** Project Title: Event Management System**

* **Project Type: Business Application Development**
* **Target users: Event organizers, Attendees, Vendors, Sponsors, Technical Team**

**1. Requirement Gathering**

* **Objective:** Identify the key needs and expectations for the event management system.
* **Key Requirements:**
  + Event creation and scheduling (single or recurring events).
  + Attendee registration and ticketing.
  + Venue management and resource allocation.
  + Communication tools (email/SMS notifications, reminders).
  + Payment processing and invoicing.
  + Reporting and analytics (attendance, revenue, feedback).
  + Integration with calendars and social media.
  + User roles and permissions (organizers, attendees, vendors).

**2. Stakeholder Analysis**

* **Primary Stakeholders:**
  + **Event Organizers:** Need tools to plan, manage, and track events efficiently.
  + **Attendees:** Require easy registration, ticket purchase, and event updates.
  + **Vendors/Suppliers:** Need access to event schedules and resource allocation.
  + **Sponsors:** Interested in visibility and engagement metrics.
  + **Technical Team:** Responsible for system development and maintenance.
* **Stakeholder Interests & Influence:**
  + Organizers have high influence and critical needs.
  + Attendees influence user experience and adoption.
  + Vendors and sponsors impact event success and revenue.
  + Coordination meetings with vendors and sponsors.

**3. Business Process Mapping**

* **Current Processes:**
  + Manual event scheduling and coordination.
  + Paper-based or disparate registration systems.
  + Separate communication channels for updates.
  + Manual tracking of payments and attendance.
* **Process Mapping:**
  + Visualize workflows from event creation to post-event feedback.
  + Identify bottlenecks such as delayed communication or double bookings.
* **Improvement Opportunities:**
  + Automate registration and ticketing.
  + Centralize communication and notifications.
  + Real-time resource and venue management.

**4. Industry-specific Use Case Analysis**

* **Common Use Cases:**
  + Conferences and seminars with multiple sessions.
  + Concerts and entertainment events requiring ticketing.
  + Corporate events with restricted access and VIP management.
  + Virtual/hybrid events with online participation.
* **Industry Trends:**
  + Increasing demand for mobile-friendly registration.
  + Integration with virtual event platforms.
* **Regulatory Considerations:**
  + Data privacy compliance (e.g., GDPR).
  + Payment security standards (PCI DSS).

**5. AppExchange Exploration (Salesforce Context)**

* **Existing Solutions:**
  + Explore event management apps like Fonteva Events, Eventbrite integration, or Cvent on AppExchange.
  + Evaluate features such as registration, payment processing, and CRM integration.
* **Integration Potential:**
  + Leverage Salesforce CRM for attendee management and marketing automation.
  + Use AppExchange apps to reduce development time and cost.
* **Customization Needs:**
  + Assess gaps between out-of-the-box solutions and specific business requirements.
  + Plan for custom development or configuration.