

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE SYSTEM

INTRODUCTION:

1.1 Overview

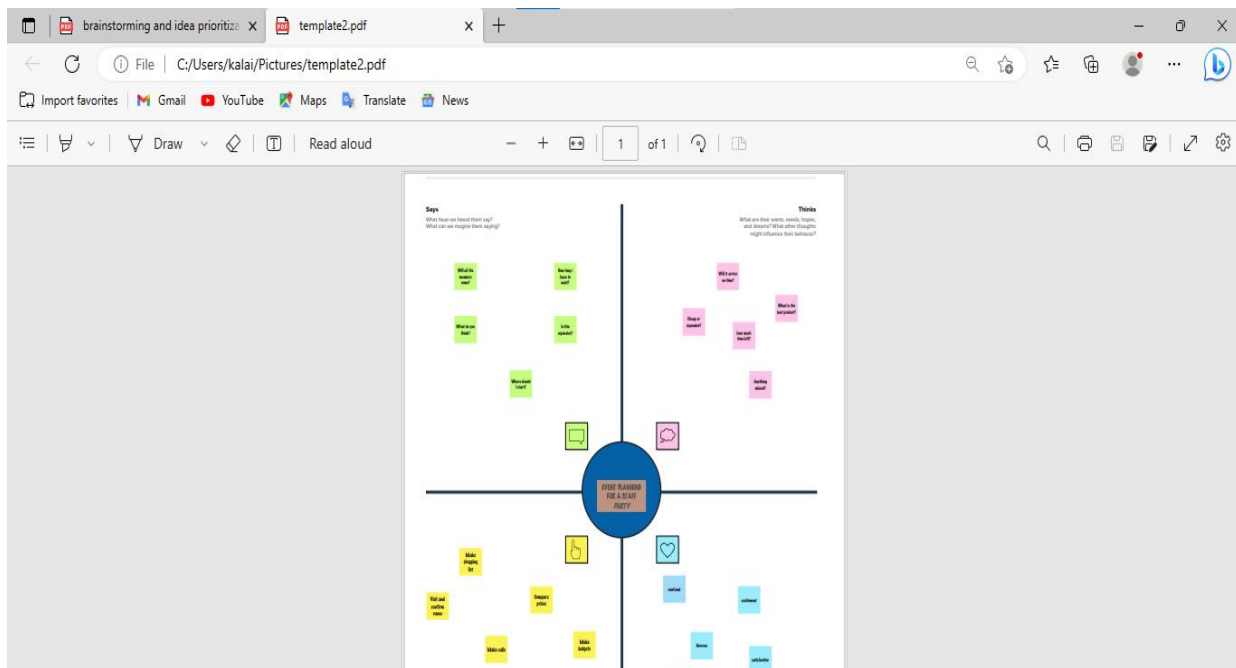
- ***The project aim is to provide real-time knowledge for all the students who have basic knowledge of salesforce and looking for a real –time project. This project helps in managing the on-going and upcoming events in an organization.***

1.2 purpose

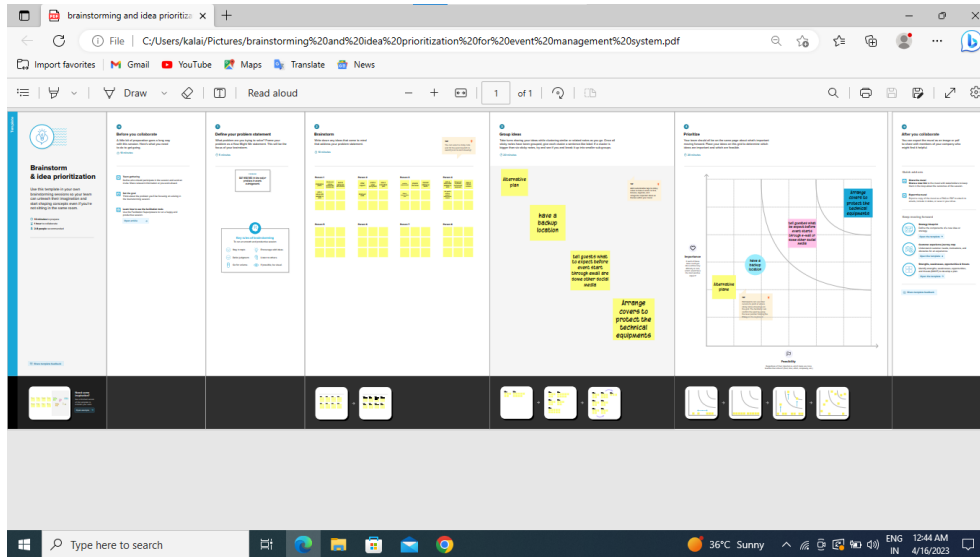
- ***Event Management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.***

Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstroming



3 RESULT

3.1 Data Model:

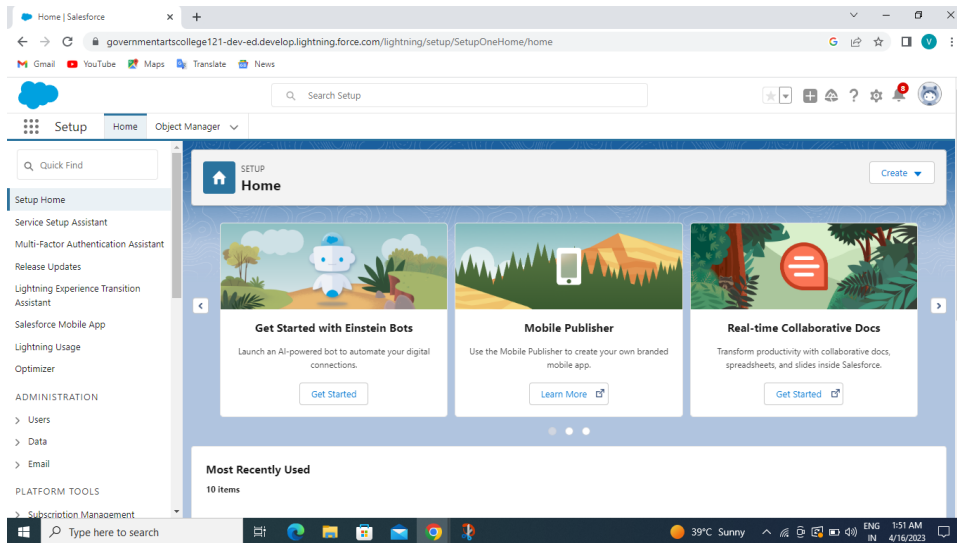
Object Name	Fields in the Object	
Obj1: EVENT	Field label	Data type
	City	Text
	Start Date	Date/time
Obj2: ATTENDEE	Field label	Data type
	Id	Auto number
	Phone	Phone
Obj3: SPEAKER	Field label	Data type
	Bio	Text Area
	e-mail	Email

Obj4:
VENDOR

Field label	Data type
e-mail	Email
Phone	Phone

3.2 Activity & Screenshot:

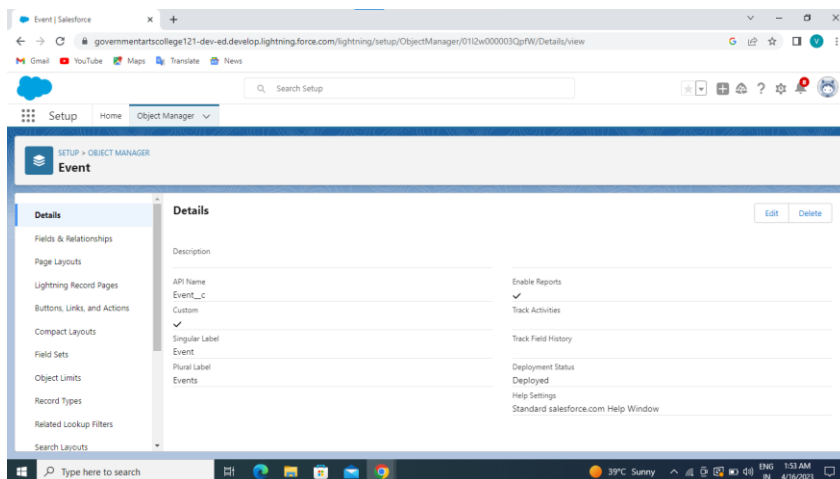
Milestone 1:



Milestone 2: Object

Activity 1:

Event Mangement:



Activity 2:

Attendees Object:

The screenshot shows the Salesforce Setup interface for the 'Attendee' object. 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, and Search Layouts. The main content area is titled 'Details' and includes a description field, API Name (Attendee__c), Custom checkbox, Singular Label (Attendee), Plural Label (Attendees), and a list of settings: Enable Reports (checked), Track Activities (checked), Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). The top navigation bar shows 'Setup' and 'Object Manager'. The bottom status bar displays the system time as 1:54 AM on 4/18/2023.

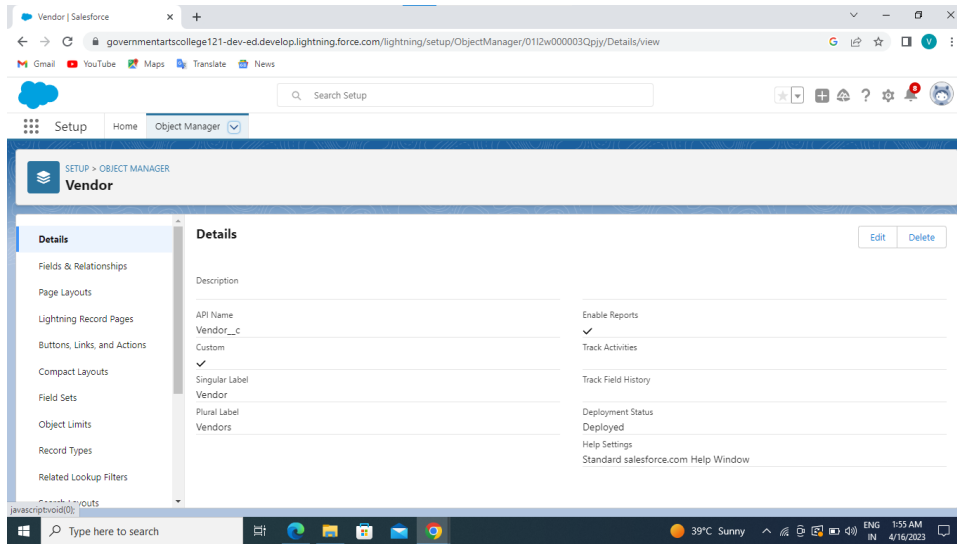
Activity 3:

Speaker Object:

The screenshot shows the Salesforce Setup interface for the 'Speaker' object. 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, and Search Layouts. The main content area is titled 'Details' and includes a description field, API Name (Speaker__c), Custom checkbox, Singular Label (Speaker), Plural Label (Speakers), and a list of settings: Enable Reports (checked), Track Activities (checked), Track Field History, Deployment Status (Deployed), and Help Settings (Standard salesforce.com Help Window). The top navigation bar shows 'Setup' and 'Object Manager'. The bottom status bar displays the system time as 2:47 AM on 4/18/2023.

Activity 4:

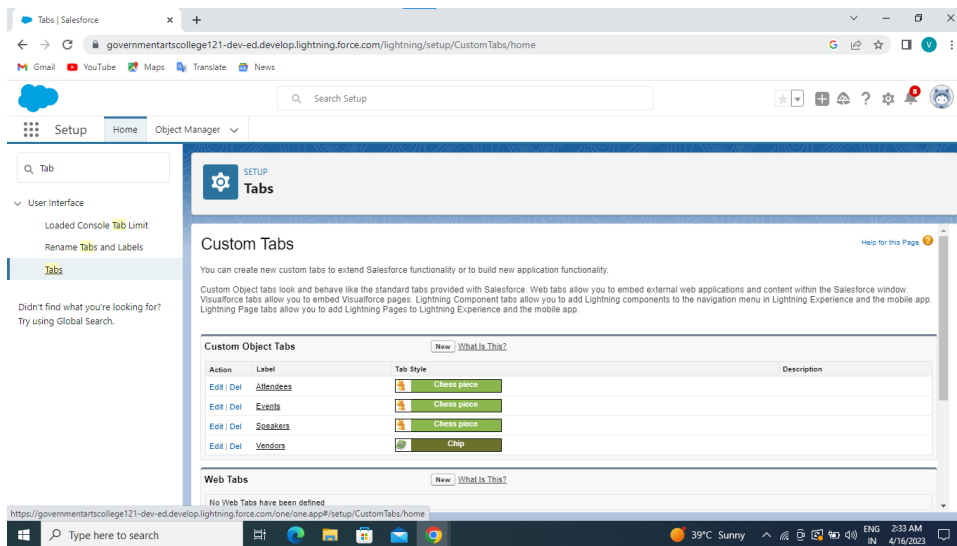
Vendors object:



Milestone 3 –Tab:

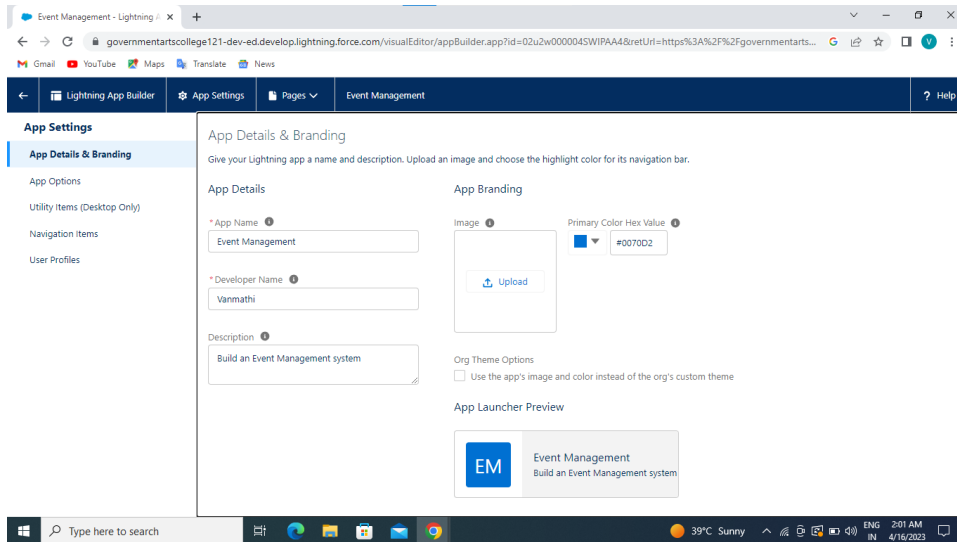
Activities 1,2,3,4:

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



Milestone 3 –Application:

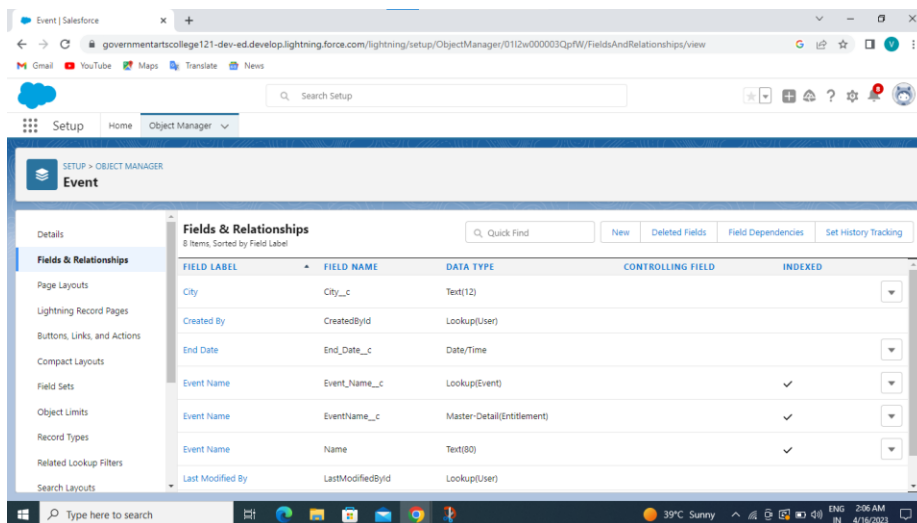
Activity:



Milestone 4-Fields:

Activity 1:

Fields for the Event objects:



Activity 2:

Fields for the Attendees object:

Attendee | Salesforce

governmentartscollege121-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003Qpfg/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Attendee

Details

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
Attendee Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
Id	id__c	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

https://governmentartscollege121-dev-ed.develop.lightning.force.com/one/one.app#/setup/ObjectManager/012w000003Qpfg/FieldsAndRelationships/view

Type here to search

39°C Sunny 2:07 AM 4/16/2023

Activity 3:

Master-detail relationship with Event objects:

Event | Salesforce

governmentartscollege121-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/012w000003QpFW/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER

Event

Details

Fields & Relationships

8 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

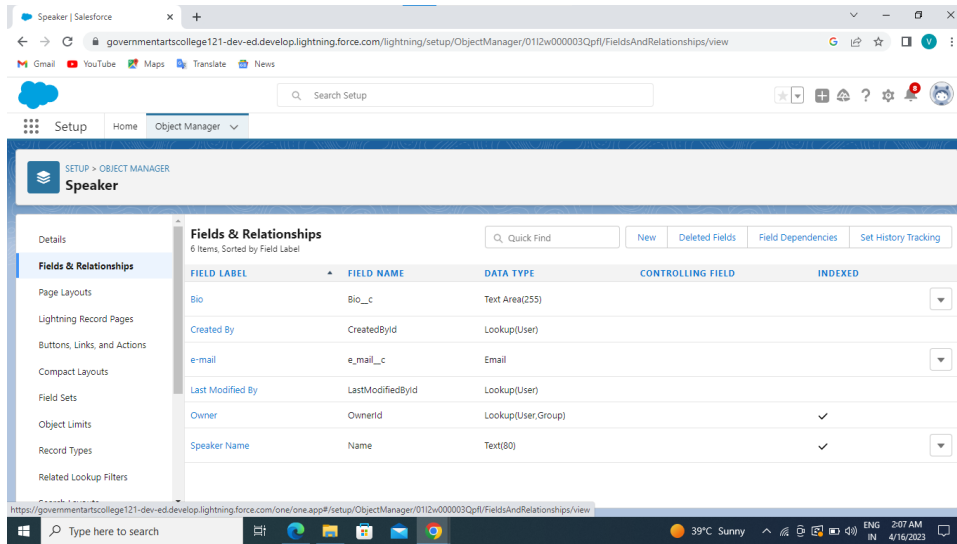
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
City	City__c	Text(12)		
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date/Time		
Event Name	Event_Name__c	Lookup(Event)		✓
Event Name	EventName__c	Master-Detail(Entitlement)		✓
Event Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		

Type here to search

39°C Sunny 2:05 AM 4/16/2023

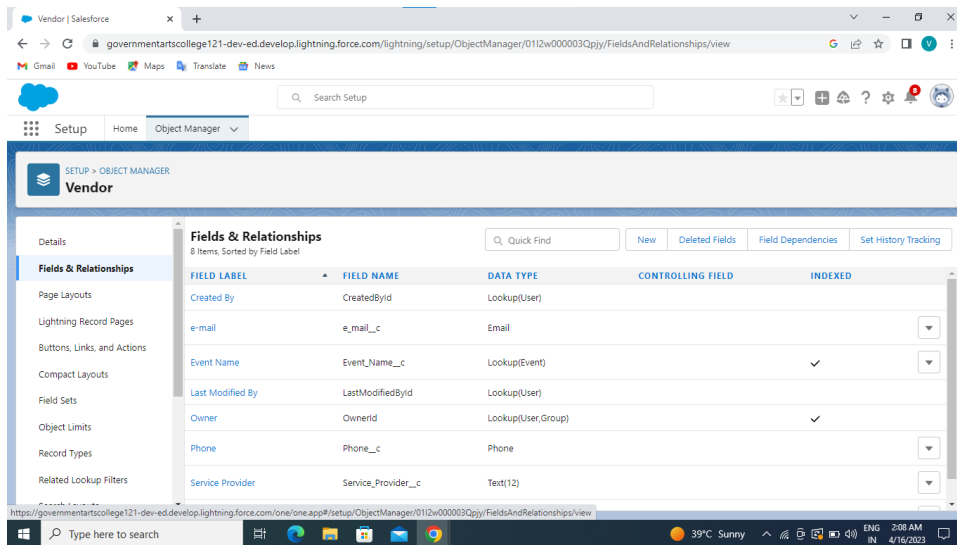
Activity 4:

Fields for the Speakers object:



Activity 5:

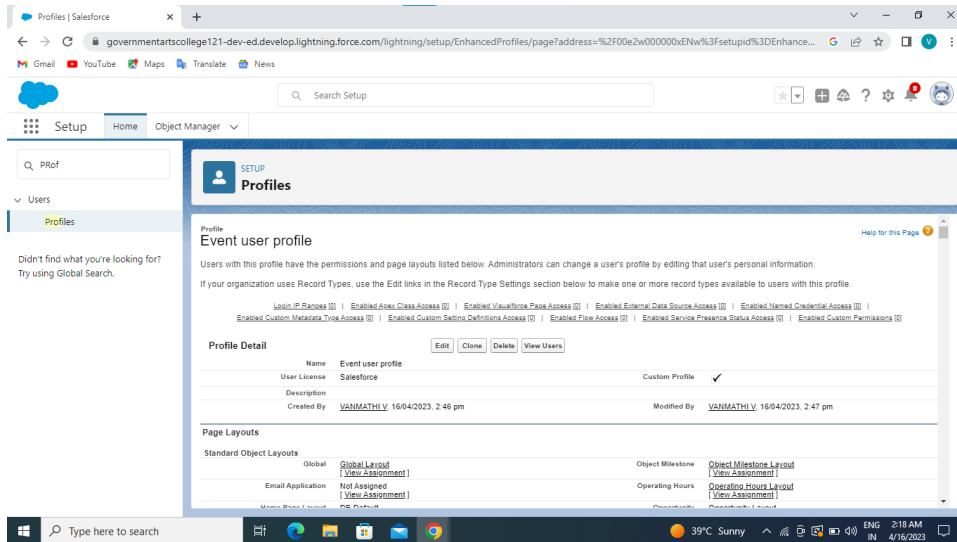
Fields for the Vendors object:



Milestone 5 –Profile:

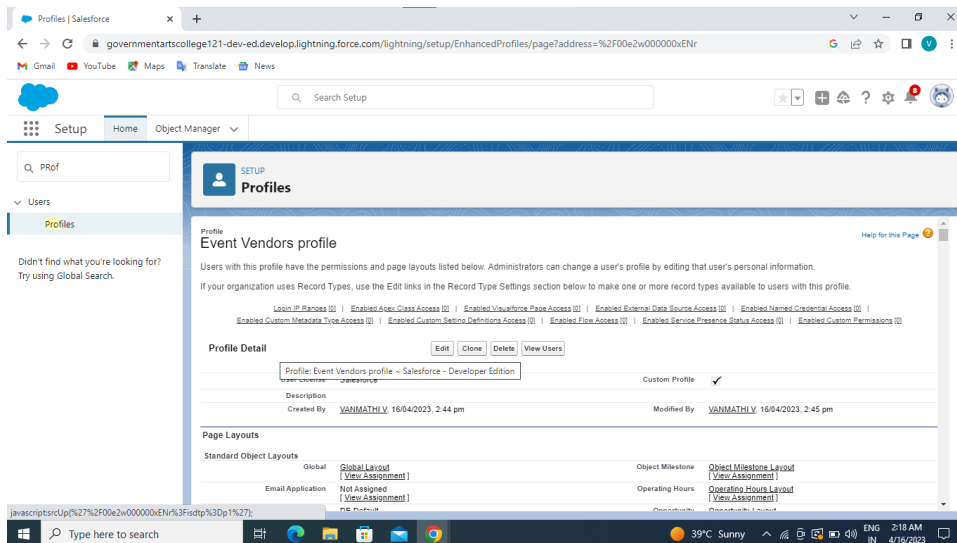
Activity 1:

Event user profile:



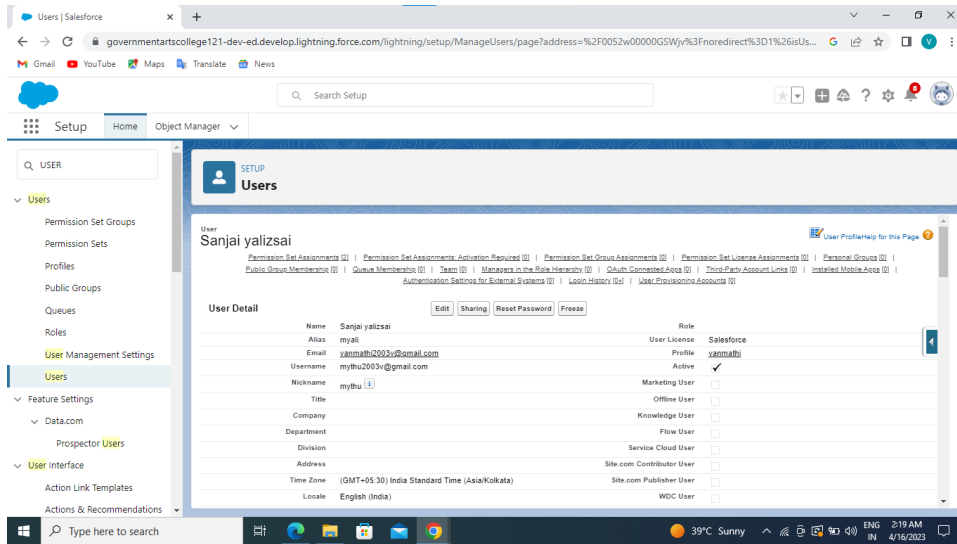
Activity 2:

Event vendors profile:

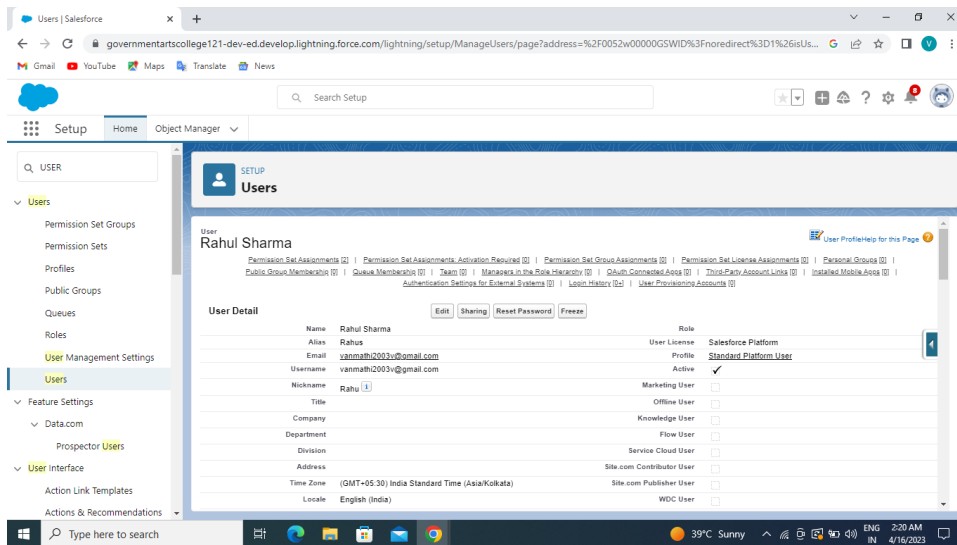


Milestone 6 –User:

Activity 1:

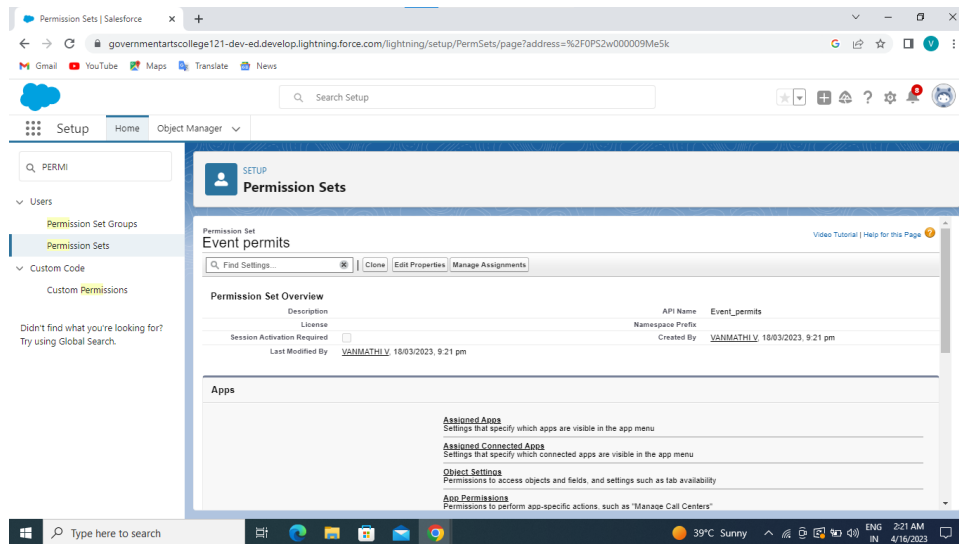


Activity 2:

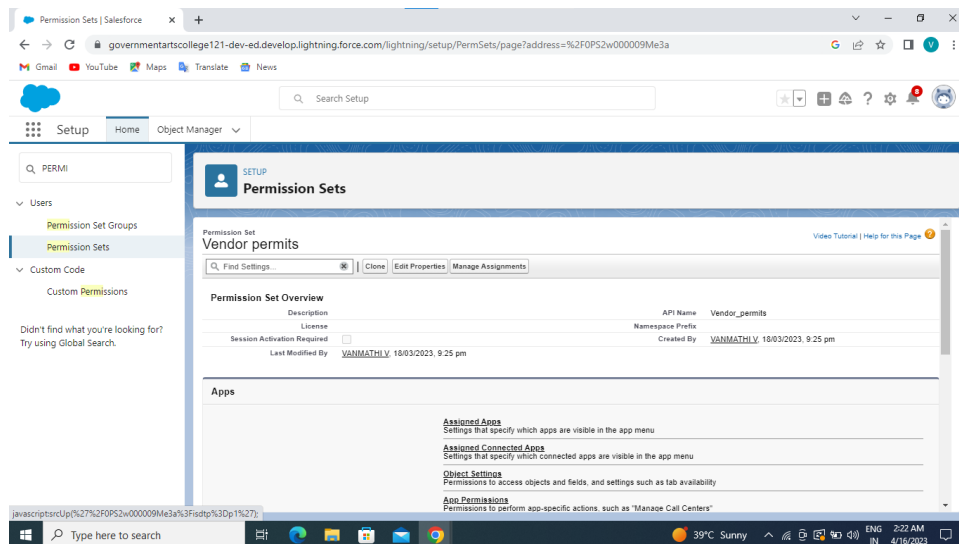


Milestone 7- Permission sets:

Activity 1:

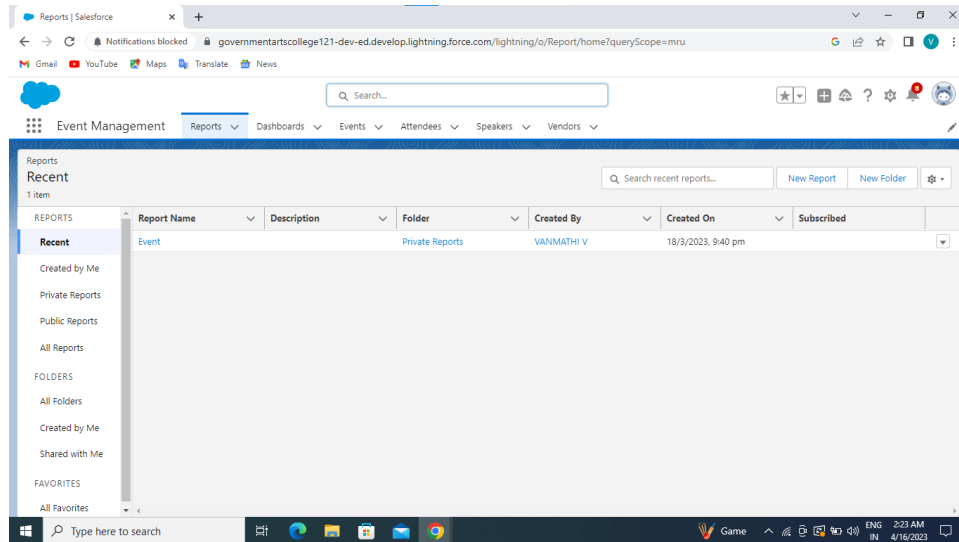


Activity 2:



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.**

