

Problem Statement: Salesforce Event Registration & Feedback App

Event management is a critical function for organizations, institutions, and communities. Whether it's workshops, seminars, conferences, or social gatherings, each event involves multiple moving parts — from planning and promotion to attendee registration, communication, and post-event feedback. Despite its importance, most small and mid-sized organizations still rely on a patchwork of spreadsheets, emails, and third-party forms to handle these tasks.

This fragmented approach creates several challenges:

1. Inefficient Registration Processes

Attendee registration is often handled manually or through separate online forms with no direct integration into a centralized system. This results in scattered data, duplicate entries, and inconsistent attendee information.

Organizers spend hours cleaning up and merging spreadsheets before each event.

2. Inconsistent and Delayed Communication

Sending confirmation emails, reminders, or updates to attendees is usually done manually. When reminders go out late — or not at all — attendees miss important details, and engagement drops. This reduces the professionalism and reliability of the event experience.

3. Disconnected Feedback Collection

Feedback forms are typically created in external tools (Google Forms, SurveyMonkey, etc.), which are disconnected from attendee records. Analyzing this feedback requires manual data export and compilation. This not only wastes time but also delays insights that could improve future events.

4. Lack of Real-Time Insights and Reporting

Because all these functions are spread across different tools, organizers cannot see real-time attendance numbers, engagement metrics, or feedback summaries in one place. Management loses out on actionable insights, and event quality stagnates over time.

5. Impact on Attendee Experience

Disorganized registration, poor communication, and slow feedback handling leave attendees with a fragmented and unprofessional impression of the event. This can reduce repeat attendance, lower satisfaction scores, and harm the organization's reputation.

The Need for a Unified System

Organizations need a single, integrated platform that manages all aspects of event organization — registration, communication, and feedback — in one place. Such a system should automate repetitive tasks (like

confirmation and reminder emails), store all data in a centralized database, and provide dashboards for instant analytics.

This Project Provides the Solution

The Salesforce Event Registration & Feedback App addresses all these challenges by:

- Centralizing event, attendee, and feedback data within Salesforce.
- Automating registration confirmations, pre-event reminders, and post-event feedback requests.
- Allowing feedback to be directly linked to attendee and event records.
- Providing organizers with real-time reports and dashboards to measure attendance, engagement, and satisfaction.
- Optionally integrating AI to analyze feedback sentiment and summarize comments automatically.

This unified system reduces manual work, eliminates errors, speeds up communication, and improves the attendee experience — all while giving organizers powerful analytics to refine future events.