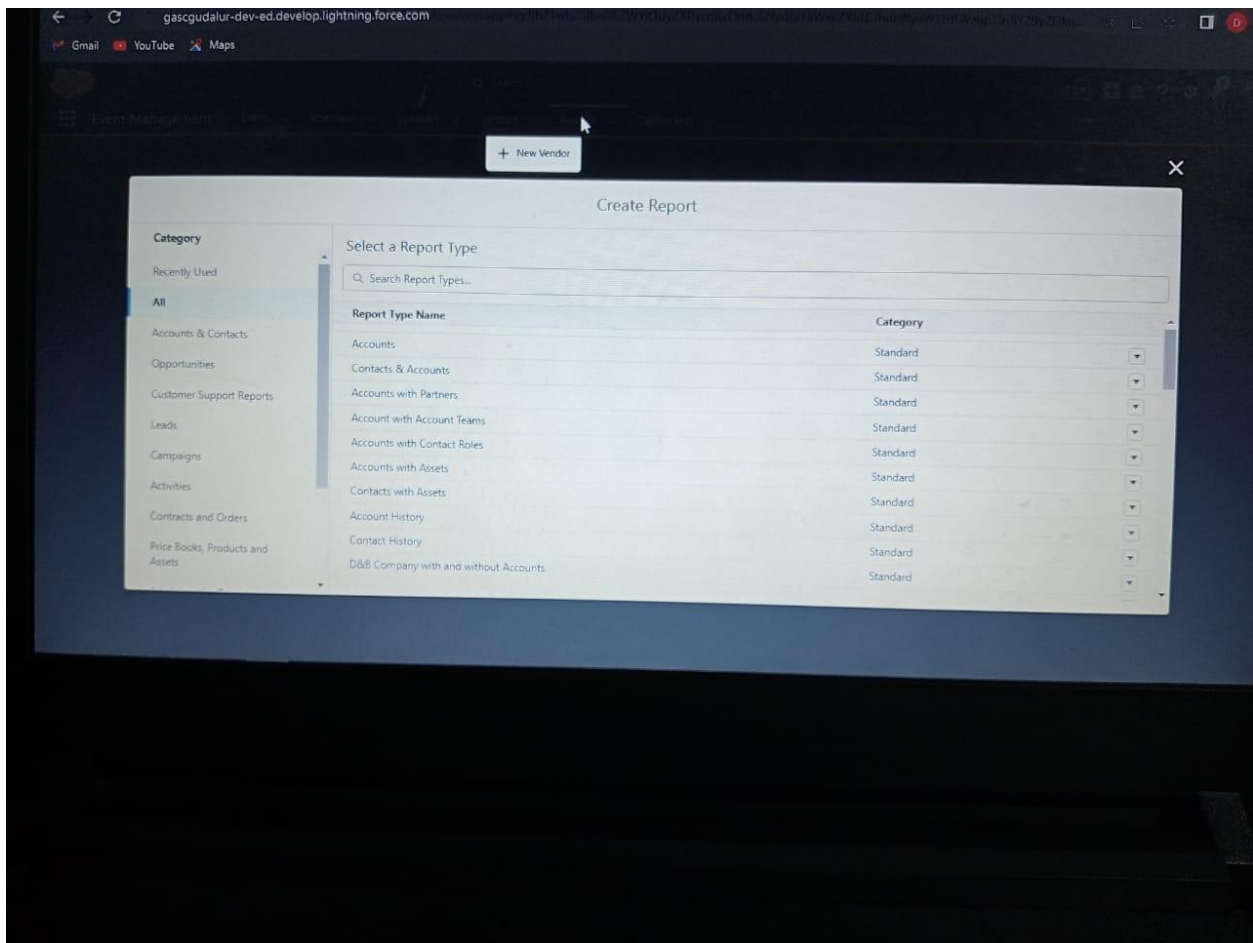


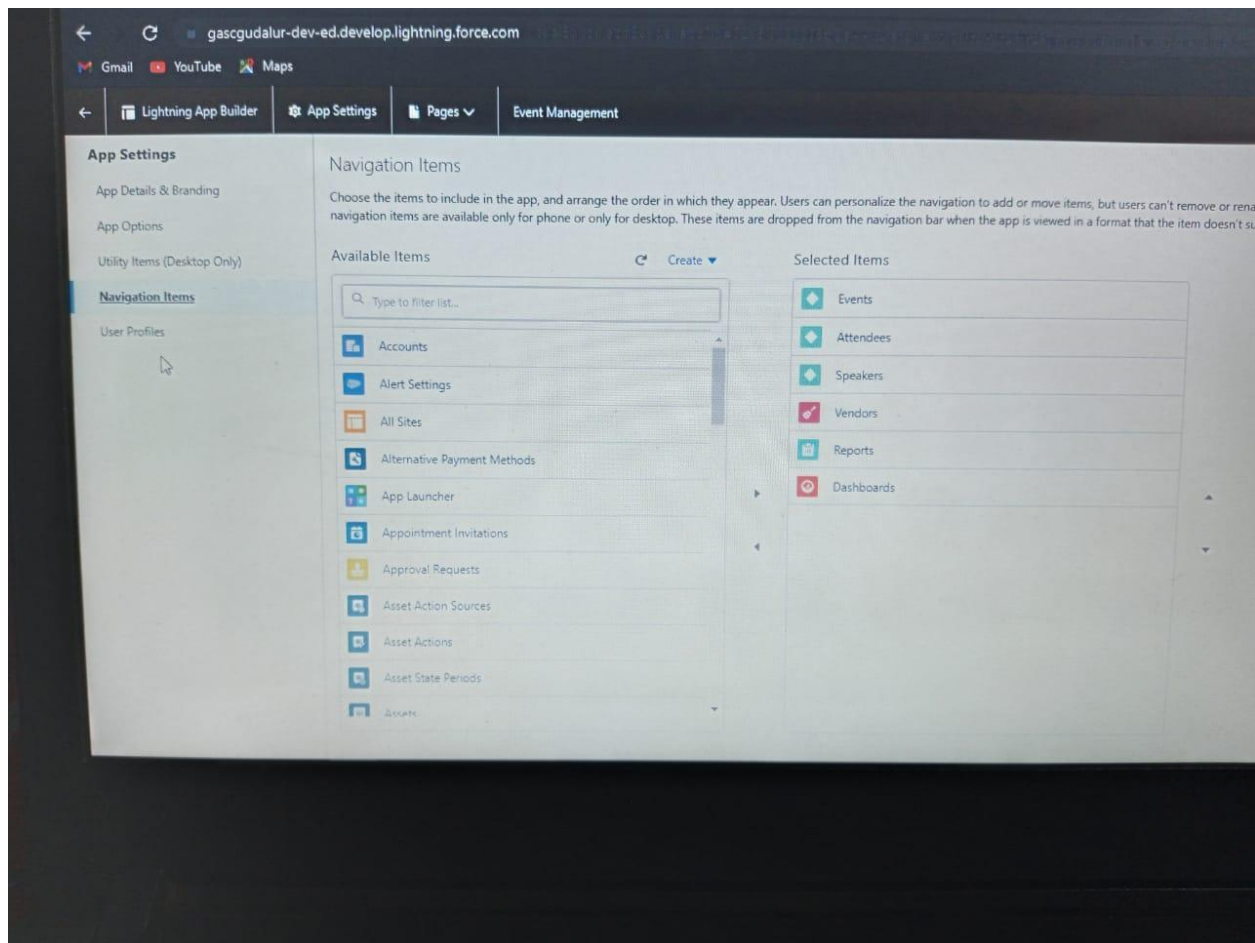
Milestone 3 – tab



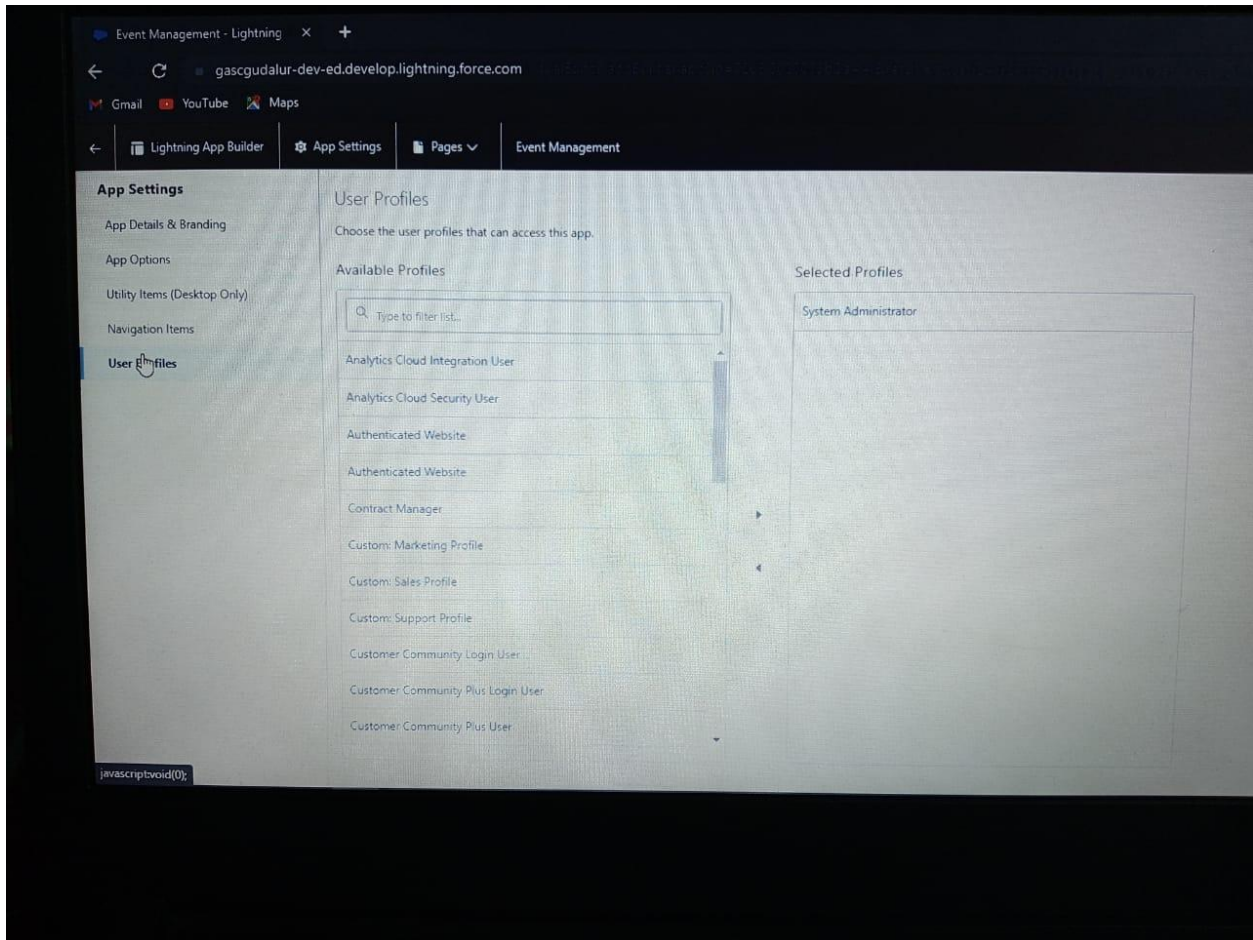


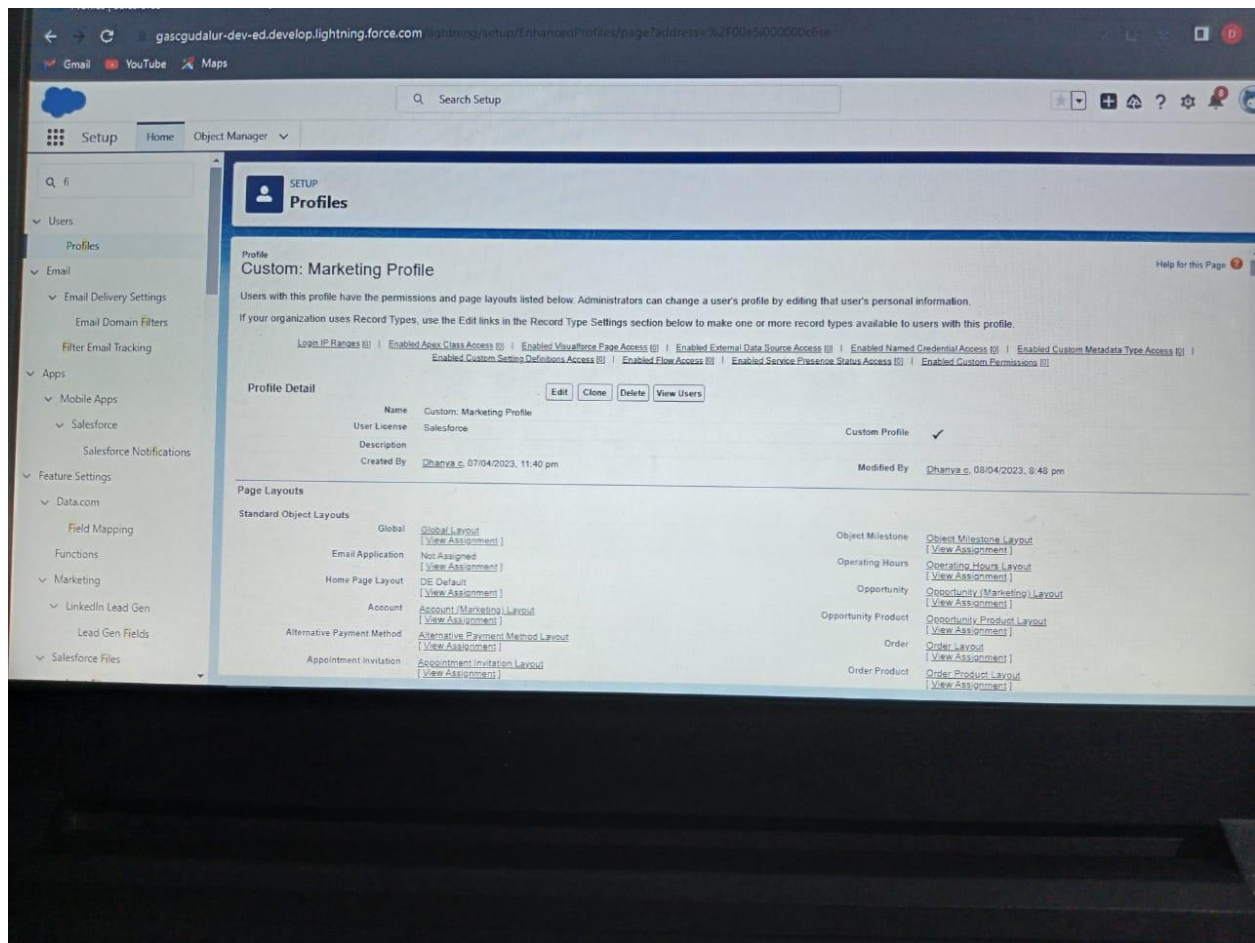
Milestone 4 – field





Milestone 5 – profile





Milestone 6 – user

Users | Salesforce

gascgudalur-dev-ed.develop.lightning.force.com

Search Setup

Setup Home Object Manager

user

Users

Permission Set Groups
Permission Sets
Profiles
Public Groups
Queues
Roles
User Management Settings
Users

Feature Settings

Data.com

Prospector Users

User Interface

Action Link Templates
Actions & Recommendations
App Menu
Custom Labels

SETUP Users

User: Dhanya c

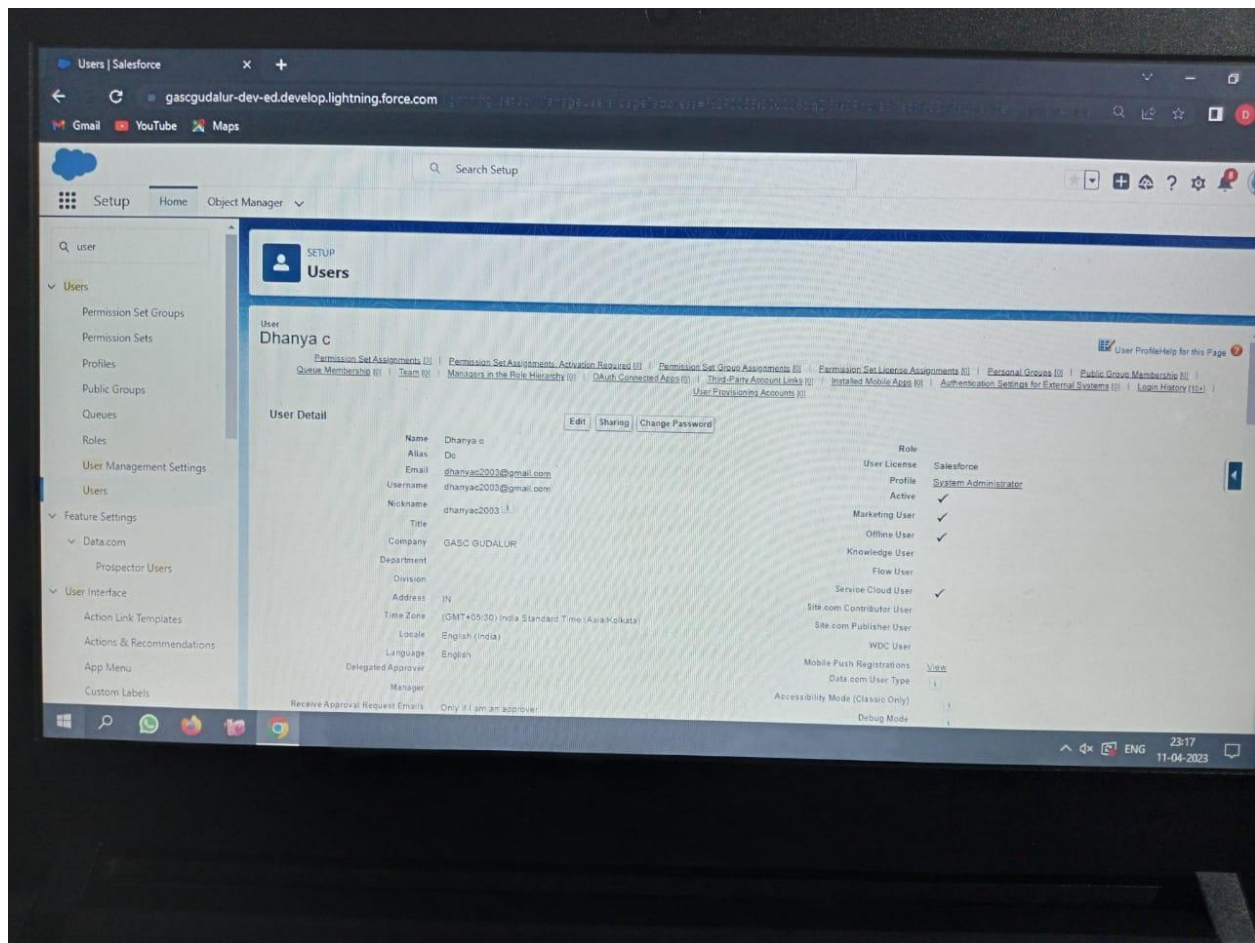
Permission Set Assignments (0) | Permission Set Assignments: Activation Required (0) | Permission Set Group Assignments (0) | Permission Set License Assignments (0) | Personal Groups (0) | Public Group Memberships (0) | Queue Memberships (0) | Team (0) | Managers in the Role Hierarchy (0) | OAuth Connected Apps (0) | Third-Party Account Links (0) | Installed Mobile Apps (0) | Authentication Settings for External Systems (0) | Login History (10/1) | User Provisioning Accounts (0)

User Detail

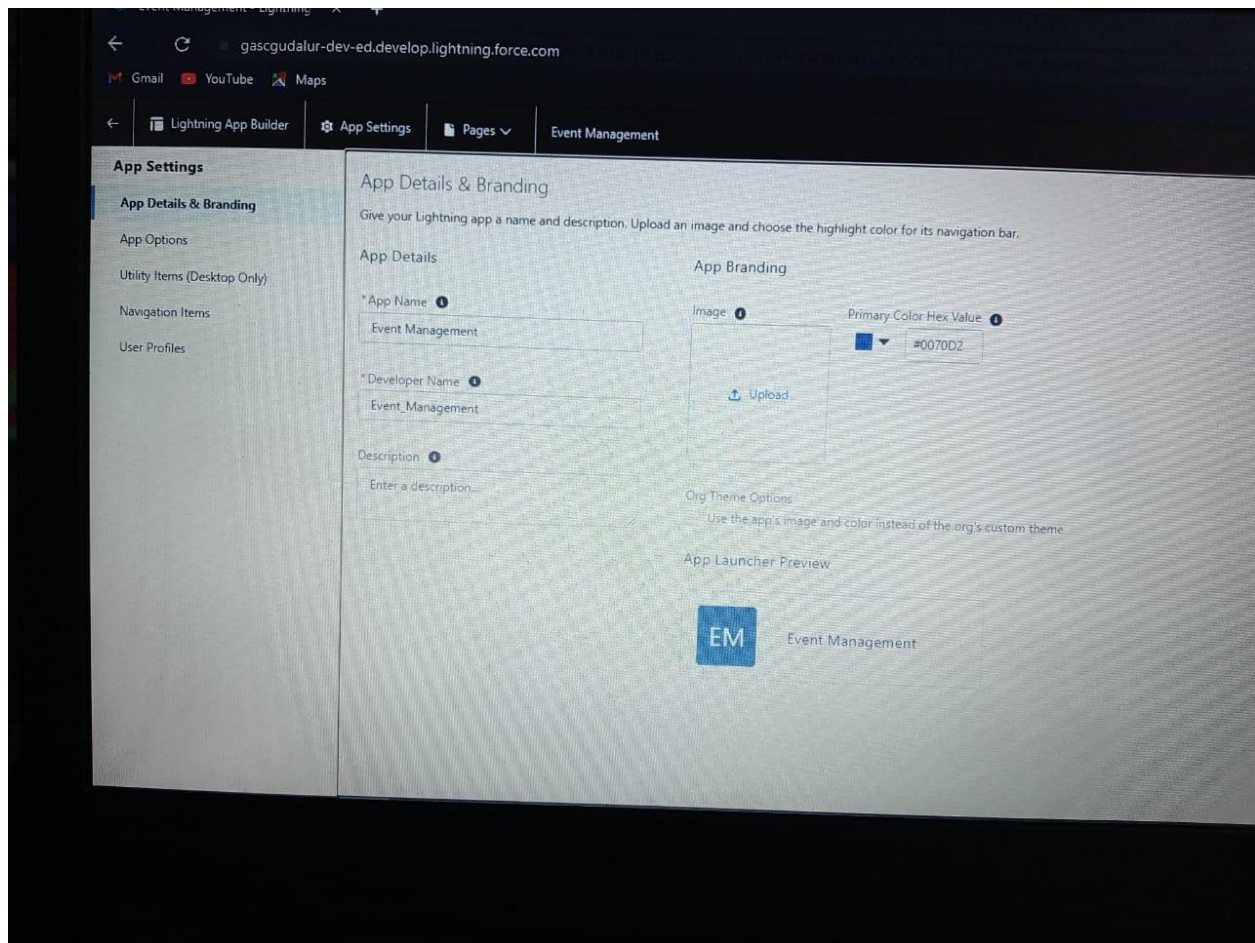
Edit | Sharing | Change Password

Name	Dhanya c	Role	Salesforce
Alias	Do	User License	System Administrator
Email	dhanyac2003@gmail.com	Profile	System Administrator
Username	dhanyac2003@gmail.com	Active	<input checked="" type="checkbox"/>
Nickname	dhanyac2003	Marketing User	<input checked="" type="checkbox"/>
Title		Offline User	<input checked="" type="checkbox"/>
Company	GASC GUDALUR	Knowledge User	<input checked="" type="checkbox"/>
Department		Flow User	<input checked="" type="checkbox"/>
Division		Service Cloud User	<input checked="" type="checkbox"/>
Address	IN	Site.com Contributor User	<input checked="" type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	<input checked="" type="checkbox"/>
Locale	English (India)	WDC User	<input checked="" type="checkbox"/>
Language	English	Mobile Push Registrations	<input checked="" type="checkbox"/>
Delegated Approver		Data.com User Type	<input checked="" type="checkbox"/>
Manager		Accessibility Mode (Classic Only)	<input checked="" type="checkbox"/>
Receive Approval Request Emails	Only if I am an approver	Debug Mode	<input checked="" type="checkbox"/>

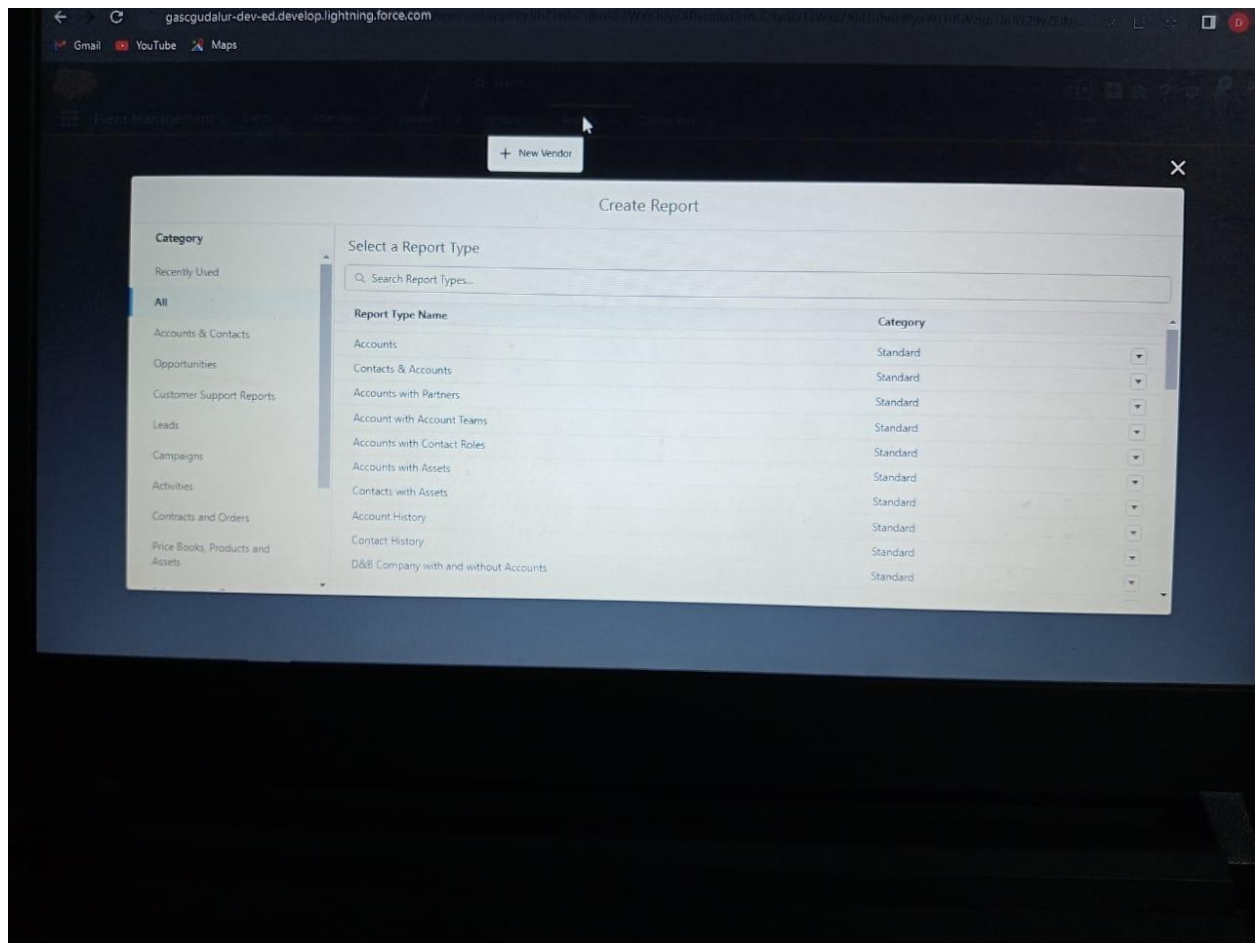
23:17
11-04-2023



Milestone 7 – permission sets



Milestone 8 – report



4. Trailhead Profile Public URL

Team Leader -

<http://trailblazer.me/id/sivaharithra3>

Member 1—<https://trailblazer.me/id/sivamuthunanthini20>

Member 2 —<https://trailblazer.me/id/abirami1810>

Member 3 —<http://trailblazer.me/id/ahsina67>

5. ADVANTAGES & DISADVANTAGES

- * It provides integration of different services for organization needs.
- * Integrates social networking platforms.
- * Regain the inactive or old customers and increase sales by tracking customers interaction.
- * It is easier to handle the data and enhance the customer and service and experience.
- * It has greater community support and improve the customer basic.

DISADVANTAGES

- Difficulty in adapting the systems and spend too much time on data entry.
- Losing personal touch in the automation process.
- Costs associated with salesforce automation systems and maintenance.
- Difficulty integrating with other management systems.

6.APPLICATIONS

It is a collection of taps that works together as a single unit to give functionality.

- Salesforce gives standards apps such as sales clouds, centres, salesforce marketing clouds and community.
- In salesforce you can customize an existing app to match the method to construct novel apps by assembling standards and custom taps.

7.CONCLUSION

The different areas and multiple areas of applications in the field of customer relationships and its management and the utilization of data tools contain salesforce as one of the top utilized applications which have become a major one among the top CRM or tool.

- This clearly resembles the recreated utilization of salesforce tool exist in the area of data reporting and analysis where still as there are many number of tools available in the current market.

8.FUTURE SCOPE

To predict future for salesforces, a quick look at the current state of CRM industry and the role played by salesforce app will help us to connect the dots and arrive at a plausible future trajectory.

- Despite the expanding the enterprise software market and the tremendous success of tool, without a stream of new products and features, growth in an area where the challengers include the likes of IBM,SAP,Microsoft is difficulty at best.
- In the longer term, we expect saleforce to integrate data science and big data capabilities to its service cloud and marketing.
- This would result in automated customers service tasks and would let marketers leverages data for predictive targeted marketing.