BUILD AN EVENT MANAGEMENTSYSTEM USING SALESFORCE SYSTEM

INTRODUCTION:

1.1 Overview

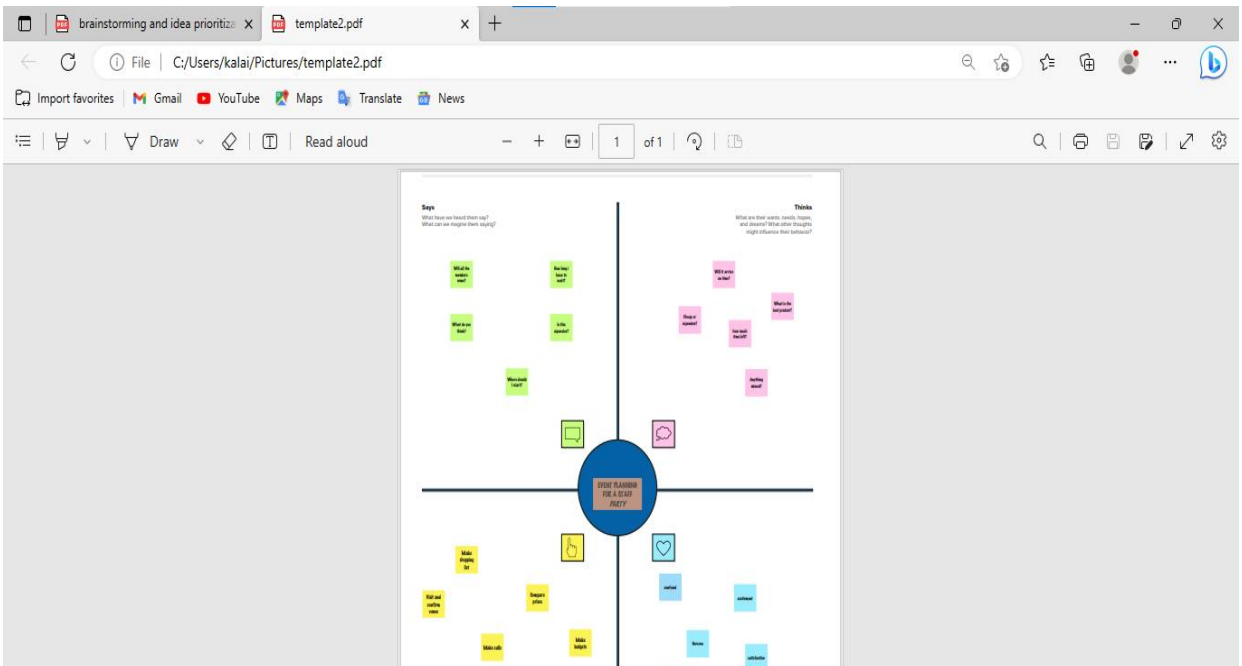
- *The project aim is to provide real-time knowledge for all the students who have basic knowledge of salesforce and looking for a real –time project. This project helps in managing the on-going and upcoming events in an organization.*

1.2 purpose

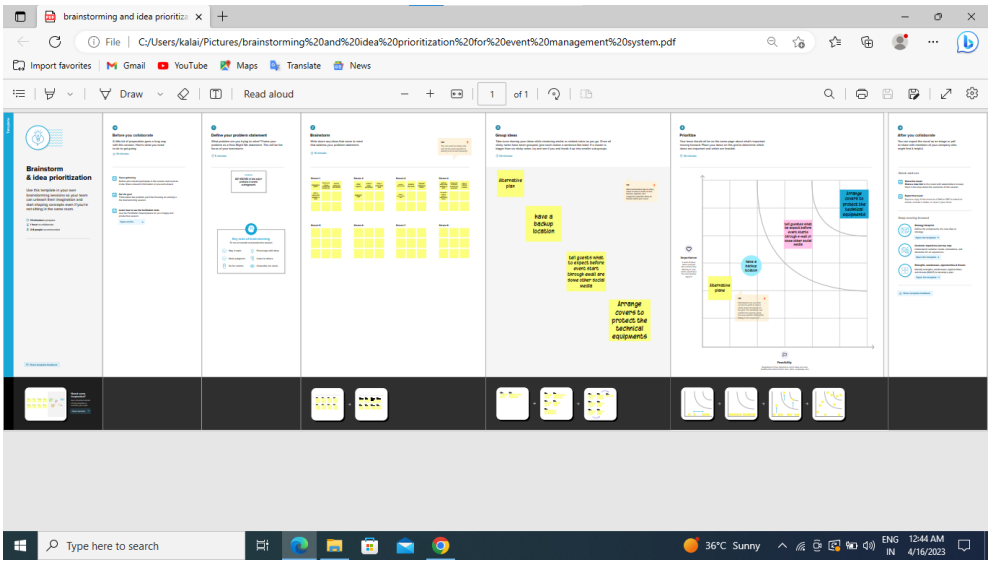
- *Event Management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.*

Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstroming



3 RESULT

3.1 Data Model:

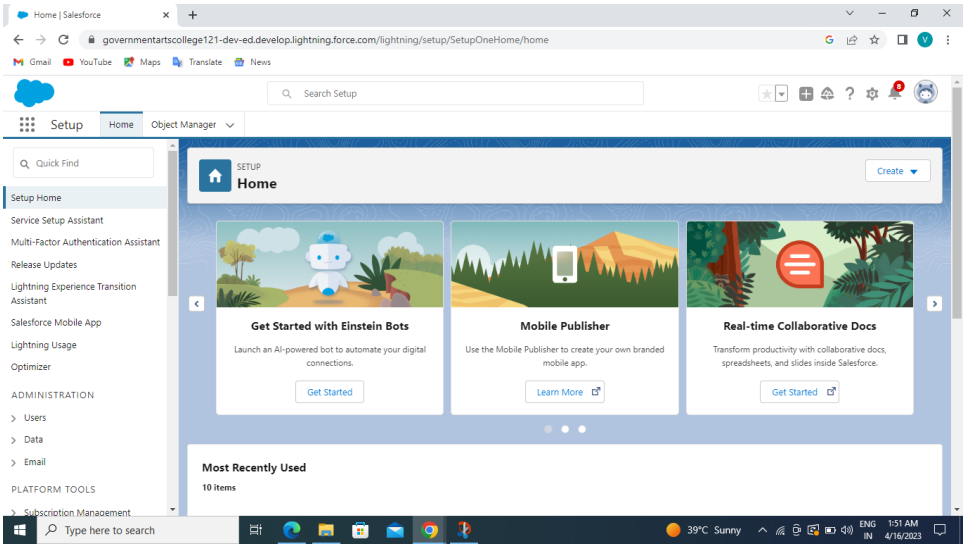
Object Name	Fields in the Object
Obj1: ***EVENT***	**Field label** / **Data type**: **City** / **Text**; **Start Date** / **Date/time**
Obj2: **ATTENDEE**	**Field label** / **Data type**: **Id** / **Auto number**; **Phone** / **Phone**
Obj3: **SPEAKER**	**Field label** / **Data type**: **Bio** / **Text Area**; **e-mail** / **Email**

Obj4: VENDOR	

Field label	Data type
e-mail	Email
Phone	Phone

3.2 Activity &Screenshot:

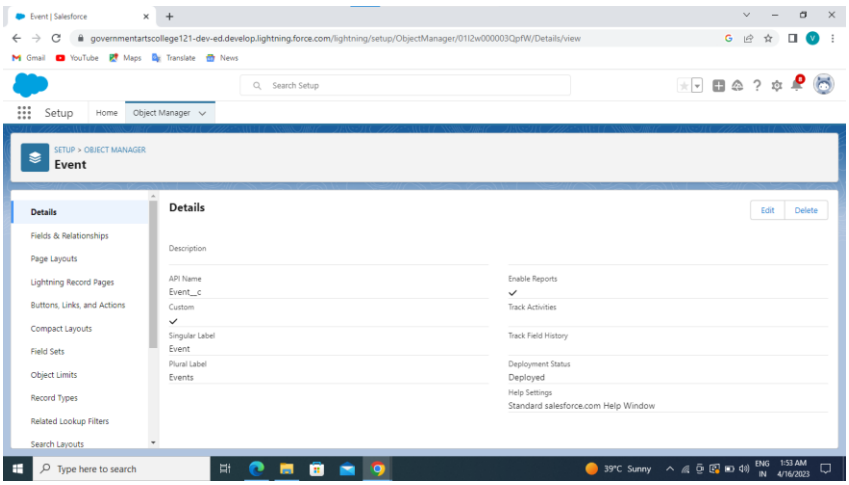
Milestone 1:



Milestone 2:Object

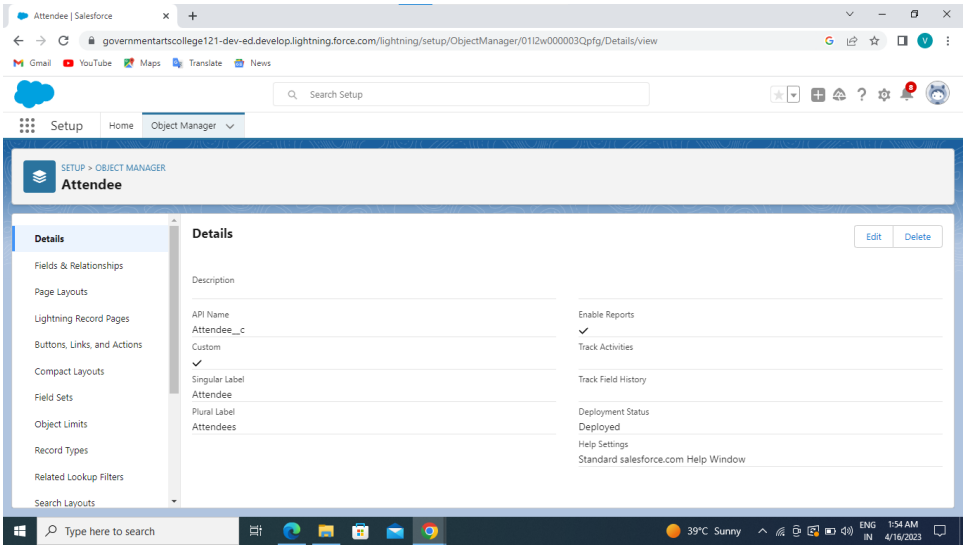
Activity 1:

Event Mangement:



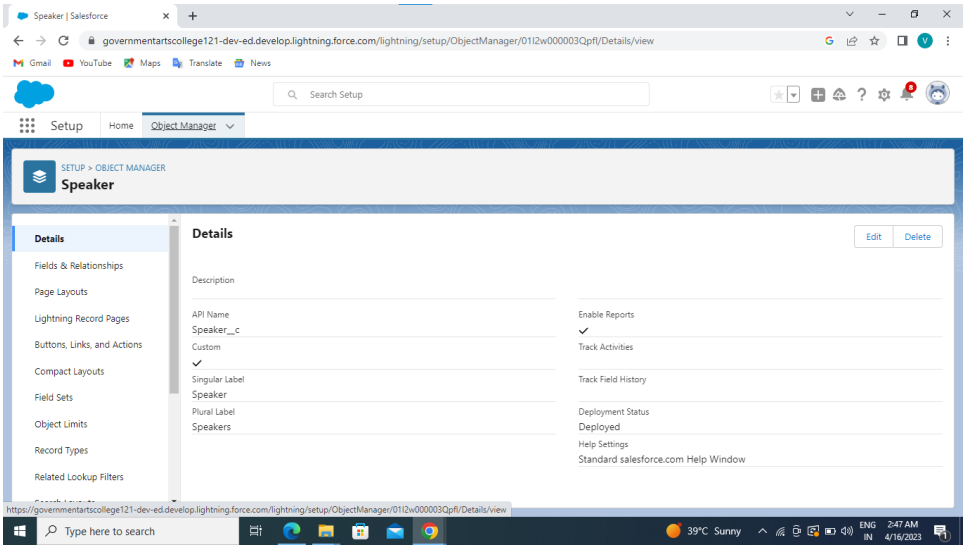
Activity 2:

Attendees Object:



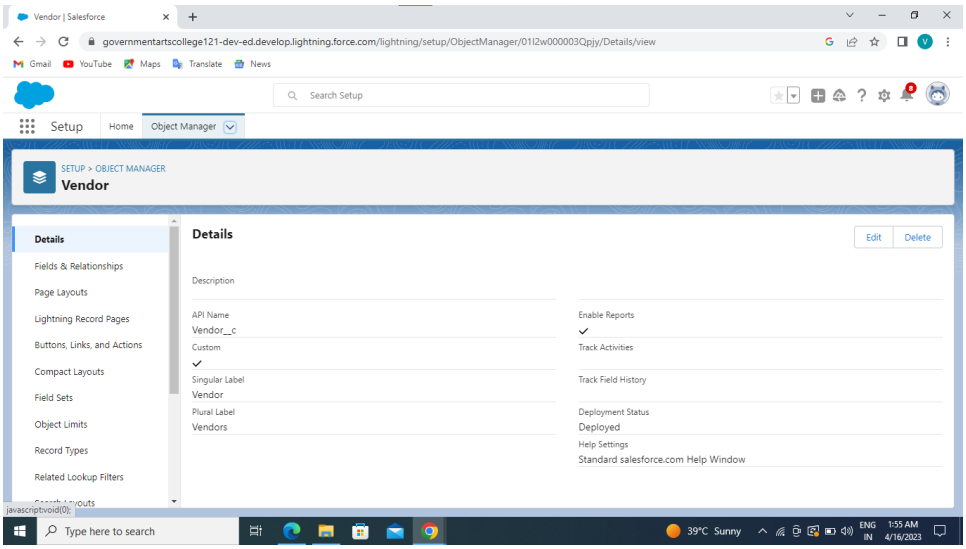
Activity 3:

Speaker Object:



Activity 4:

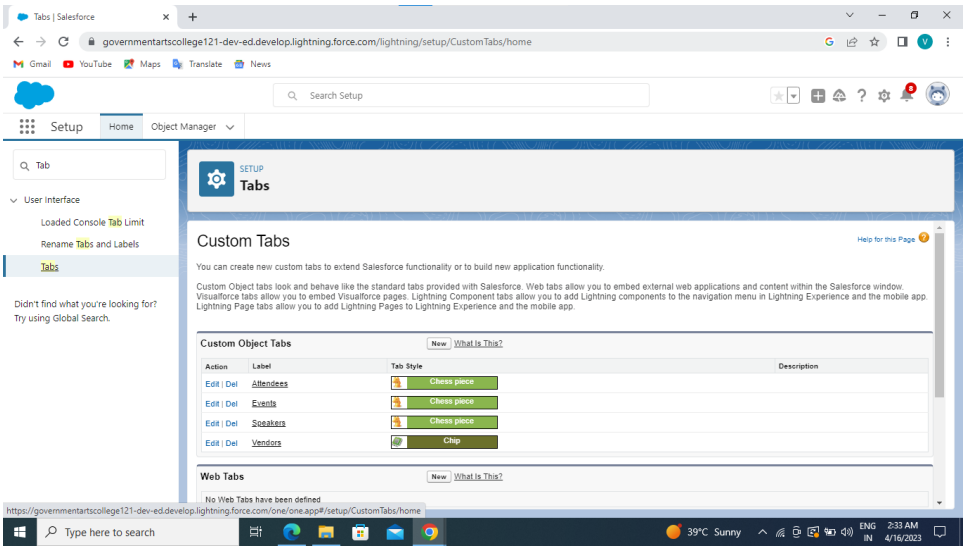
Vendors object:



Milestone 3 –Tab:

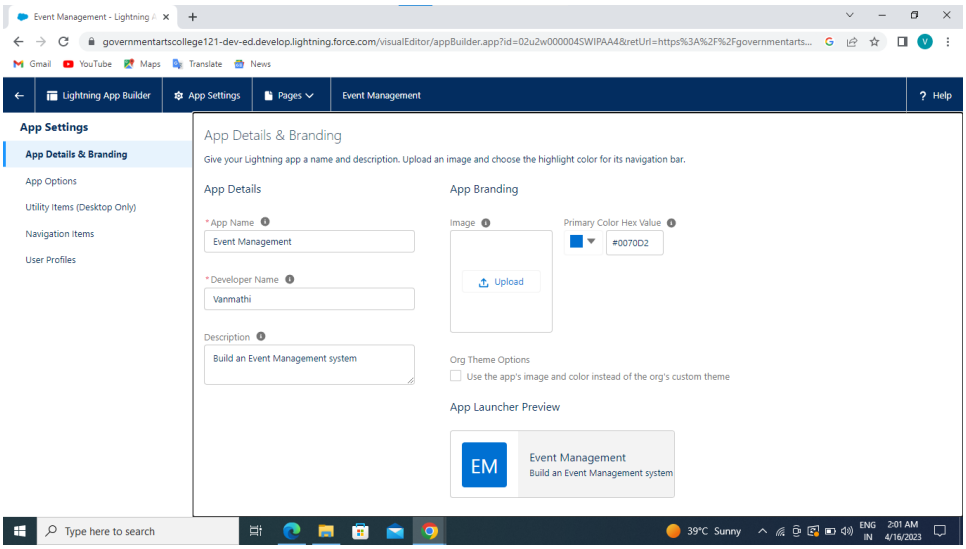
Activities 1,2,3,4:

Event tab, Attendee tab, Speaker tab, vendor tab:



Milestone 3 –Application:

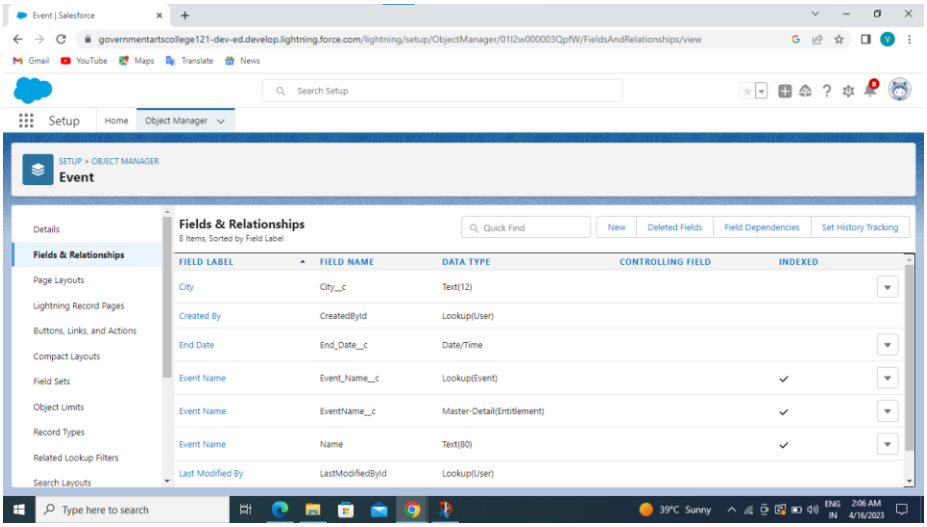
Activity:



Milestone 4-Fields:

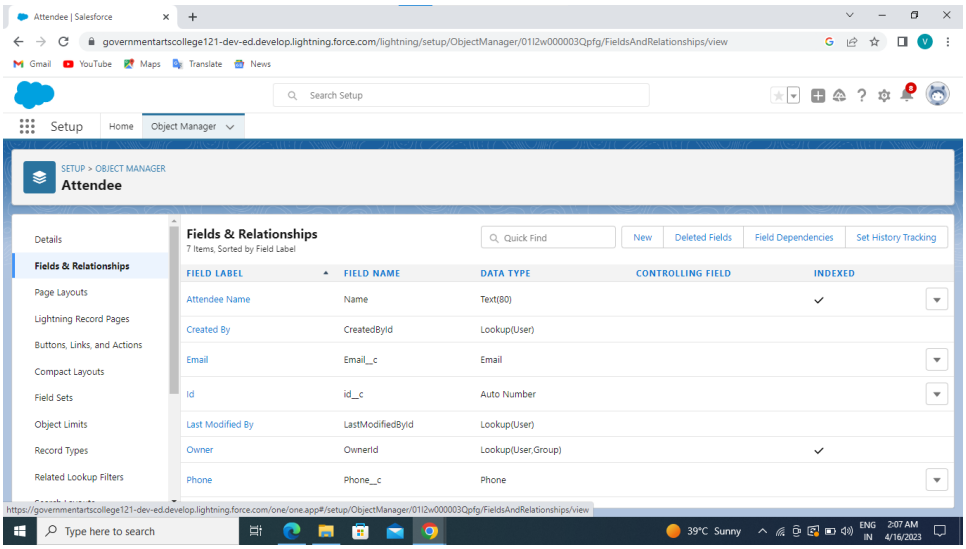
Activity 1:

Fields for the Event objects:



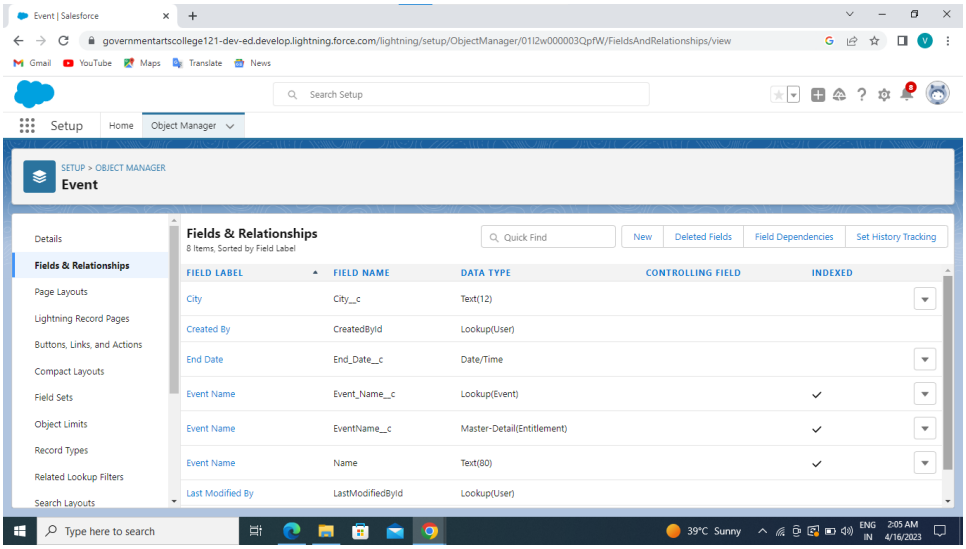
Activity 2:

Fields for the Attendees object:



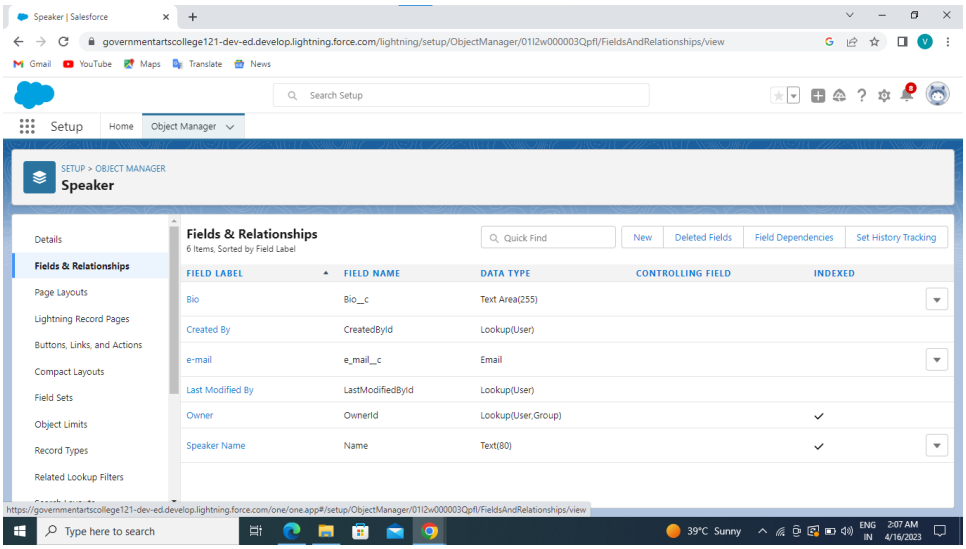
Activity 3:

Master-detail relationship with Event objects:



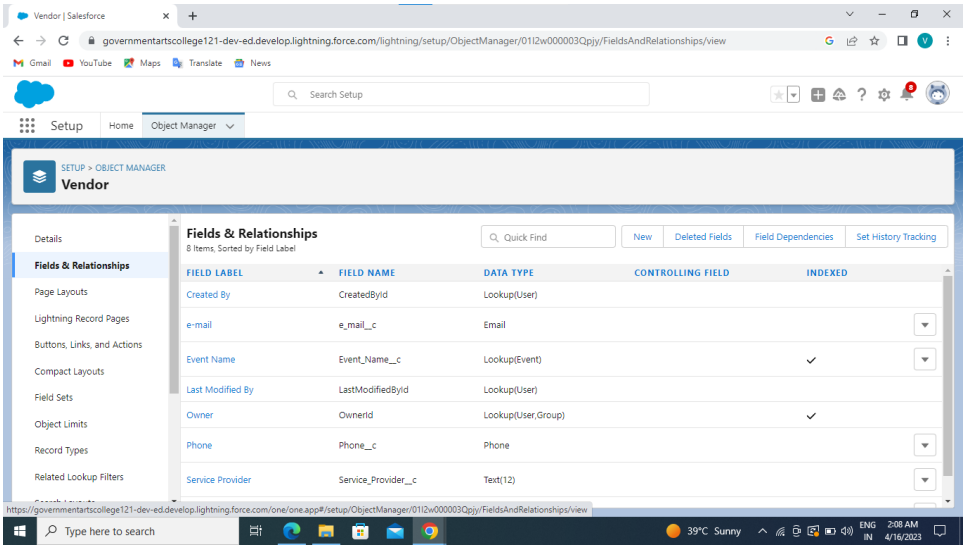
Activity 4:

Fields for the Speakers object:



Activity 5:

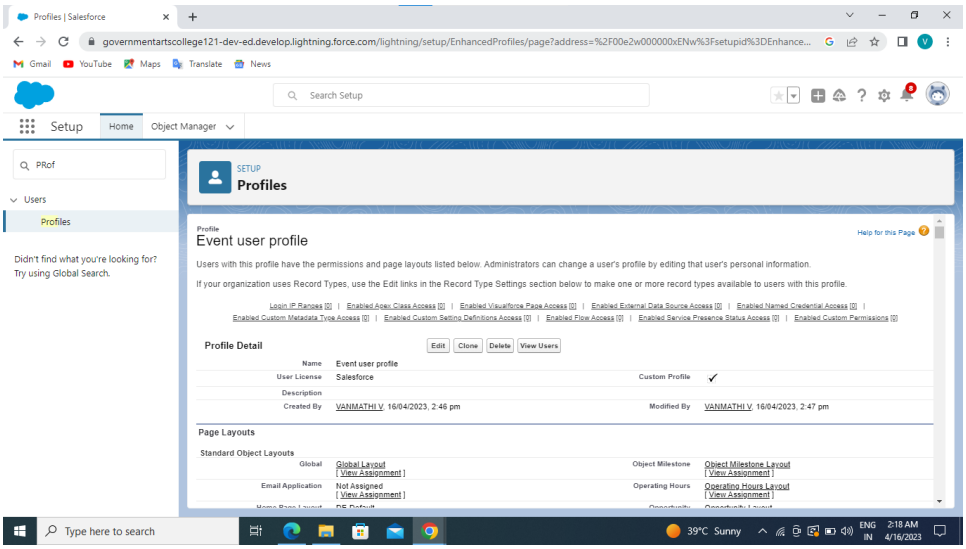
Fields for the Vendors object:



Milestone 5 –Profile:

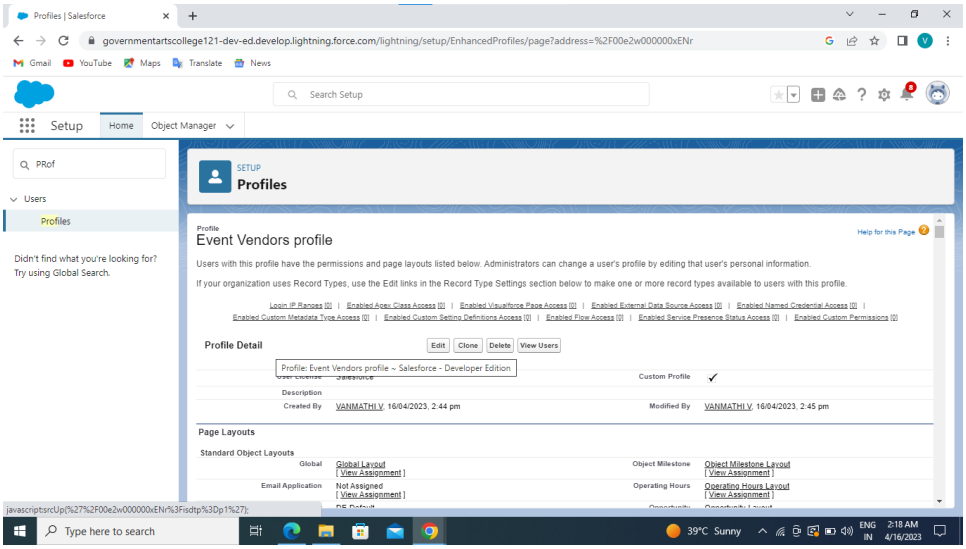
Activity 1:

Event user profile:



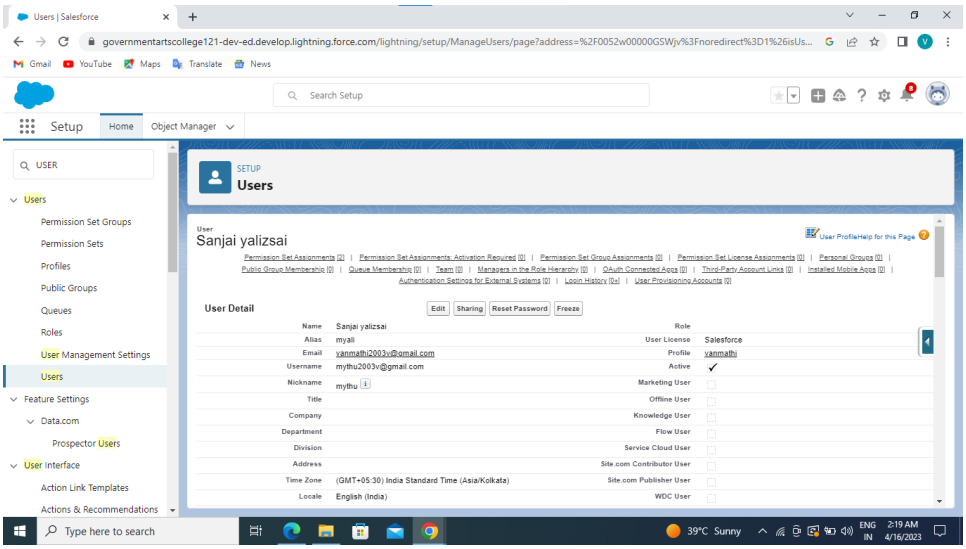
Activity 2:

Event vendors profile:

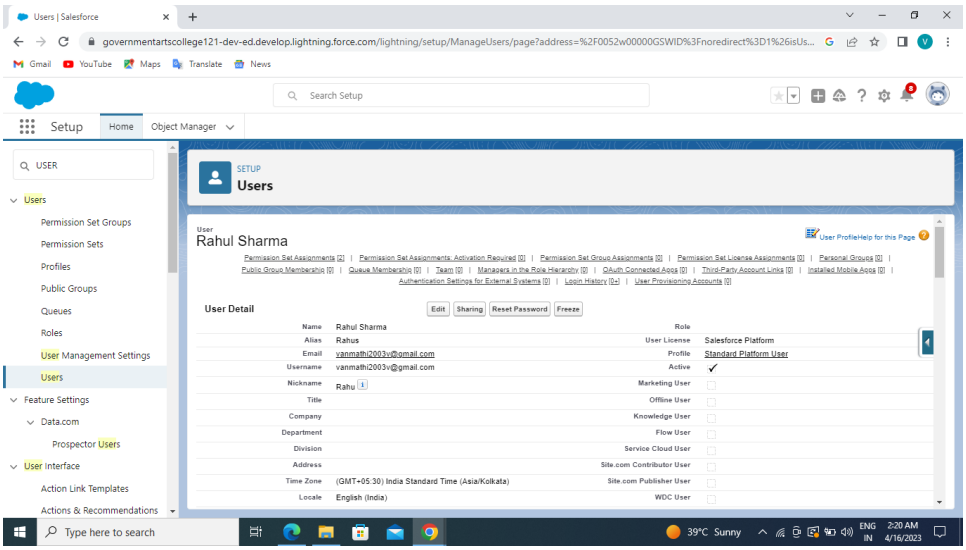


Milestone 6 –User:

Activity 1:

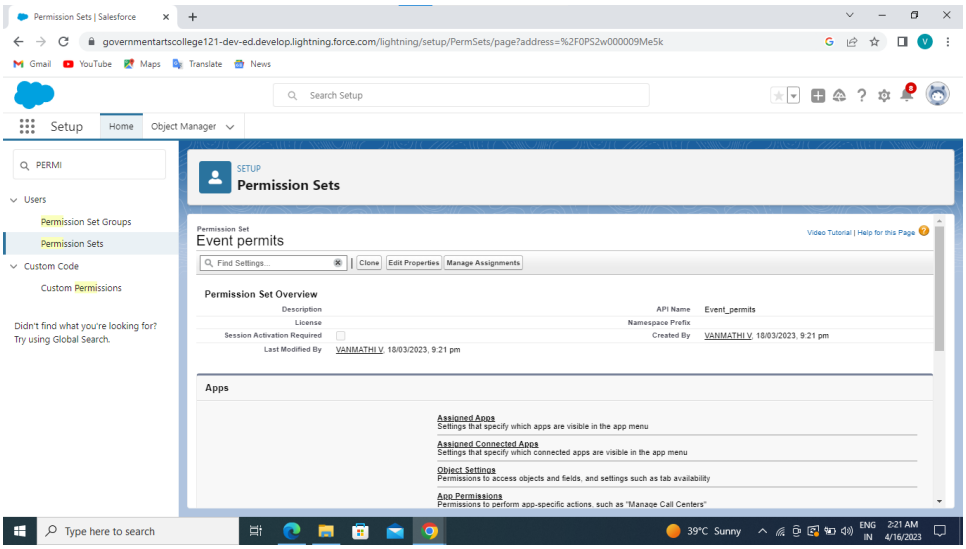


Activity 2:

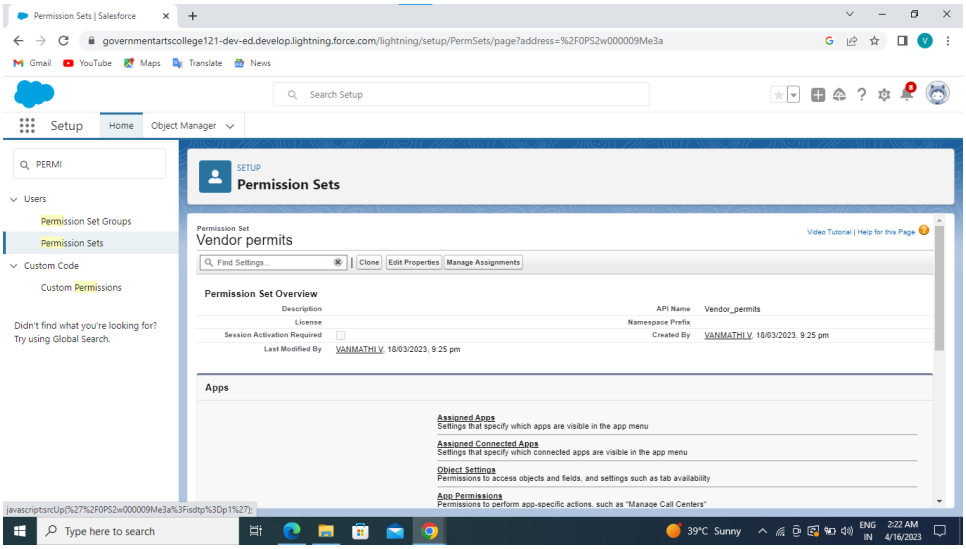


Milestone 7- Permission sets:

Activity 1:

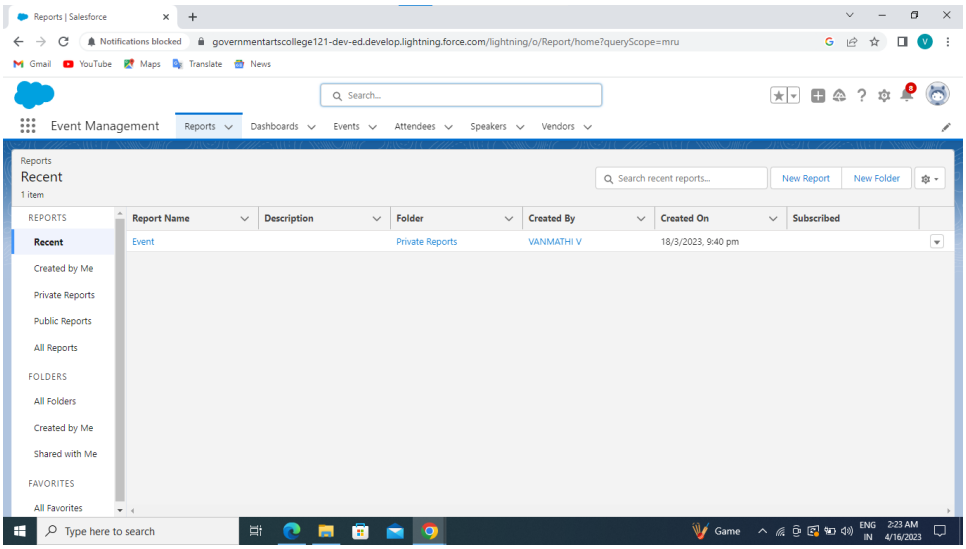


Activity 2:



Milestone 8 –Reports:

Activity:



4 Trailhead Profile Public URL:

Team Leader (V. vanmathi) - https://trailblazer.me/id/vanmv2

Team Leader (S. Yuvashree) - https://trailblazer.me/id/ysennappan

Team member 2(S. sowmiya) - https://trailblazer.me/id/sowms34

Team member 3-(R. Swetha) - http://trailblazer.me/id/swetr29

ADVANTAGES & DISADVANTAGE:

Advantages:

- ★ **Opportunities for Creativity....**
- ★ **High Projection for Job growth....**
- ★ **Chance to work with diverse clients....**
- ★ **Ability to work on different events....**

Disadvantages:

- **Budgeting Problems....**
- **Picking the Right venue....**
- **Understaffing Problem....**
- **Lack of Backup plane for Bad weather...**
- **Time Management....**

5 APPLICATIONS:

1. **Promote your Event Sounds strange right? ....**
2. **Sell Event Tickets. ...**
3. **Targeted Digital Marketing. ...**
4. **Drive Pre-event Engagement. ...**
5. **Push Notifications. …**
6. **Enables Effective Communication. …**
7. **Establish An Attendee Network.**
8. **Event Apps Help with Branding.**

6 CONCLUSION

- **Event Management System is user friendly and cost effective system/**
- **It is customized with activities related to event management life style**

7 FUTURE SCOPE

1. **It involves management creation and development of events such as corporate conferences, wedding, festivities, formal parties etc...**
2. **It involves a lot of research about the brand target audience and the concept of the event before planning the actual event.**