

# PROJECT REPORT ON

## BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE

## 1. INTRODUCTION

## 1.1 Overview

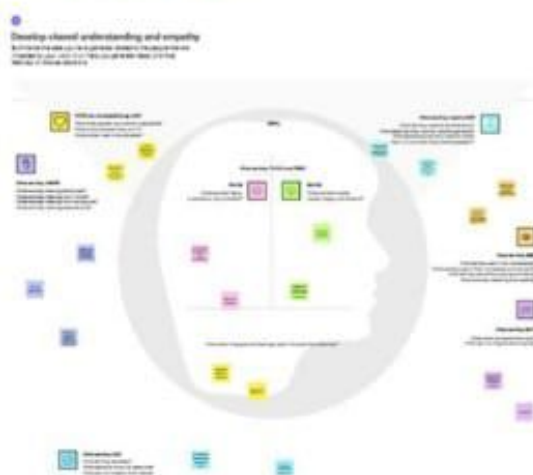
The project "Build an Event Management System using Salesforce" aims to create a system that helps people manage events easily. This system will be built using Salesforce, a platform that provides tools to develop custom applications. The system will simplify the event planning process by managing attendee registration, scheduling speakers, and handling event logistics. This project will use various Salesforce features, such as custom objects, workflows, and reports, to create a flexible and scalable system that can adapt to different types of events. The end result will be a user-friendly event management system that makes planning and executing successful events easier for businesses and organizations.

## 1.2 Purpose

The purpose of the project "Build an Event Management System using Salesforce" is to create a system that simplifies the process of planning and managing events. The system will be designed using Salesforce, a platform that offers tools to build custom applications. The system will make it easy to manage event logistics, schedule speakers, and handle attendee registration. By using Salesforce features such as custom objects, workflows, and reports, the system will be flexible and scalable, allowing it to work for different types of events. The end result will be a user-friendly event management system that helps businesses and organizations plan and execute successful events with ease.

## 2. PROBLEM DEFINITION & DESIGN THINKING

## 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Map

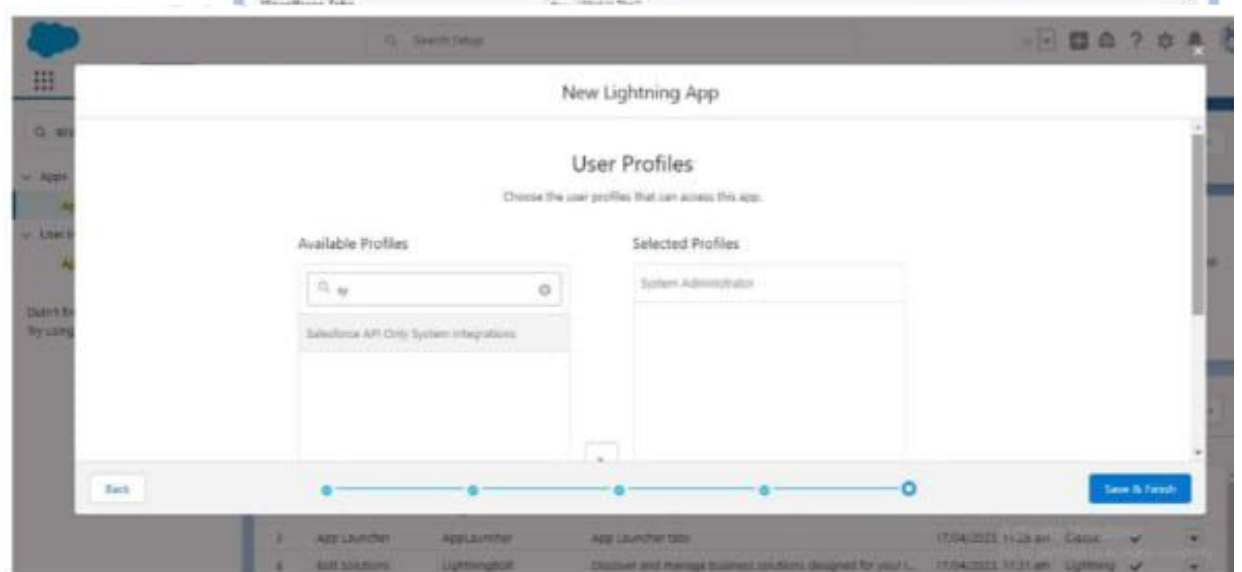


### 3. RESULT

#### 3.1 Data Model:

Object name	Fields in the Object	
EVENT	Field label	Data type
	CITY	TEXT
	START DATE	DATE/TIME
ATTENDEES	Field label	Data type
	PHONE	PHONE
	E-mail	E-mail
Object name	Fields in the Object	
SPEAKERS	Field label	Data type
	BIO	TEXT
	E-mail	E-mail
VENDOR	Field label	Data type
	SARVICE PROVIDER	TEXT
	PHONE	PHONE

#### 3.2 Activity and Screenshot



Setup

Home

Object Manager

app

Salesforce Mobile App

Data

Mass Transfer Approval Requests

Apps

App Manager

AppExchange Marketplace

Connected Apps

Connected Apps OAuth Usage

Manage Connected Apps

Lightning Bolt

Flow Category

Lightning Bolt Solutions

Mobile Apps

Salesforce

SETUP

Lightning Experience App Manager

New Lightning App

New Connected App

Clone Apps(Beta)

Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the [Winter '23 release notes](#).

Enable App Cloning ☐ Disabled

22 items • Sorted by App Name • Filtered by All appmenuitems • TabSet Type

	App Name	Developer Name	Description	Last Modified	Ap...	Vi...
1	All Tabs	allTabSet		20/04/2023, 10:12 am	Classic	
2	Analytics Studio	insights	Build CRM Analytics dashboards and apps	20/04/2023, 10:12 am	Classic	✓
3	App Launcher	AppLauncher	App Launcher tabs	20/04/2023, 10:12 am	Classic	✓
4	Bolt Solutions	Lightningbolt	Discover and manage business solutions designed fo...	20/04/2023, 10:11 am	Lightning	✓
5	Community	Community	Salesforce CRM Communities	20/04/2023, 10:12 am	Classic	✓

Search Setup

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

vendor

Details

Fields & Relationships

8 items, Sorted by Field Label

Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
e-mail	e_mail_c	Email		
Event	Event_c	Lookup(Event)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User Group)		✓
Phone	Phone_c	Phone		
service provider	service_provider_c	Text()		

Activate Windows

Go to Settings to activate Windows.

#### 4. TRAILHEAD PROFILE PUBLIC URL

Team lead – <https://trailblazer.me/id/sanmugavel16>

Team member 1- <https://trailblazer.me/id/veeramani18>

Team member 2- <https://trailblazer.me/id/yuvaraj21>



---

## 5. ADVANTAGES AND DISADVANTAGES

### Advantages:

1. The system will simplify the process of planning and managing events, making it easier for businesses and organizations to execute successful events.
2. Using Salesforce features such as custom objects, workflows, and reports will make the system flexible and scalable to adapt to different types of events.
3. The system will provide real-time data and analytics that can help event planners make informed decisions.

4. Salesforce is a reliable and secure platform that offers robust tools for developing custom applications.

**Disadvantages:**

1. Building a custom event management system can be time-consuming and costly.
2. The system will require training for event planners to use it effectively.
3. Integrating the system with other platforms or tools may require additional resources and expertise.
4. There may be limitations to what the system can do, depending on the complexity of the event planning process.

## **6. APPLICATIONS**

1. Corporate Events: The system can be used to plan and manage corporate events such as conferences, meetings, and trade shows.
2. Social Events: The system can help event planners manage social events like weddings, parties, and fundraisers.
3. Educational Events: The system can be used to manage educational events such as workshops, seminars, and training sessions.
4. Sporting Events: The system can help manage sporting events like races, tournaments, and competitions.
5. Non-profit Events: The system can be used by non-profit organizations to manage events such as charity fundraisers and awareness campaigns.

In summary, the system can be applied to various events, both for-profit and non-profit, to simplify the planning and management process.

## **7. CONCLUSION**

In conclusion, the project aims to create a flexible and scalable system that simplifies the process of planning and managing events. The system will be designed using Salesforce, a platform that offers tools to build custom applications. The system will provide real-time data and analytics, making it easier for event planners to make informed decisions. While building a custom system can be time-consuming and costly, the benefits of having a user-friendly system to plan and execute successful events outweigh the disadvantages. The system can be applied to various events, both for-profit and non-profit, to simplify the planning and management process. Overall, the project has the potential to provide businesses and organizations with a valuable tool to enhance their event planning and management capabilities.

## **8. FUTURE SCOPE**

The future scope of the project includes:

1. Integration with other platforms: The system can be integrated with other platforms such as social media, marketing automation tools, and customer relationship management (CRM) systems to enhance the event planning and management process.
2. Mobile app: Developing a mobile app for the system can make it more accessible and user-friendly, allowing event planners to manage events on-the-go.

3. Machine Learning: Implementing machine learning algorithms to analyse attendee data and event feedback can help event planners make more informed decisions and improve event outcomes.
4. Customization: The system can be customized to meet the specific needs of different industries or event types, making it a versatile tool for event planners.
5. Automation: The system can be enhanced with automation features such as automated email responses, automated registration confirmation, and reminders, to streamline the event planning and management process.

In summary, the future scope of the project includes enhancing the system with various features such as integration with other platforms, developing a mobile app, implementing machine learning algorithms, customization, and automation, to provide event planners with a more comprehensive and effective tool to plan and execute successful events.