

REPORT FOR BUILD AN EVENT MANAGEMENT

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.

1.2 Purpose

In all areas of business, there are some terms you're never truly sure you know the definition of. However, when it comes to event management, the definition is easy. At its core, event management is the process of planning an event. This is any type of event, whether it be in-person, virtual, or hybrid. It's synonymous with event planning and meeting planning. Just like those other terms, the scope of each project and the nitty-gritty details vary depending on the industry, company size, and more.

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming



3 RESULT

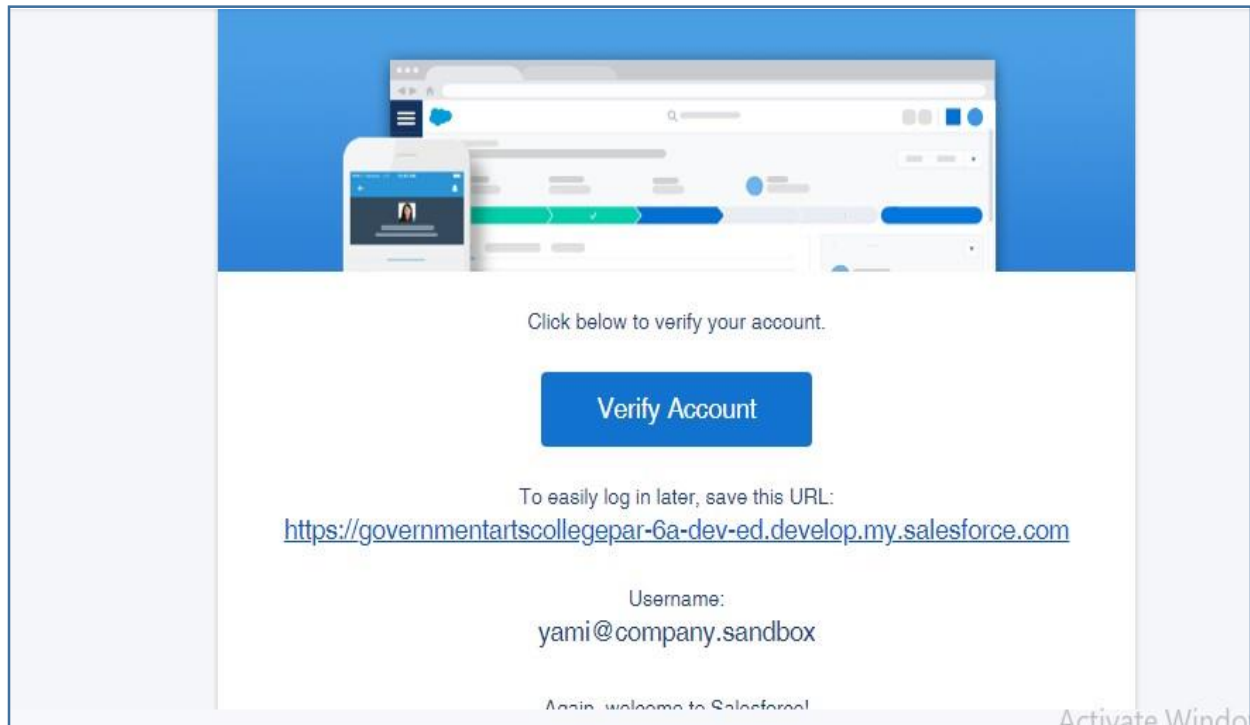
3.1 Data Model:

Object Name	Fields in the Object	
Event Object	Field label	Data type
	City	Text
Attendees Object	Field label	Data type
	Id	Auto Number
	Phone	Phone
	e-mail	Email
Speakers Object	Field label	Data type
	Bio	Text Area
	e-mail	Email
Vendors Object	Field label	Data type
	e-mail	Email
	Phone	Phone
	Service Provider	Text

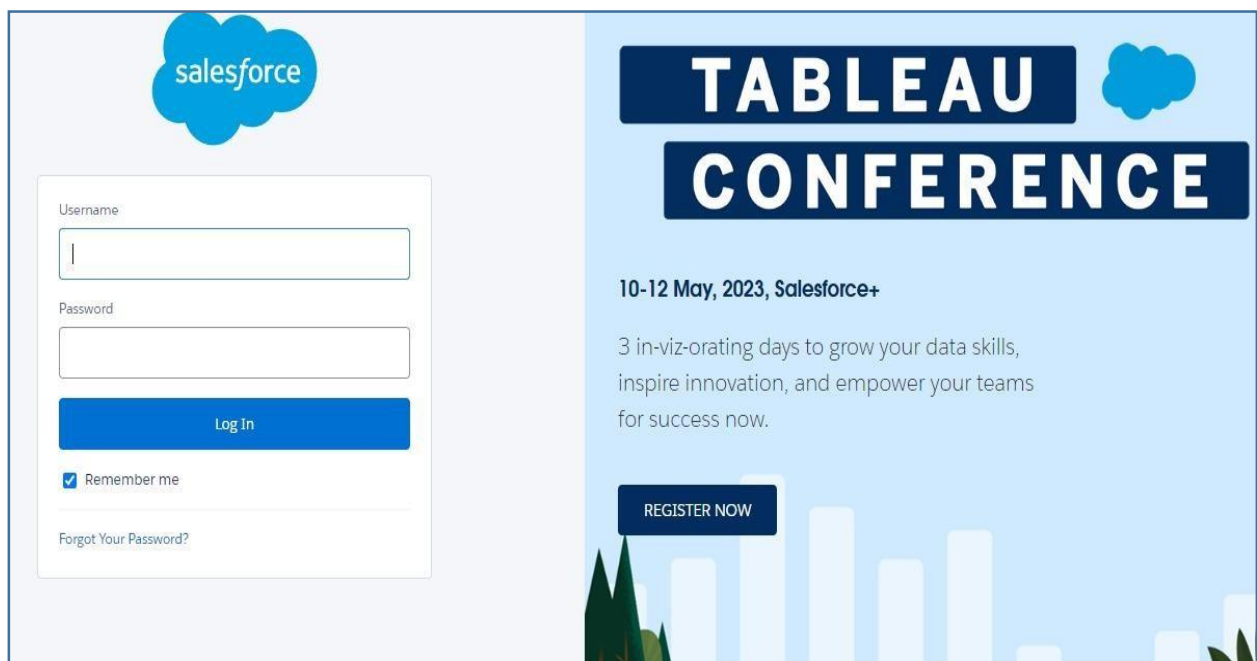
3.2 Activity & Screenshot

Milestone: 1

Activity: Creating Developer Account

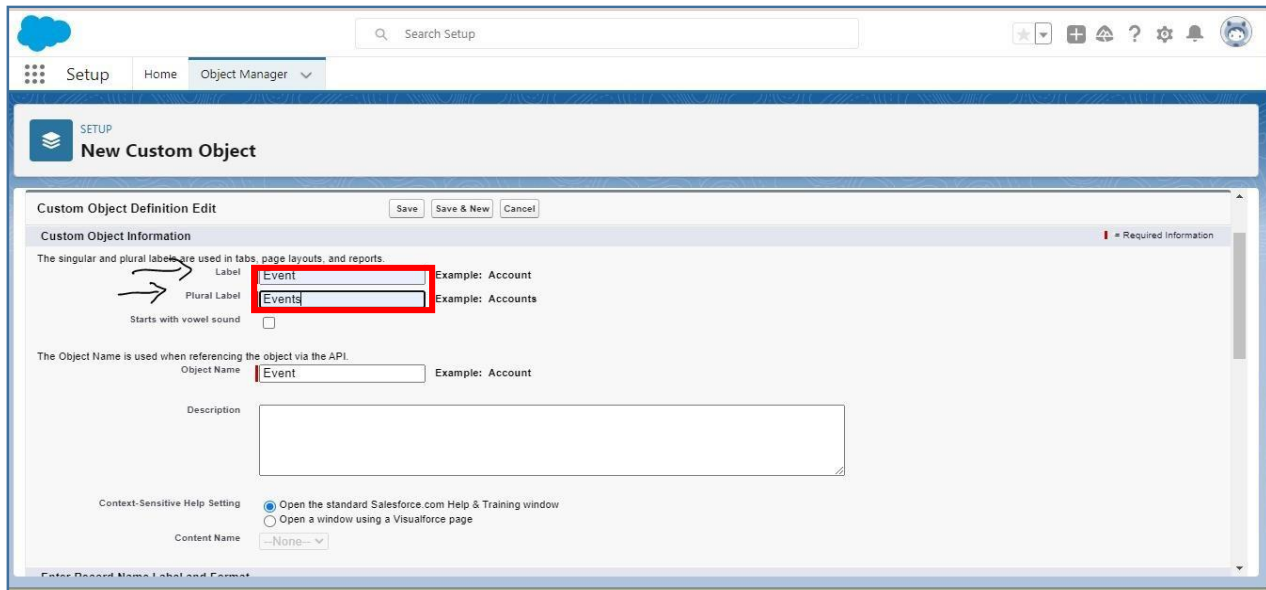


Login to your salesforce account



Milestone-2: Object

Activity-1: Creation of Event Object



The screenshot shows the 'New Custom Object' page in Salesforce Setup. The 'Custom Object Information' section is highlighted. The 'Label' field is set to 'Event' and the 'Plural Label' field is set to 'Events'. Both fields are highlighted with a red box. The 'Object Name' field is set to 'Event'. The 'Description' field is empty. The 'Context-Sensitive Help Setting' is set to 'Open the standard Salesforce.com Help & Training window'. The 'Content Name' is set to 'None'.

Setup | Home | Object Manager

SETUP New Custom Object

Custom Object Definition Edit [Save] [Save & New] [Cancel]

Custom Object Information Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label: Example: Account

Plural Label: Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

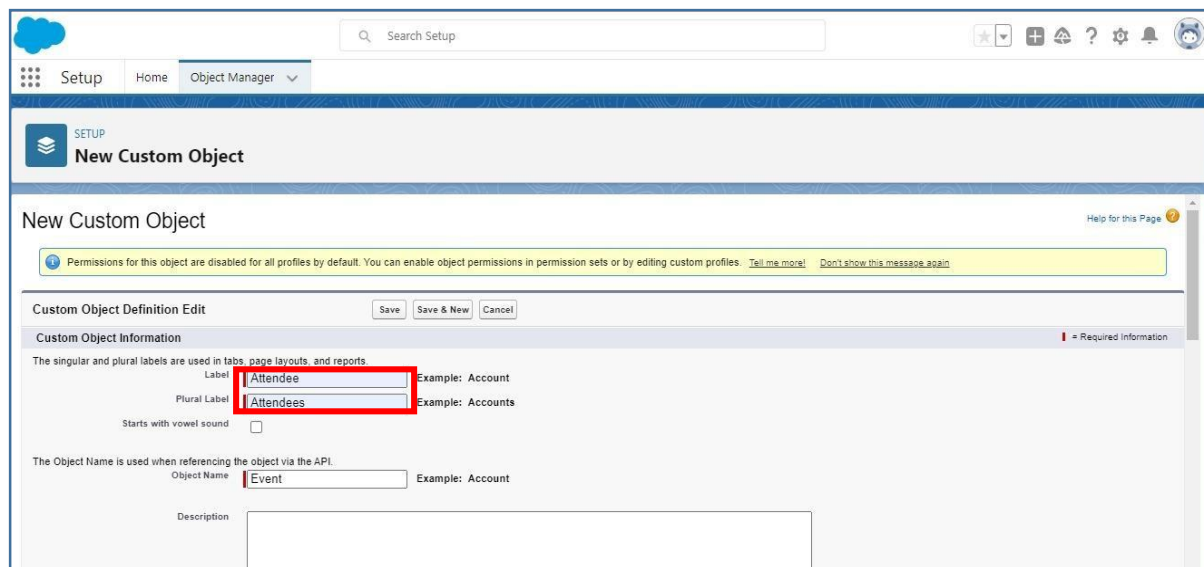
Object Name: Example: Account

Description:

Context-Sensitive Help Setting: ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Content Name:

Activity 2: Creation of Attendee Object



The screenshot shows the 'New Custom Object' page in Salesforce Setup. The 'Custom Object Information' section is highlighted. The 'Label' field is set to 'Attendee' and the 'Plural Label' field is set to 'Attendees'. Both fields are highlighted with a red box. The 'Object Name' field is set to 'Event'. The 'Description' field is empty. A yellow banner at the top indicates that permissions for this object are disabled for all profiles by default.

Setup | Home | Object Manager

SETUP New Custom Object

New Custom Object Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit [Save] [Save & New] [Cancel]

Custom Object Information Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label: Example: Account

Plural Label: Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name: Example: Account

Description:

Activity 3: Creation of Speaker Object

The screenshot shows the 'New Custom Object' page in Salesforce Setup. The 'Custom Object Definition Edit' section is active, showing the 'Custom Object Information' tab. The 'Label' field is set to 'Speaker' and the 'Plural Label' field is set to 'speakers'. Both fields are highlighted with a red box. The 'Object Name' field is set to 'Speaker'. The 'Description' field is empty. A red arrow points to the 'Label' field, and another red arrow points to the 'Object Name' field. A red box highlights the 'Label' and 'Plural Label' fields. A red arrow points to the 'Object Name' field. A red box highlights the 'Object Name' field. A red arrow points to the 'Description' field.

Setup Home Object Manager

Search Setup

SETUP New Custom Object

Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

Custom Object Information Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label Speaker Example: Account

Plural Label speakers Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name Speaker Example: Account

Description

Activity 4: Creation of Vendor Object

The screenshot shows the 'New Custom Object' page in Salesforce Setup. The 'Custom Object Definition Edit' section is active, showing the 'Custom Object Information' tab. The 'Label' field is set to 'Vendor' and the 'Plural Label' field is set to 'Vendors'. Both fields are highlighted with a red box. The 'Object Name' field is set to 'Vendor'. The 'Description' field is empty. A red arrow points to the 'Label' field, and another red arrow points to the 'Object Name' field. A red box highlights the 'Label' and 'Plural Label' fields. A red arrow points to the 'Object Name' field. A red box highlights the 'Object Name' field. A red arrow points to the 'Description' field.

Setup Home Object Manager

Search Setup

SETUP New Custom Object

Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

Custom Object Information Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label Vendor Example: Account

Plural Label Vendors Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name Vendor Example: Account

Description

Milestone-3: Tabs

The screenshot shows the Salesforce Setup interface. In the left sidebar, under 'User Interface', the 'Tabs' link is highlighted with a left-pointing arrow. The main content area is titled 'Custom Tabs' and includes a 'Search Setup' bar at the top. Below the title, there is a 'Custom Object Tabs' section with a 'New' button and a 'What Is This?' link. A table lists existing tabs, with 'Energy Audits' highlighted. Below this are sections for 'Web Tabs' and 'Visualforce Tabs', each with a 'New' button and a 'What Is This?' link. A right-pointing arrow is placed above the 'New' button for Custom Object Tabs.

Setup

Search Setup

Setup Tabs

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. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs

New What Is This?

Action	Label	Tab Style	Description
Edit Del	Energy Audits	Sun	

Web Tabs

New What Is This?

No Web Tabs have been defined

Visualforce Tabs

New What Is This?

No Visualforce Tabs have been defined

Activity 1: Creation of Event Tab

The screenshot shows the 'Step 1. Enter the Details' page for creating a new custom tab. The left sidebar is the same as in the previous screenshot. The main content area has a 'Step 1. Enter the Details' header and a 'Step 1 of 3' indicator. Below the header, there is a 'Select an existing custom object' section with a dropdown menu showing 'Event'. A red box highlights the 'Event' dropdown and the 'Shield' tab style button, with arrows pointing to them. Below this is an 'Optional) Choose a Home Page Custom Link to show as a splash page the first time your users click on this tab.' section with a 'Splash Page Custom Link' dropdown showing '--None--'. At the bottom, there is a 'Description' text area. A right-pointing arrow is placed above the 'Next' button at the bottom right.

Setup

Search Setup

Setup Tabs

Step 1. Enter the Details

Step 1 of 3

Choose the custom object for this new custom tab. Fill in other details.

Select an existing custom object

Object

Event

Tab Style

Shield

(Optional) Choose a Home Page Custom Link to show as a splash page the first time your users click on this tab.

Splash Page Custom Link

--None--

Enter a short description.

Description

Next Cancel

Activity 2: Creation of Attendee object

The screenshot shows the Salesforce Setup interface for creating a custom tab. The left sidebar contains the navigation menu with 'Setup', 'Home', and 'Object Manager'. The main content area is titled 'SETUP Tabs' and shows 'Step 1 of 3: Enter the Details'. The instructions state: 'Choose the custom object for this new custom tab. Fill in other details.' The 'Object' dropdown is set to 'Attendee' and the 'Tab Style' is 'Shield'. The 'Splash Page Custom Link' is set to '--None--'. A red box highlights the 'Attendee' object and the 'Shield' tab style. The 'Next' button is highlighted with a red box.

Search Setup

Setup Home Object Manager

Q Tabs

User Interface

Rename Tabs and Labels

Tabs

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

SETUP Tabs

Step 1 of 3

Choose the custom object for this new custom tab. Fill in other details.

Select an existing custom object or create a new custom object now.

Object Attendee

Tab Style Shield

(Optional) Choose a Home Page Custom Link to show as a splash page the first time your users click on this tab.

Splash Page Custom Link --None--

Enter a short description.

Description

Next Cancel

Activity 3: Creation of Speaker Tab

The screenshot shows the Salesforce Setup interface for creating a custom tab. The left sidebar contains the navigation menu with 'Setup', 'Home', and 'Object Manager'. The main content area is titled 'SETUP Tabs' and shows 'Step 1 of 3: Enter the Details'. The instructions state: 'Choose the custom object for this new custom tab. Fill in other details.' The 'Object' dropdown is set to 'Speaker' and the 'Tab Style' is 'People'. The 'Splash Page Custom Link' is set to '--None--'. A red box highlights the 'Speaker' object and the 'People' tab style. The 'Next' button is highlighted with a red box.

Search Setup

Setup Home Object Manager

Q Tabs

User Interface

Rename Tabs and Labels

Tabs

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

SETUP Tabs

Step 1 of 3

Choose the custom object for this new custom tab. Fill in other details.

Select an existing custom object or create a new custom object now.

Object Speaker

Tab Style People

(Optional) Choose a Home Page Custom Link to show as a splash page the first time your users click on this tab.

Splash Page Custom Link --None--

Enter a short description.

Description

Next Cancel

Activity 4: Creation of Vendor Tab

The screenshot shows the Salesforce Setup interface. The left sidebar has a search bar with "Tabs" entered. Under "User Interface", the "Tabs" link is highlighted. The main content area is titled "SETUP Tabs" and shows "Step 1. Enter the Details". The instructions say: "Choose the custom object for this new custom tab. Fill in other details." There are two sections: "Select an existing custom object" and "Create a new custom object". In the "Select an existing custom object" section, the "Object" dropdown is set to "Vendor" and the "Tab Style" dropdown is set to "Laptop". These two dropdowns are highlighted with a red rectangle. Below this, there is an optional section for "Splash Page Custom Link" with a dropdown set to "--None--". At the bottom, there is a "Description" field. A "Next" button is at the bottom right, with a downward arrow pointing to it.

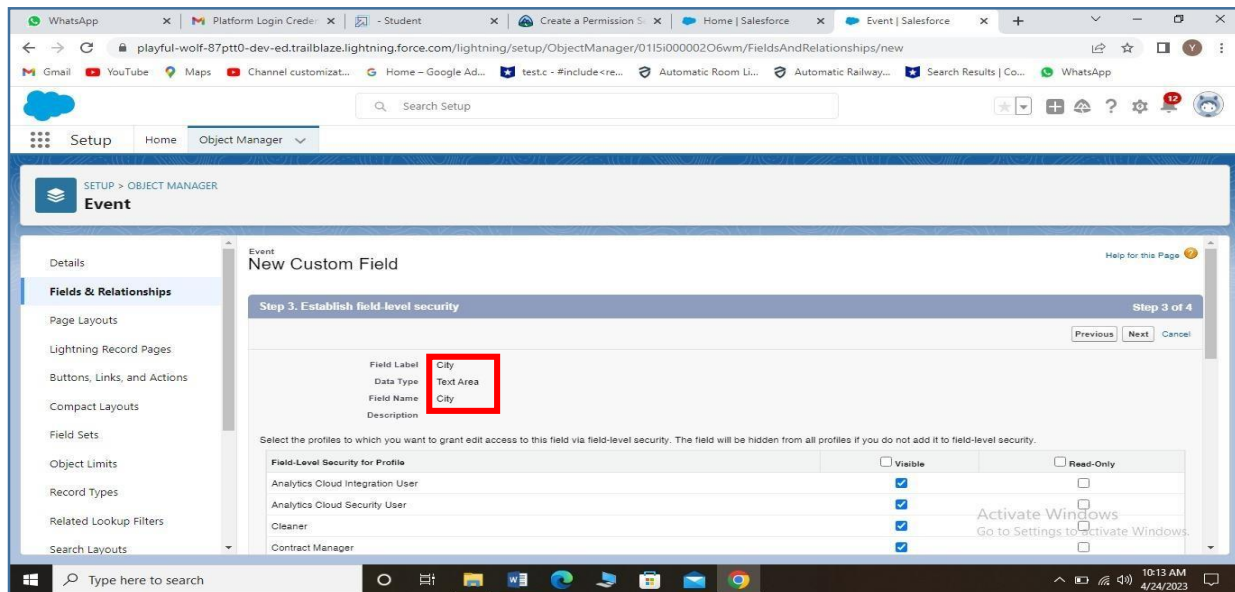
Milestone -3: Lightning App

Activity: Creation of Event Management Construction App

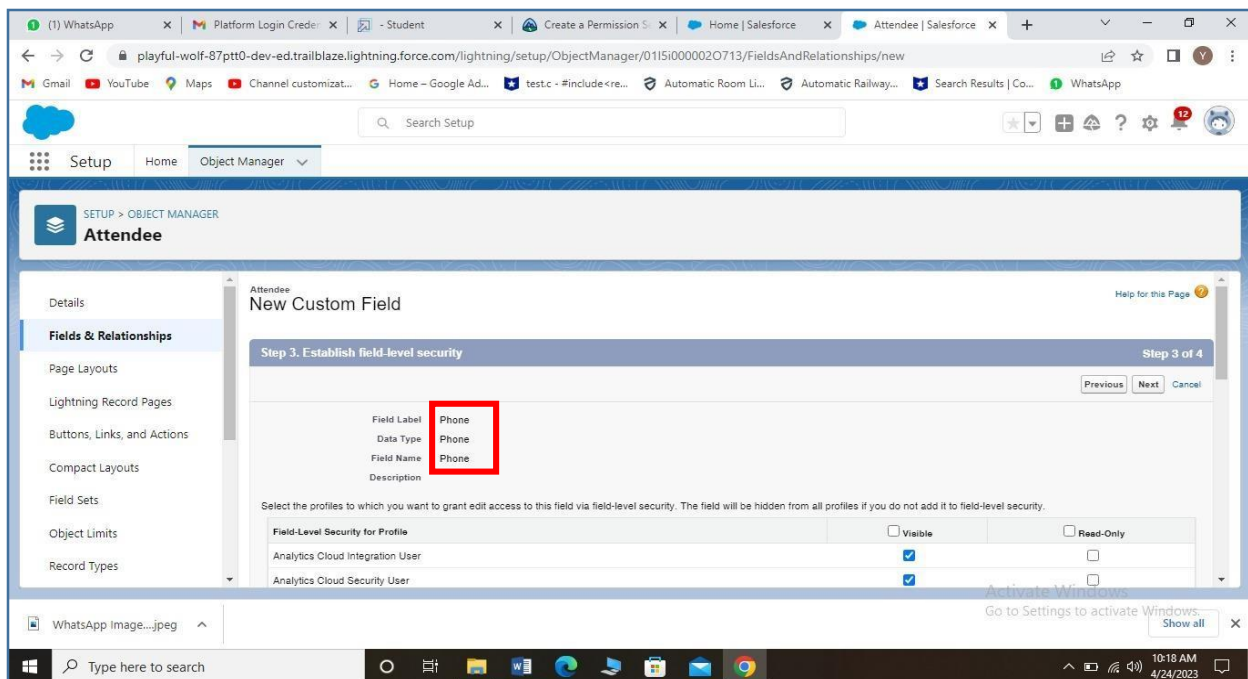
The screenshot shows the "New Lightning App" interface. The title is "App Details & Branding". The instructions say: "Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar." There are two main sections: "App Details" and "App Branding". In the "App Details" section, the "* App Name" field is highlighted with a red rectangle and contains the text "Event Management". Below it is the "* Developer Name" field with the text "Event_Management". At the bottom of the "App Details" section is the "Description" field with the placeholder text "Enter a description". In the "App Branding" section, there is an "Image" field with an "Upload" button. To the right of the "Image" field is the "Primary Color Hex Value" field, which has a color picker set to blue and the hex value "#0070D2". A "Next" button is at the bottom right, with a downward arrow pointing to it.

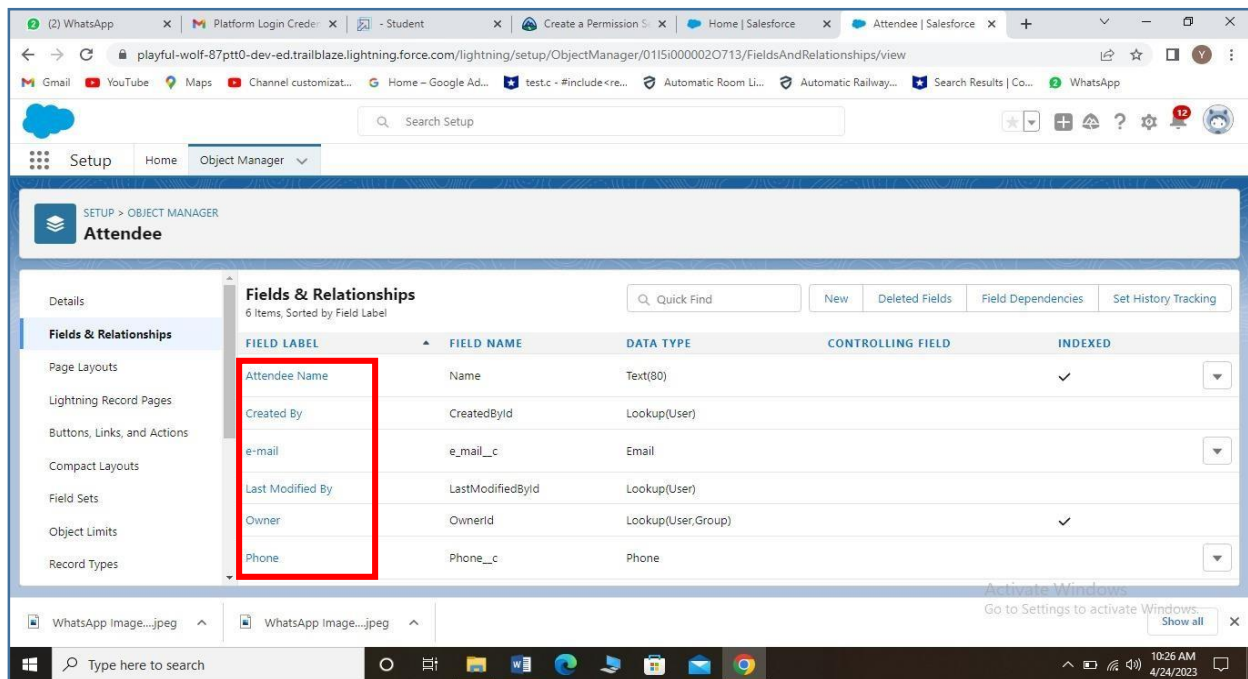
Milestone-4: Fields and Relationship

Activity 1: Creation of fields for the Event object

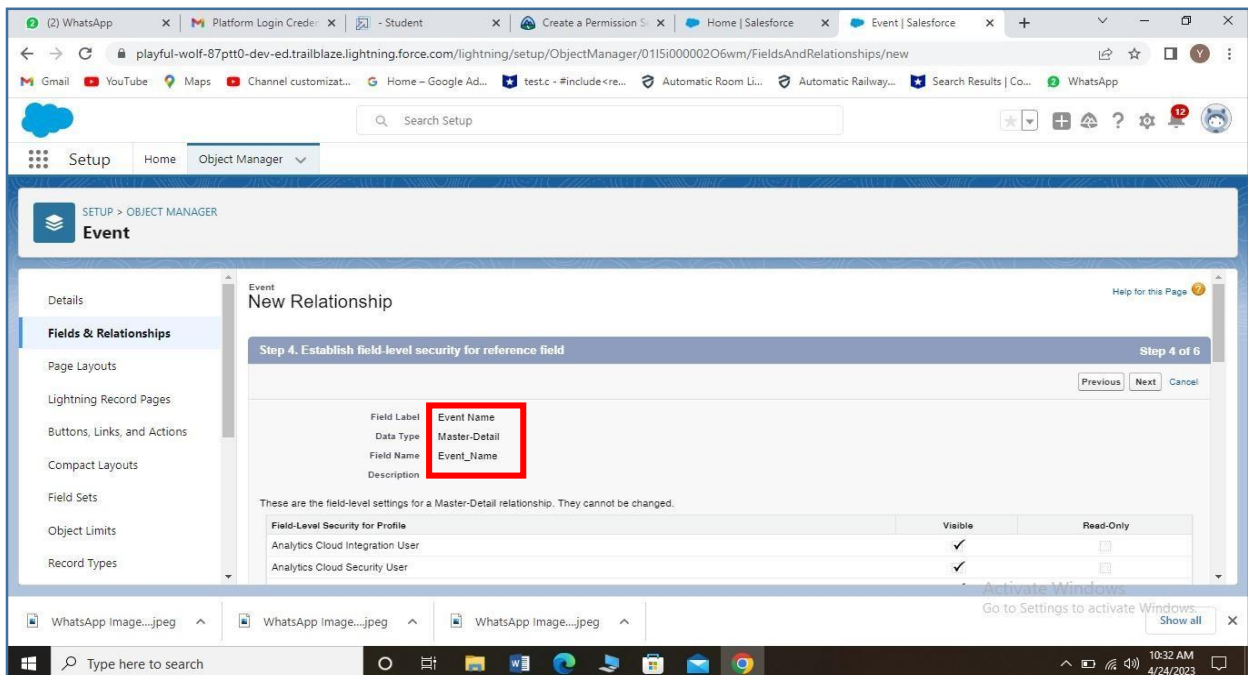


Activity 2: Creation of fields for the Attendee objects





Let's Create a Master-detail Relationship with Event Object



Activity 3: Creation of fields for the Speakers object

The screenshot shows the Salesforce Setup interface for the 'Speaker' object. The 'New Custom Field' wizard is in progress, specifically at 'Step 3. Establish field-level security'. The field details are as follows:

Field Label	Data Type	Field Name	Description
Bio	Text Area	Bio	

Below the field details, there is a section for 'Field-Level Security for Profile'. It shows two profiles: 'Analytics Cloud Integration User' and 'Analytics Cloud Security User'. For each profile, there are checkboxes for 'Visible' and 'Read-Only'. The 'Visible' checkbox is checked for both profiles.

At the bottom of the screen, there is a Windows taskbar with the search bar and several application icons. A watermark for 'Activate Windows' is visible in the bottom right corner.

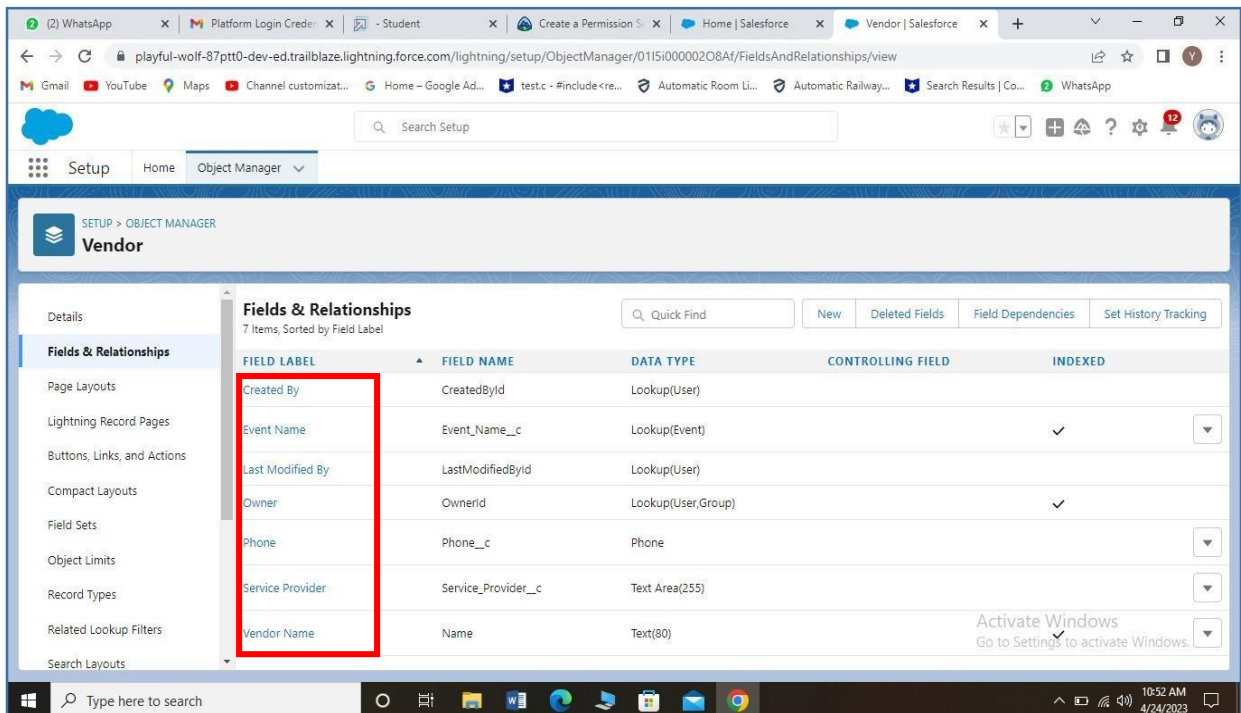
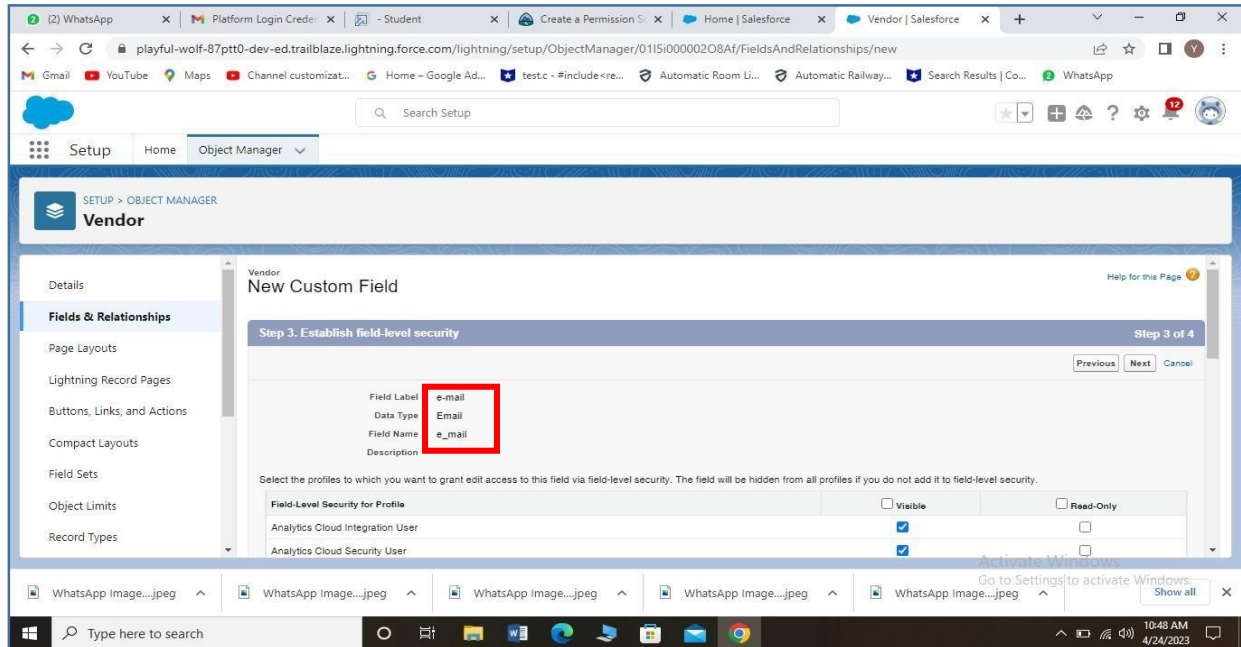
The screenshot shows the 'Fields & Relationships' page for the 'Speaker' object. The page displays a list of 6 fields, sorted by Field Label. The fields are:

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)		✓
Speaker Name	Name	Text(80)		✓

The 'Fields & Relationships' section is highlighted with a red box. The 'Event Name' field is also highlighted with a red box. The 'Speaker Name' field is highlighted with a red box. The 'Created By' field is highlighted with a red box. The 'e-mail' field is highlighted with a red box. The 'Last Modified By' field is highlighted with a red box. The 'Owner' field is highlighted with a red box. The 'Speaker Name' field is highlighted with a red box.

At the bottom of the screen, there is a Windows taskbar with the search bar and several application icons. A watermark for 'Activate Windows' is visible in the bottom right corner.

Activity 5: Creation of fields for the Vendors Object



Milestone-5: Profile

Search Setup

Setup Home Object Manager

profiles

Users

Profiles

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

SETUP Profiles

Profiles

All Profiles Edit Delete Create New View

New Profile

Action	Profile Name	User License	Custom
<input type="checkbox"/> Edit Del ...	Sales	Salesforce	<input checked="" type="checkbox"/>
<input type="checkbox"/> Edit Clone	Salesforce API Only System Integrations	Salesforce Integration	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	Silver Partner User	Silver Partner	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	Solution Manager	Salesforce	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	Standard Platform User	Salesforce Platform	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	Standard User	Salesforce	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	System Administrator	Salesforce	<input type="checkbox"/>

1-7 of 7 0 Selected Previous Next Page 1 of 1

Activity 1: Creation on Event Profile

Search Setup

Setup Home Object Manager

profiles

Users

Profiles

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

SETUP Profiles

Clone Profile

Enter the name of the new profile.

You must select an existing profile to clone from.

Existing Profile Standard User

User License Salesforce

Profile Name Event User Profile

Save Cancel

WhatsApp Platform Login C... - Student Create a Permissi... Home | Salesforce Vendor | Salesforce Profiles | Salesforce

playful-wolf-87ptt0-dev-ed.trailblaze.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F_ui%2Fperms%2Fui%2Fprofile%2FProfileClone%2F%3Fi...

Gmail YouTube Maps Channel customizat... Home - Google Ad... testc - #include<re... Automatic Room Li... Automatic Railway... Search Results | Co... WhatsApp

Search Setup

Setup Home Object Manager

Profiles

Users

Profiles

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

Clone Profile

Enter the name of the new profile:

You must select an existing profile to clone from.

Existing Profile	User License	Profile Name
Standard User	Standard User	Event vendors profile

Save Cancel

Activate Windows
Go to Settings to activate Windows.

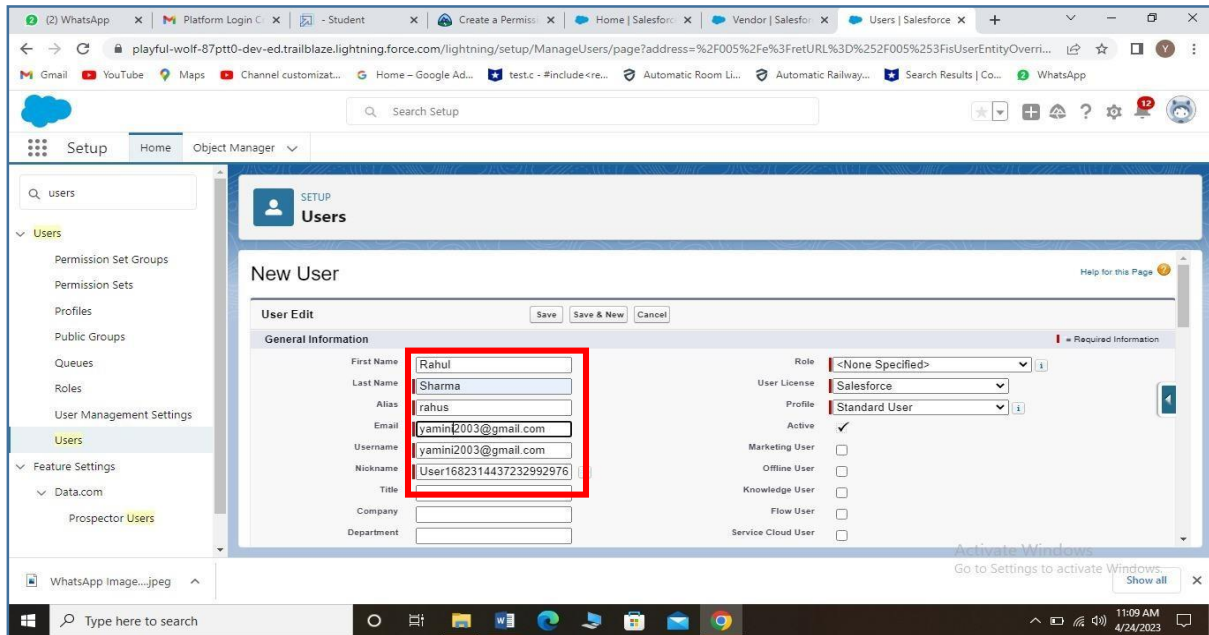
Type here to search

12:06 PM
4/24/2023

Activity 1: Creating of Sanjay Gupta User

The screenshot shows the 'New User' setup page in Salesforce. The 'General Information' section is highlighted with a red box, indicating the fields that are required for user creation. The fields include First Name, Last Name, Alias, Email, Username, and Nickname. The right side of the page shows the Role, User License, Profile, and various checkboxes for user capabilities.

Activity 2: Creating of Rahul Sharma User



The screenshot shows the Salesforce Setup interface for creating a new user. The left sidebar contains a search bar and a navigation menu with categories like Users, Feature Settings, and Data.com. The main content area is titled 'New User' and includes a 'User Edit' section with 'General Information' and 'Required Information' tabs. The 'General Information' tab is active, showing fields for First Name, Last Name, Alias, Email, Username, Nickname, Title, Company, and Department. The 'Required Information' tab shows fields for Role, User License, Profile, Active, Marketing User, Offline User, Knowledge User, Flow User, and Service Cloud User. A red box highlights the 'First Name' field with the value 'Rahul' and the 'Last Name' field with the value 'Sharma'. The 'Email' field contains 'yamin2003@gmail.com' and the 'Username' field contains 'yamin2003@gmail.com'. The 'Nickname' field contains 'User1682314437232992976'. The 'Role' field is set to '<None Specified>', 'User License' is 'Salesforce', and 'Profile' is 'Standard User'. The 'Active' checkbox is checked. The 'Marketing User', 'Offline User', 'Knowledge User', 'Flow User', and 'Service Cloud User' checkboxes are unchecked. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 11:09 AM on 4/24/2023.

Search Setup

Setup Home Object Manager

users

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Roles

User Management Settings

Users

Feature Settings

Data.com

Prospector Users

WhatsApp image...jpeg

Type here to search

11:09 AM 4/24/2023

SETUP Users

New User

User Edit

General Information

First Name: Rahul

Last Name: Sharma

Alias: rahus

Email: yamin2003@gmail.com

Username: yamin2003@gmail.com

Nickname: User1682314437232992976

Title:

Company:

Department:

Role: <None Specified>

User License: Salesforce

Profile: Standard User

Active: ☒

Marketing User: ☐

Offline User: ☐

Knowledge User: ☐

Flow User: ☐

Service Cloud User: ☐

Save Save & New Cancel

Required Information

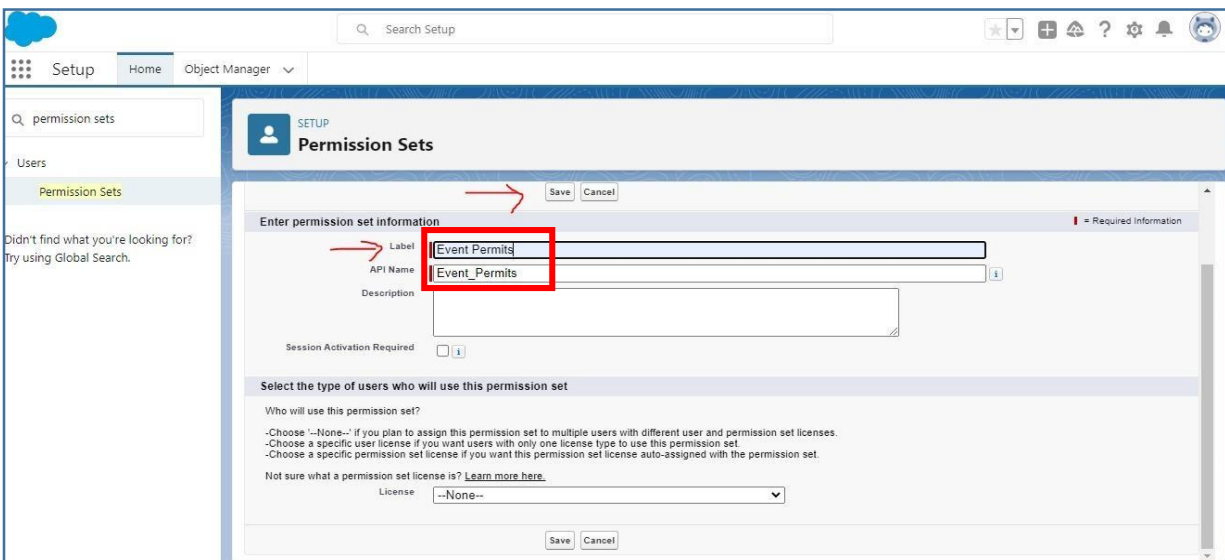
Activate Windows

Go to Settings to activate Windows

Show all

Milestone-7: Permissions Sets

Activity 1: Creating a Permission Set



The screenshot shows the Salesforce Setup interface for creating a new permission set. The left sidebar contains a search bar and a navigation menu with categories like Users, Feature Settings, and Data.com. The main content area is titled 'Permission Sets' and includes a 'Enter permission set information' section with 'Label', 'API Name', and 'Description' fields. The 'Label' field contains 'Event Permits' and the 'API Name' field contains 'Event_Permits'. The 'Description' field is empty. The 'Session Activation Required' checkbox is unchecked. The 'Select the type of users who will use this permission set' section is visible, showing a 'Who will use this permission set?' dropdown menu set to '--None--'. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 11:09 AM on 4/24/2023.

Search Setup

Setup Home Object Manager

permission sets

Users

Permission Sets

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

SETUP Permission Sets

Enter permission set information

Label: Event Permits

API Name: Event_Permits

Description:

Session Activation Required: ☐

Select the type of users who will use this permission set

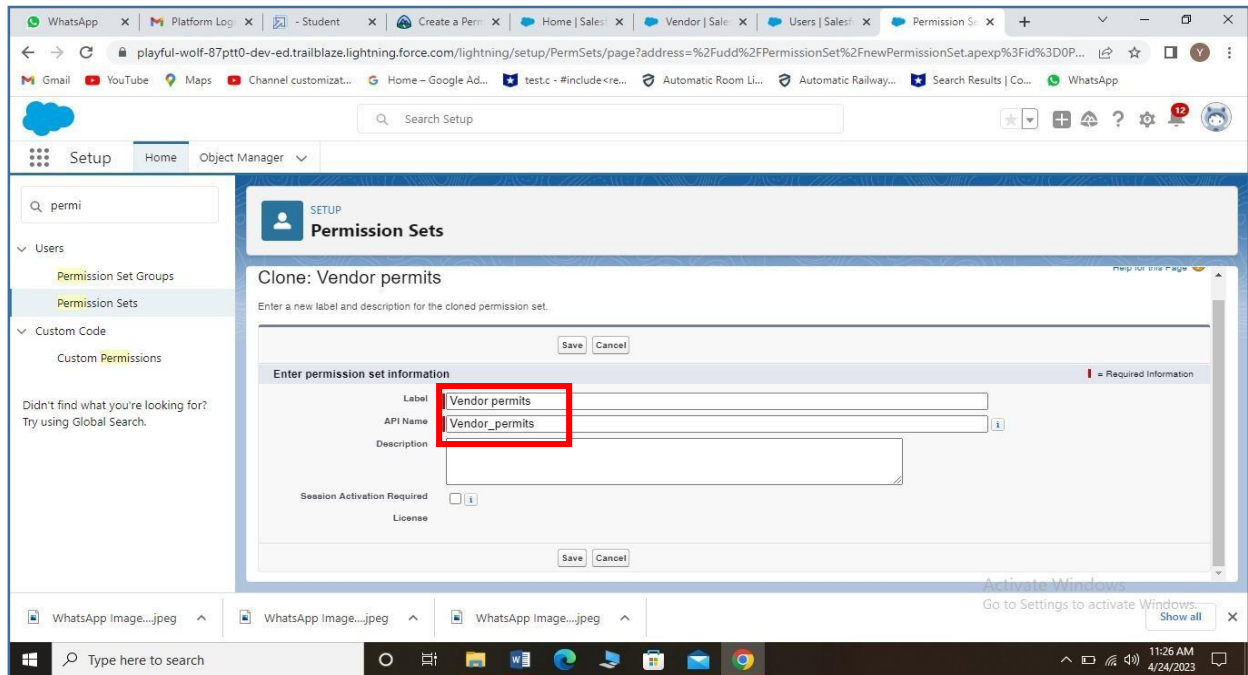
Who will use this permission set?

--None--

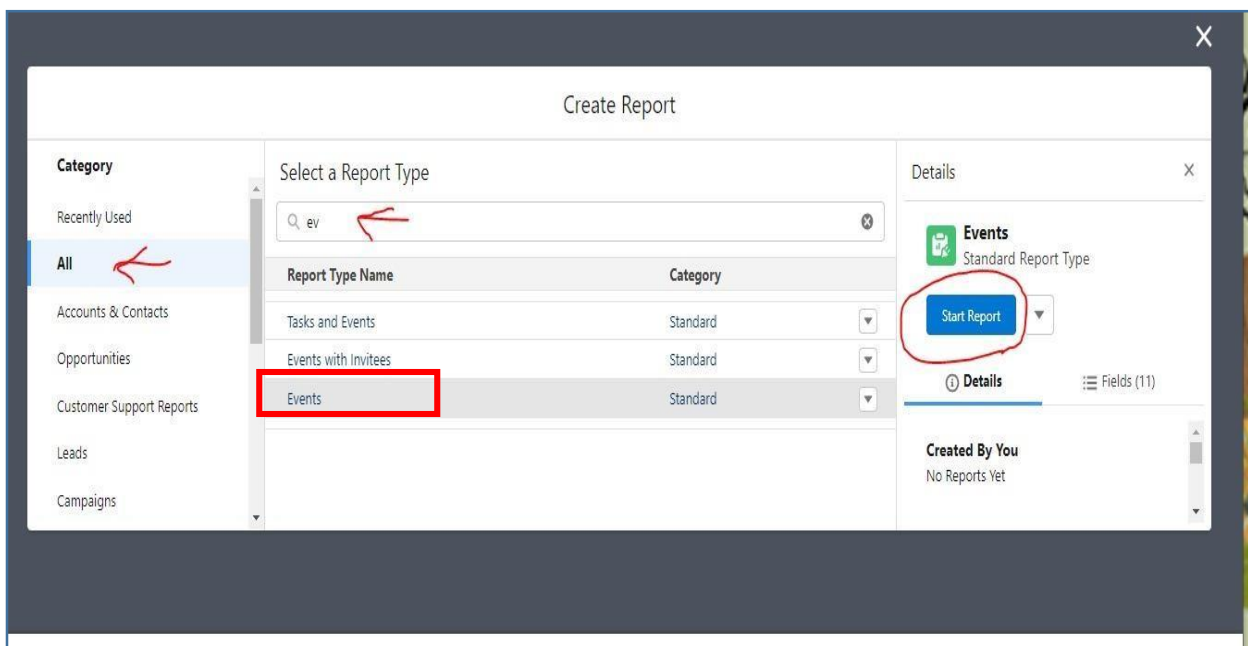
Save Cancel

Save Cancel

Activity 2: Permission Sets 2



Milestone – 8: Reports



4 Trailhead Profile Public URL
Team Member- <https://trailblazer.me/id/akumar8443>

5 ADVANTAGES & DISADVANTAGE

- Opportunities for creativity
- Ability to work on different events
- Chance to work with diverse clients
- Collaborative work environment
- High projections for job growth
- Few educational requirements
- Unconventional work hours
- Time away from family and friends

6 Applications

- Tracking Customers.
- Collecting Data for Marketing.
- Improving Interactions and Communications.
- Streamlining Internal Sales Processes.

7 CONCLUSION

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry. SolutionDot always keep your objectives and goals on top priority while developing any plan of work.

8 FUTURE SCOPE

Event managers do not lead a simple life. The stressful schedules and the irregular working hours are some of its prime characteristics. But, those in this field believe that they can endure it all to experience the satisfaction they get from hosting a successful event. So, let's begin by discussing what event management exactly is and what's the scope of event management as a career in India.