

# **REPORT FOR BUILD AN EVENT MANAGEMENT**

## **1 INTRODUCTION**

### **1.1 Overview**

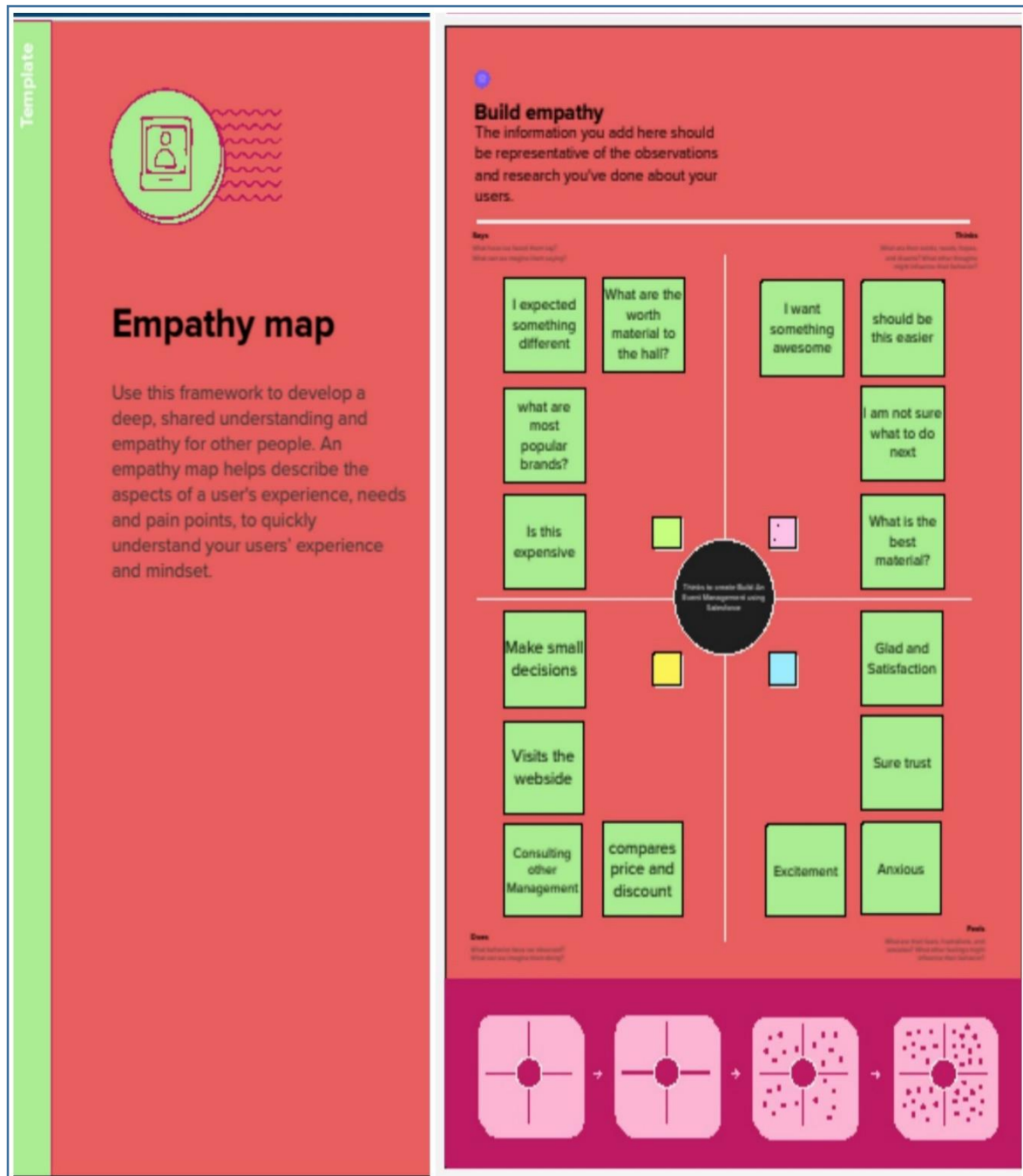
Event management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.

### **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<https://trailblazer.me/id/yuvks>



## 2.2 Ideation & Brainstorming

[illegible]

### Group Work

Students identify your class with working models to represent ideas in your classroom and how they have grown. You will share a working model for each of the four themes in the class, and you will have a group of students who will be responsible for each theme.

1. Identify the theme

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### 3 RESULT

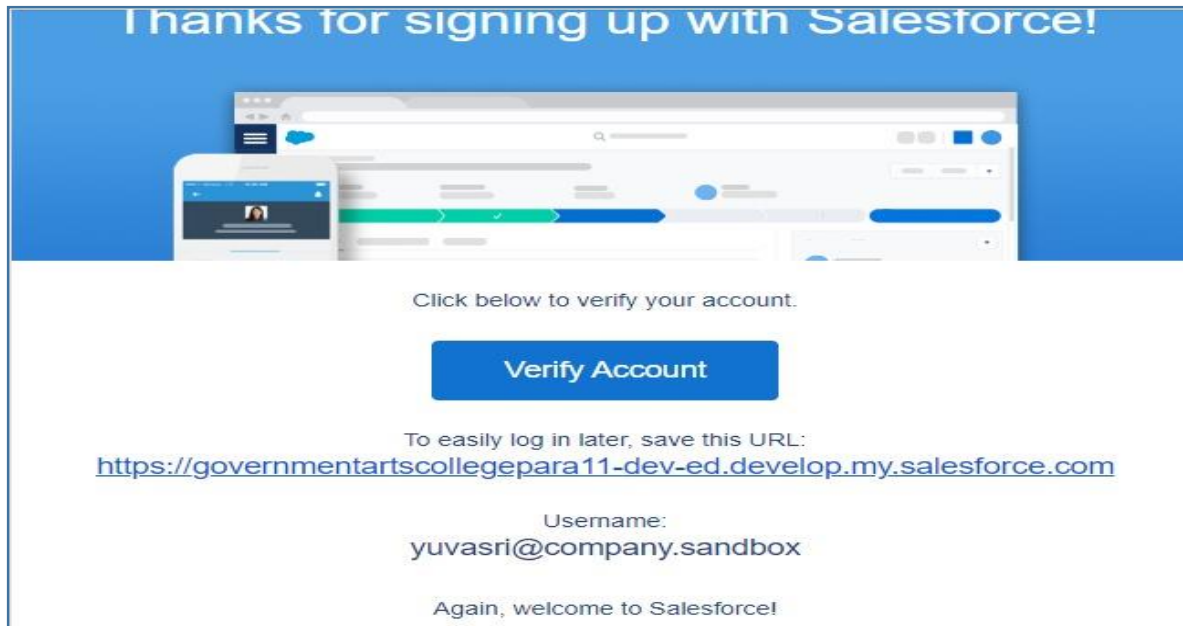
#### 3.1 Data Model:

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

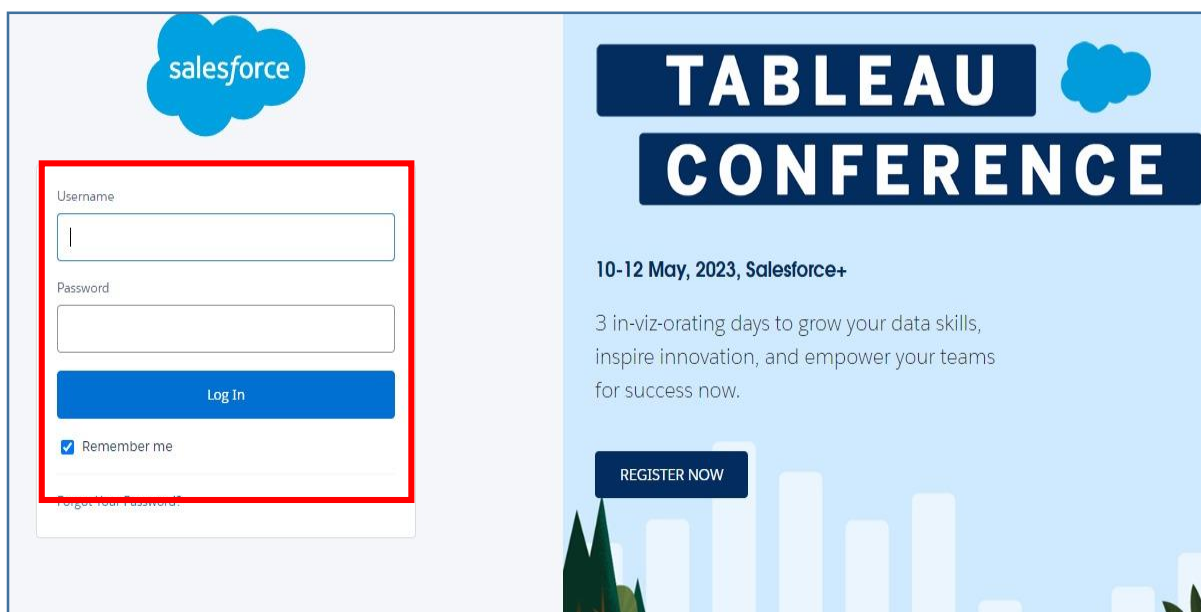
## 3.2 Activity & Screenshot

### 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 Definition Edit' section is active. The 'Custom Object Information' section contains the following fields:

- Label:** Event (Example: Account)
- Plural Label:** Events (Example: Accounts)
- Object Name:** Event (Example: Account)
- Description:** (Empty text area)
- Context Sensitive Help Setting:** Open the standard Salesforce.com Help & Training window (Selected)
- Content Name:** --None--

The 'Label' and 'Plural Label' fields are highlighted with a red box. A red arrow points to the 'Label' field, and a red arrow points to the 'Plural Label' field. A red box also highlights the 'Object Name' field.

### Activity 2: Creation of Attendee Object

The screenshot shows the 'New Custom Object' page in Salesforce Setup. The 'Custom Object Definition Edit' section is active. The 'Custom Object Information' section contains the following fields:

- Label:** Attendee (Example: Account)
- Plural Label:** Attendees (Example: Accounts)
- Object Name:** Event (Example: Account)
- Description:** (Empty text area)
- Context Sensitive Help Setting:** Open the standard Salesforce.com Help & Training window (Selected)
- Content Name:** --None--

The 'Label' and 'Plural Label' fields are highlighted with a red box. A red arrow points to the 'Label' field, and a red arrow points to the 'Plural Label' field. A red box also highlights the 'Object Name' field.

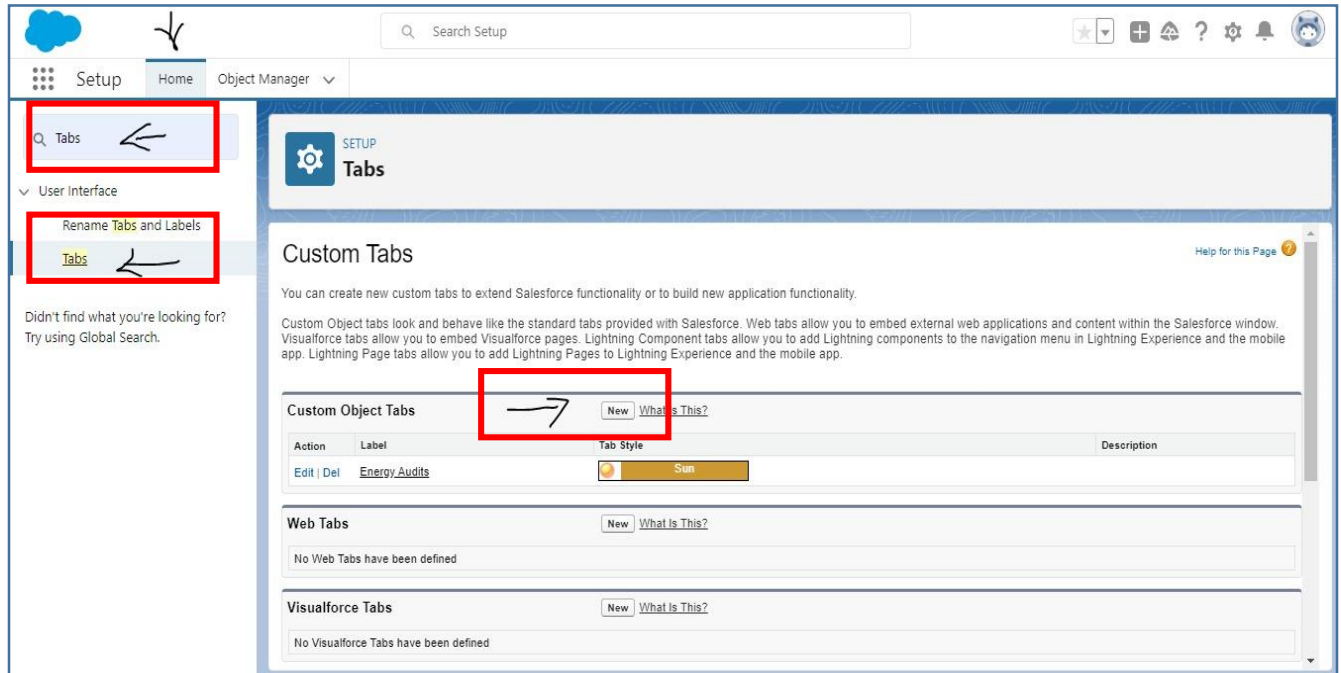
## Activity 3: Creation of Speaker Object

The screenshot shows the 'New Custom Object' setup page in Salesforce. The page title is 'New Custom Object'. Below the title, there is a message: '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](#)'. The main section is 'Custom Object Definition Edit', which includes a 'Custom Object Information' tab. The 'Label' field is 'Speaker' (Example: Account), and the 'Plural Label' field is 'speakers' (Example: Accounts). The 'Object Name' field is 'Speaker' (Example: Account). The 'Description' field is empty. A red box highlights the 'Label' and 'Plural Label' fields. Arrows point from the text 'The singular and plural labels are used in tabs, page layouts, and reports' to the 'Label' and 'Plural Label' fields, and from 'The Object Name is used when referencing the object via the API' to the 'Object Name' field.

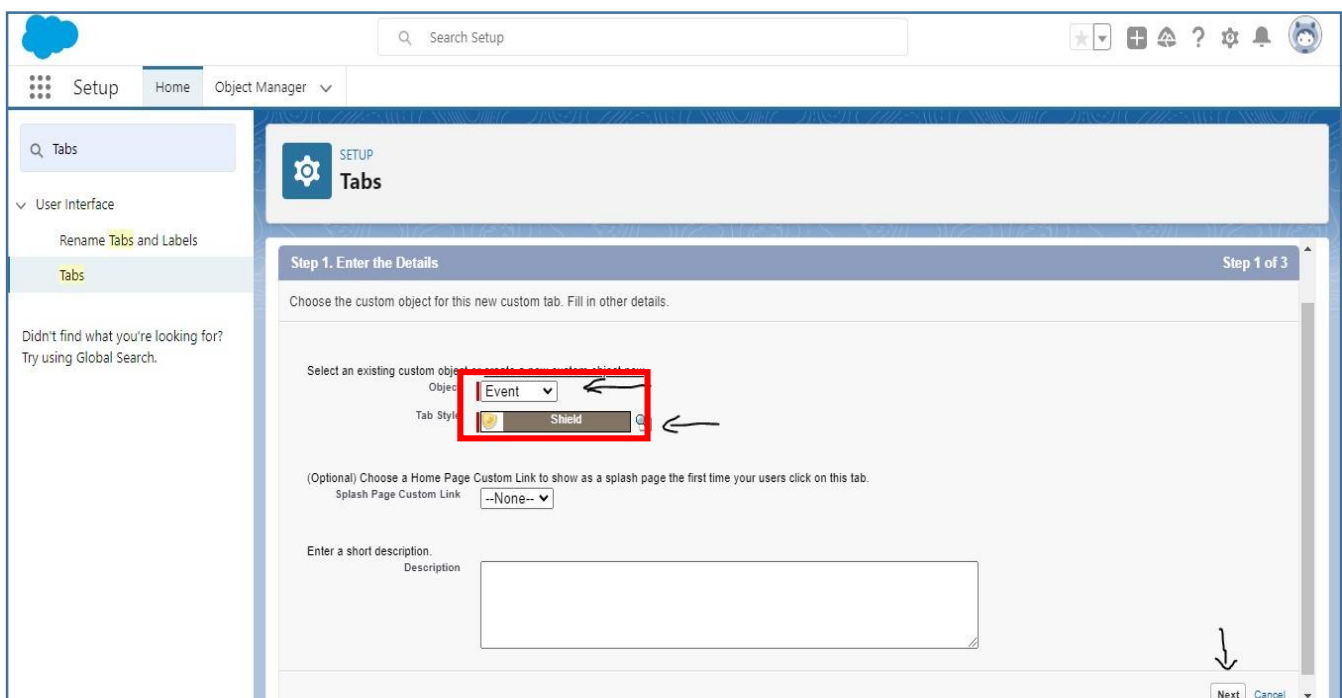
## Activity 4: Creation of Vendor Object

The screenshot shows the 'New Custom Object' setup page in Salesforce. The page title is 'New Custom Object'. Below the title, there is a message: '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](#)'. The main section is 'Custom Object Definition Edit', which includes a 'Custom Object Information' tab. The 'Label' field is 'Vendor' (Example: Account), and the 'Plural Label' field is 'Vendors' (Example: Accounts). The 'Object Name' field is 'Vendor' (Example: Account). The 'Description' field is empty. A red box highlights the 'Label' and 'Plural Label' fields. Arrows point from the text 'The singular and plural labels are used in tabs, page layouts, and reports' to the 'Label' and 'Plural Label' fields, and from 'The Object Name is used when referencing the object via the API' to the 'Object Name' field.

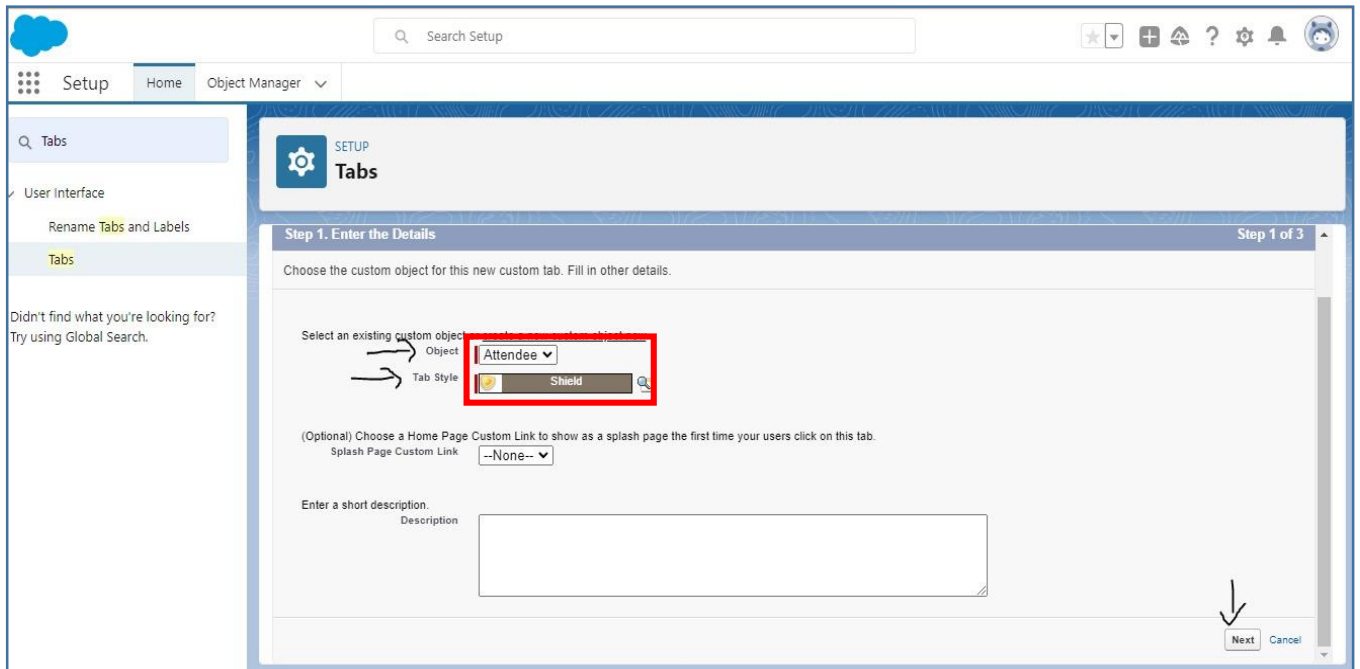
## Milestone-2: Tab



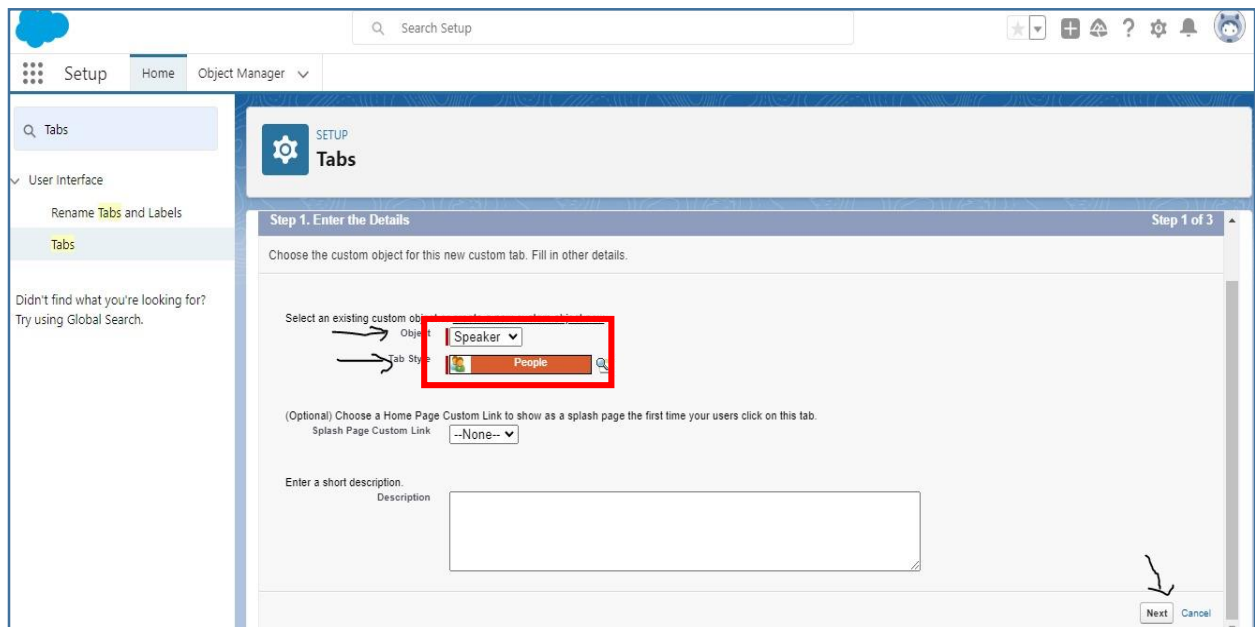
## Activity 1: Creation of Event Tab







## Activity3: Creation of Speaker Tab



## Activity 4: Creation of Vendor Tab

The screenshot shows the Salesforce Setup interface. On the left, the navigation menu is open, showing 'Setup' > 'Home' > 'Object Manager'. The 'Tabs' section is highlighted. 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.' Under 'Select an existing custom object', the 'Vendor' dropdown is selected and highlighted with a red box. Below it, the 'Tab Style' dropdown is set to 'Laptop'. The 'Splash Page Custom Link' is set to '--None--'. There is a text area for 'Enter a short description'. At the bottom right, there are 'Next' and 'Cancel' buttons.

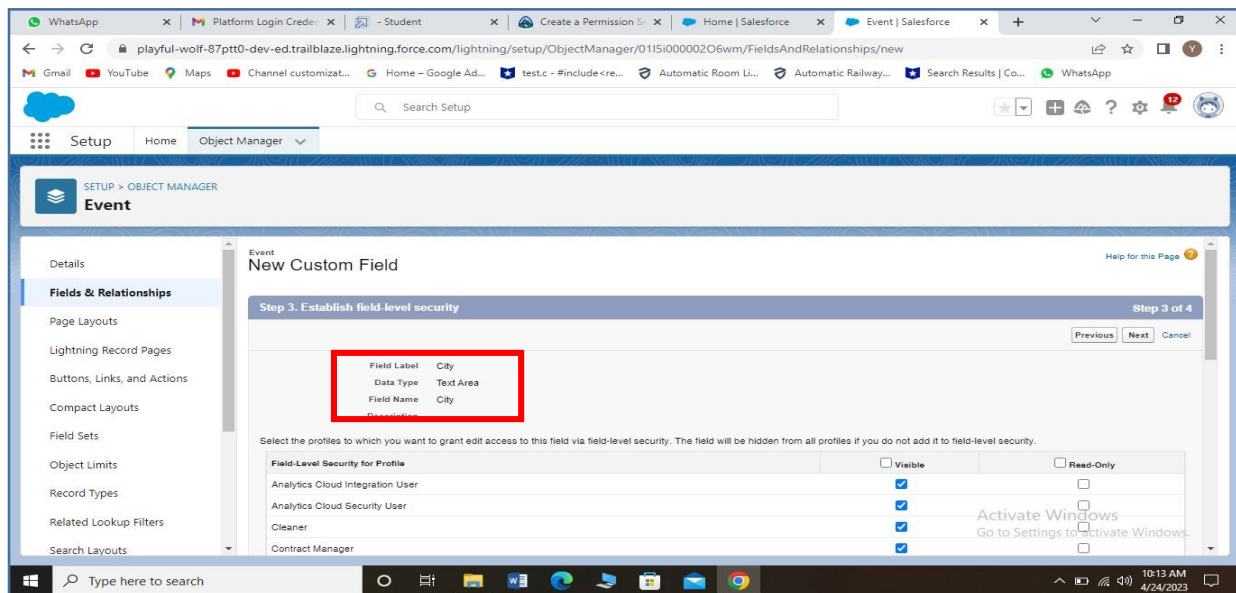
## Milestone -3: Lightning App

### Activity: Creation of Event Management Construction App

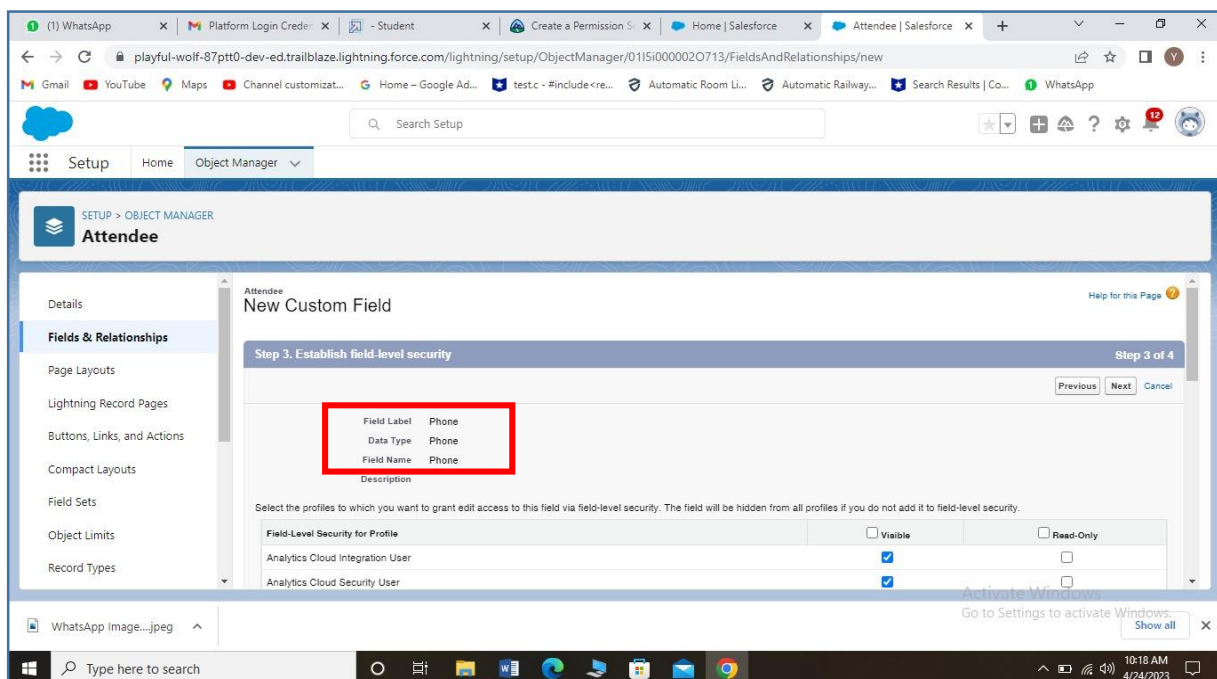
The screenshot shows the 'New Lightning App' creation interface. The title is 'App Details & Branding'. The instructions state: 'Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.' The form is divided into two sections: 'App Details' and 'App Branding'. In the 'App Details' section, the '\*App Name' field is highlighted with a red box and contains the text 'Event Management'. Below it, the '\*Developer Name' field contains 'Event\_Management'. The 'Description' field is empty. In the 'App Branding' section, there is an 'Image' upload area with an 'Upload' button. The 'Primary Color Hex Value' is set to '#0070D2'. At the bottom right, there is a 'Next' button.

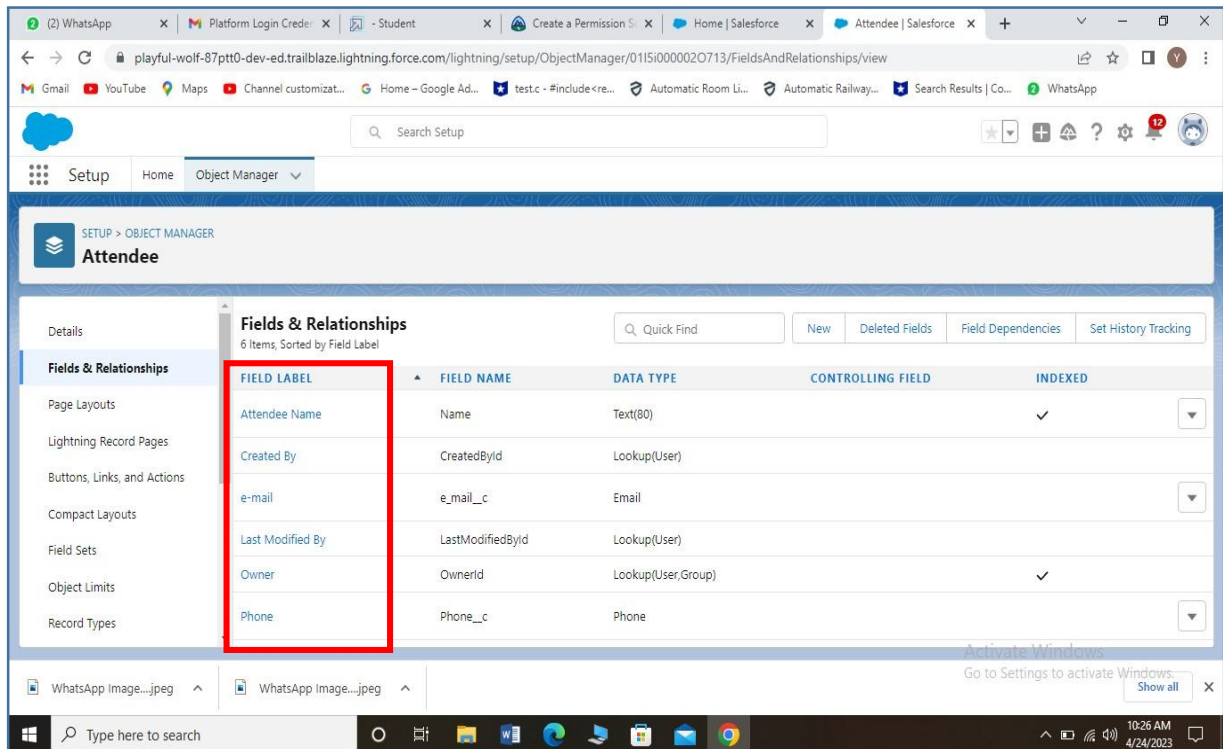
## Milestone-4: Fields and Relationship

### Activity 1: Creation of fields for the Event object

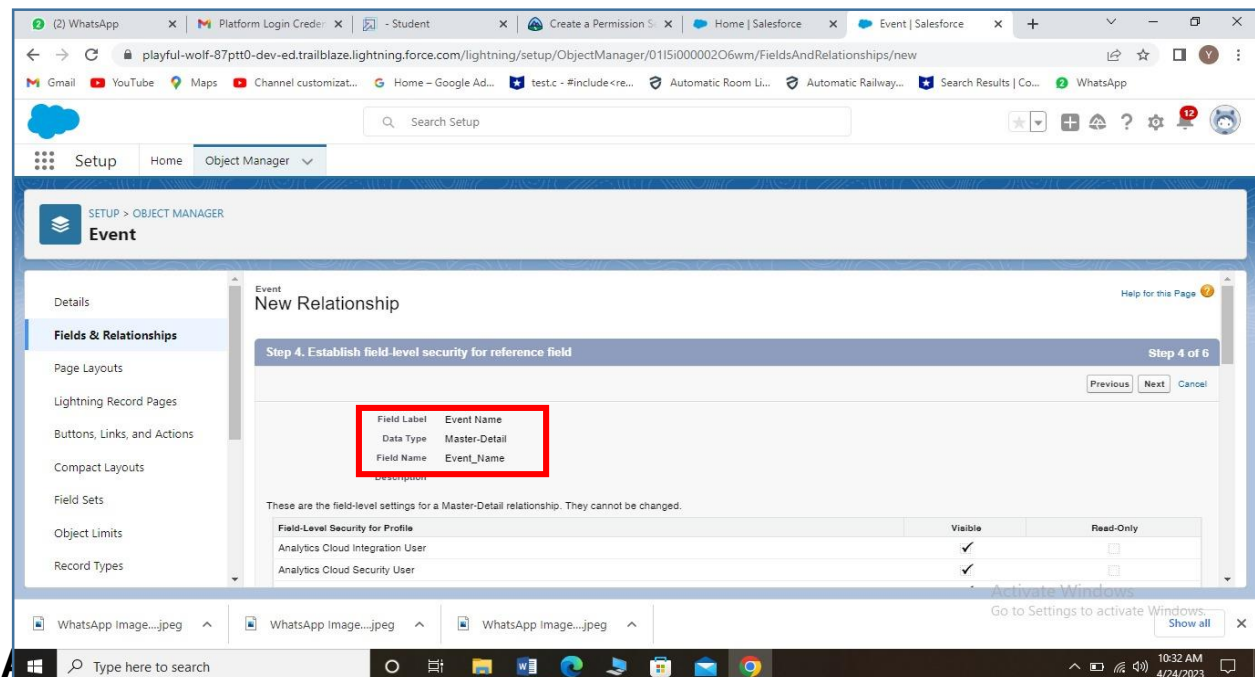


### Activity 2: Creation of fields for the Attendee objects





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



playful-wolf-87ptt0-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/0115I000002O7et/FieldsAndRelationships/new

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
Speaker

Details

**Fields & Relationships**

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

New Custom Field

Step 3. Establish field-level security

Step 3 of 4

Previous Next Cancel

Field Label	Bio
Data Type	Text Area
Field Name	Bio
Description	

Select the profiles to which you want to grant edit access to this field via field-level security. The field will be hidden from all profiles if you do not add it to field-level security.

Field-Level Security for Profile	Visible	Read-Only
Analytics Cloud Integration User	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Analytics Cloud Security User	<input checked="" type="checkbox"/>	<input type="checkbox"/>

WhatsApp Image...jpeg

Go to Settings to activate Windows. Show all

Type here to search

10:41 AM 4/24/2023

playful-wolf-87ptt0-dev-ed.trailblaze.lightning.force.com/lightning/setup/ObjectManager/0115I000002O7et/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER  
Speaker

Details

**Fields & Relationships**

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

6 Items, Sorted by Field Label

Quick Find

New Deleted Fields Field Dependencies Set History Tracking

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)		✓

WhatsApp Image...jpeg

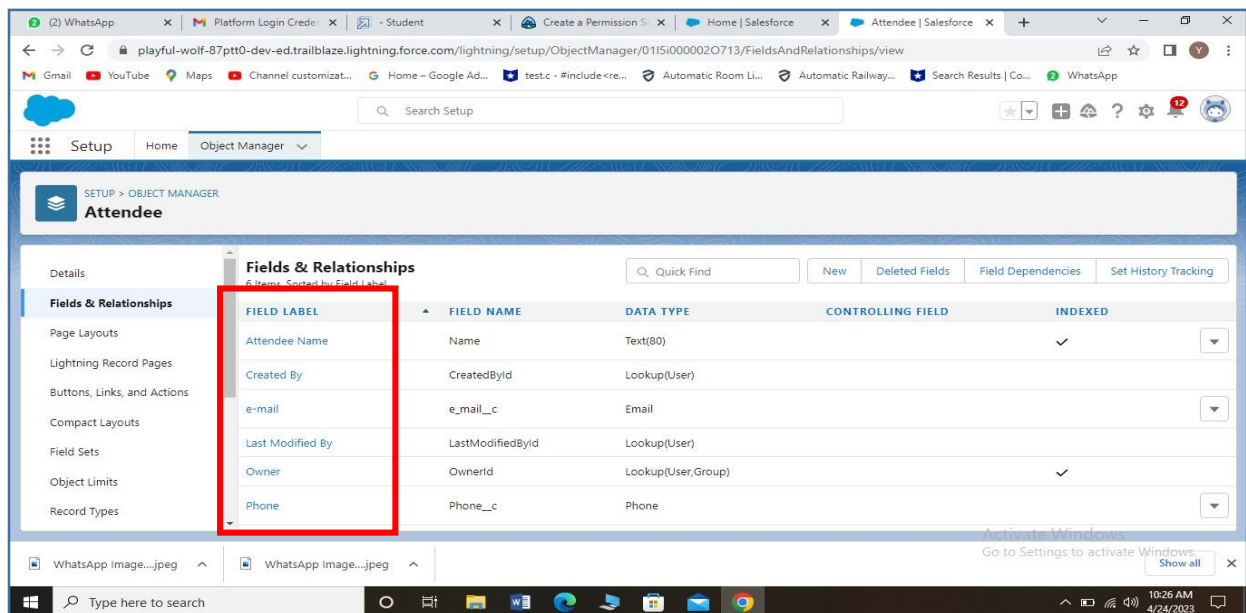
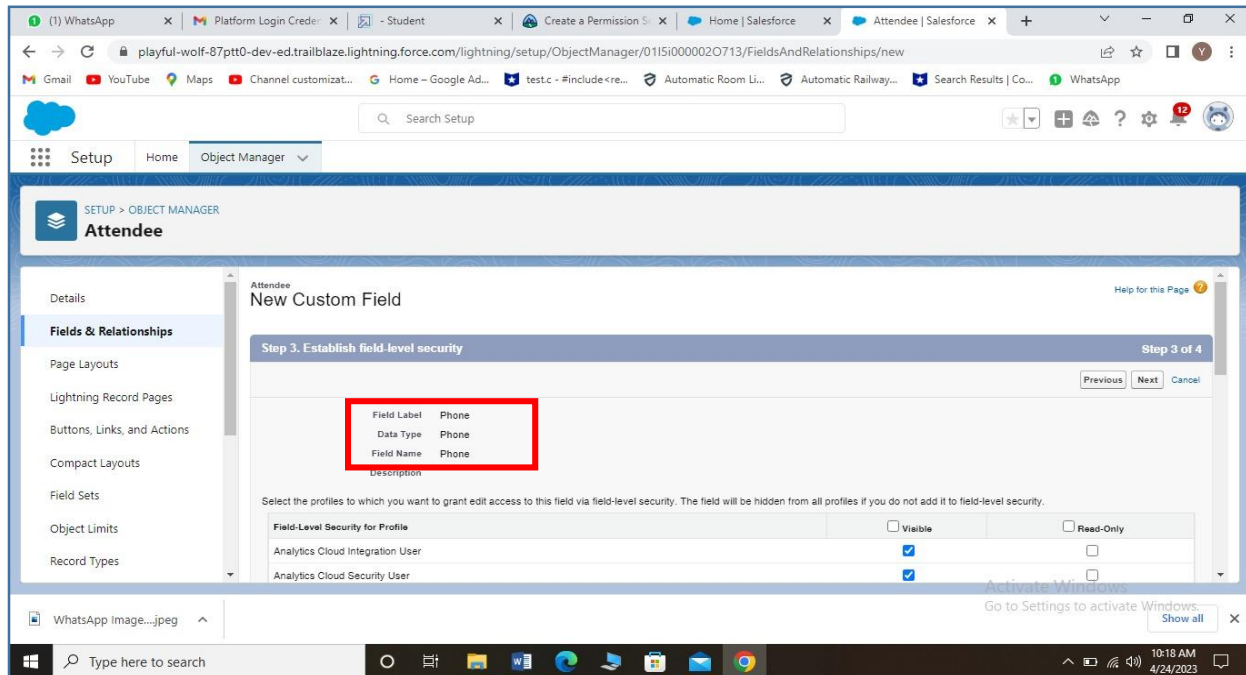
Go to Settings to activate Windows. Show all

Type here to search

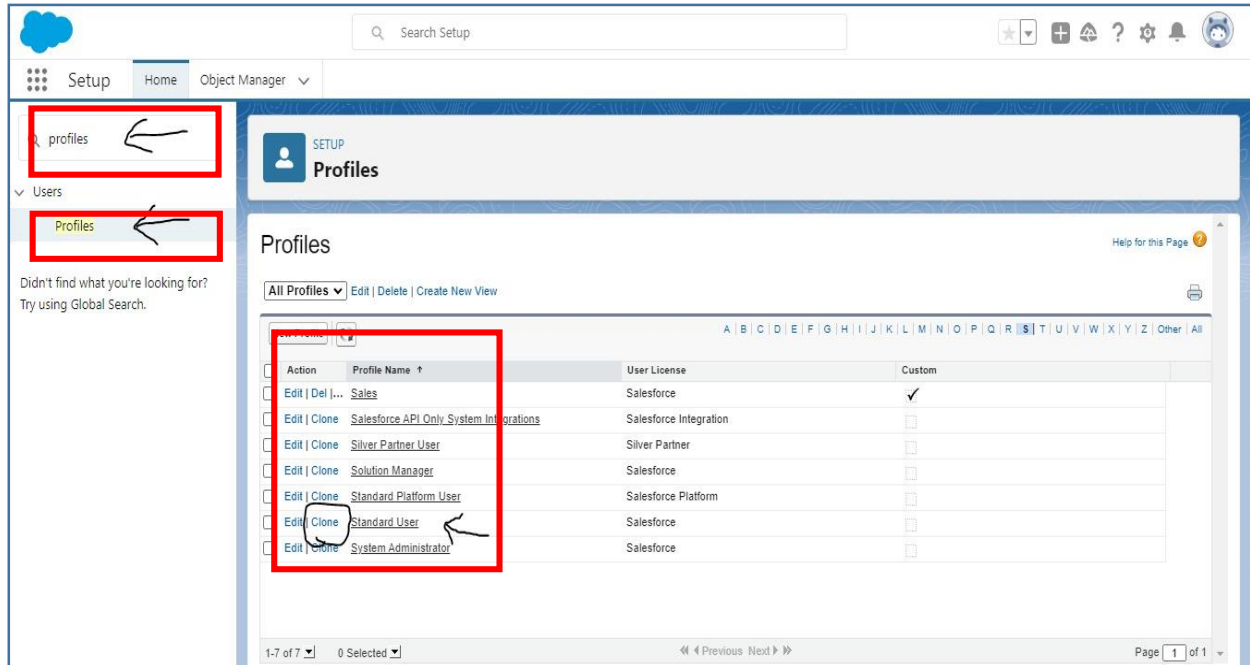
10:44 AM 4/24/2023



## Activity 5: Creation of fields for the Vendors Object



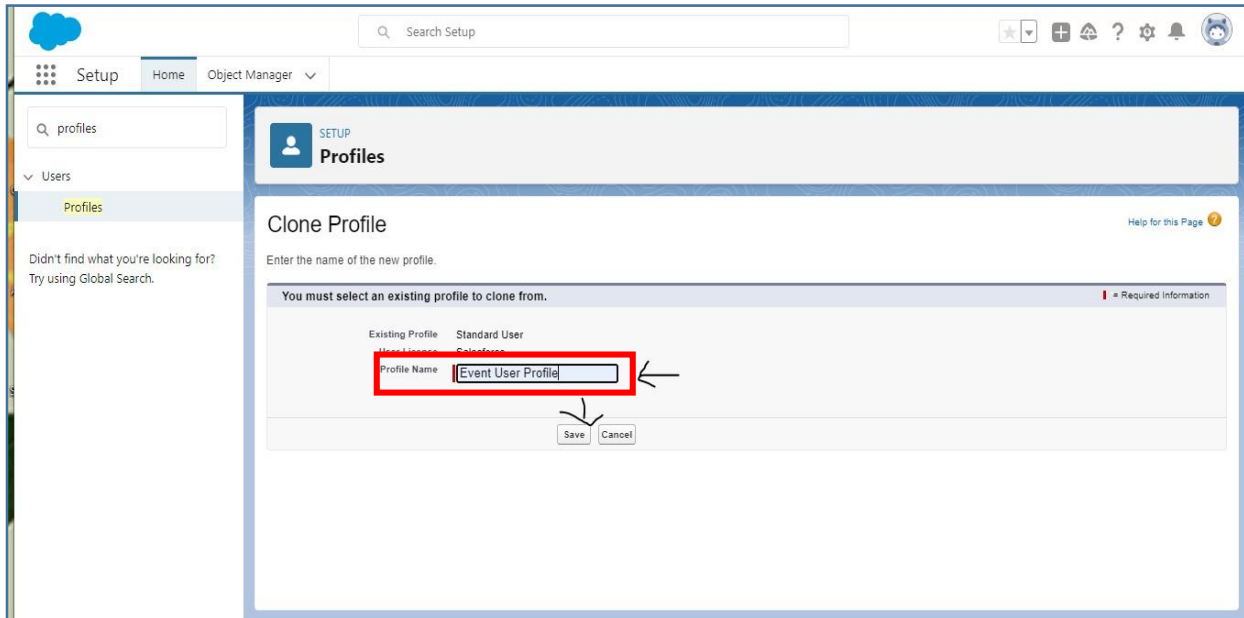
## Milestone-5: Profile



This screenshot shows the Salesforce Setup interface for the 'Profiles' section. The left sidebar contains a search bar with 'profiles' entered and a 'Profiles' link under the 'Users' category. The main content area displays a table of profiles. A red box highlights the 'Edit | Clone' link for the 'Standard User' profile, with an arrow pointing to it. Another red box highlights the search bar and 'Profiles' link in the sidebar, with an arrow pointing to the search bar. A third red box highlights the 'Standard User' profile name in the table, with an arrow pointing to it.

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

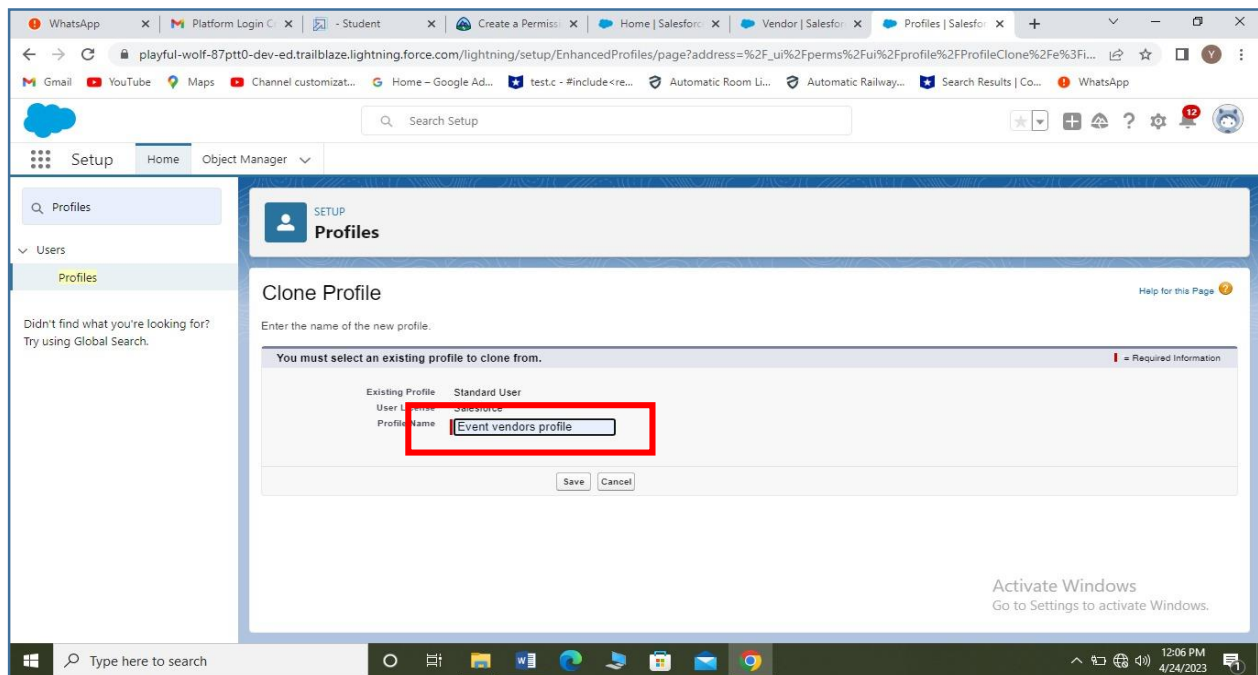
## Activity 1: Creation on Event Profile



This screenshot shows the 'Clone Profile' dialog in Salesforce Setup. The dialog prompts the user to 'Enter the name of the new profile.' and states 'You must select an existing profile to clone from.' The 'Existing Profile' dropdown is set to 'Standard User'. The 'Profile Name' input field contains 'Event User Profile' and is highlighted with a red box and an arrow. The 'Save' and 'Cancel' buttons are at the bottom.

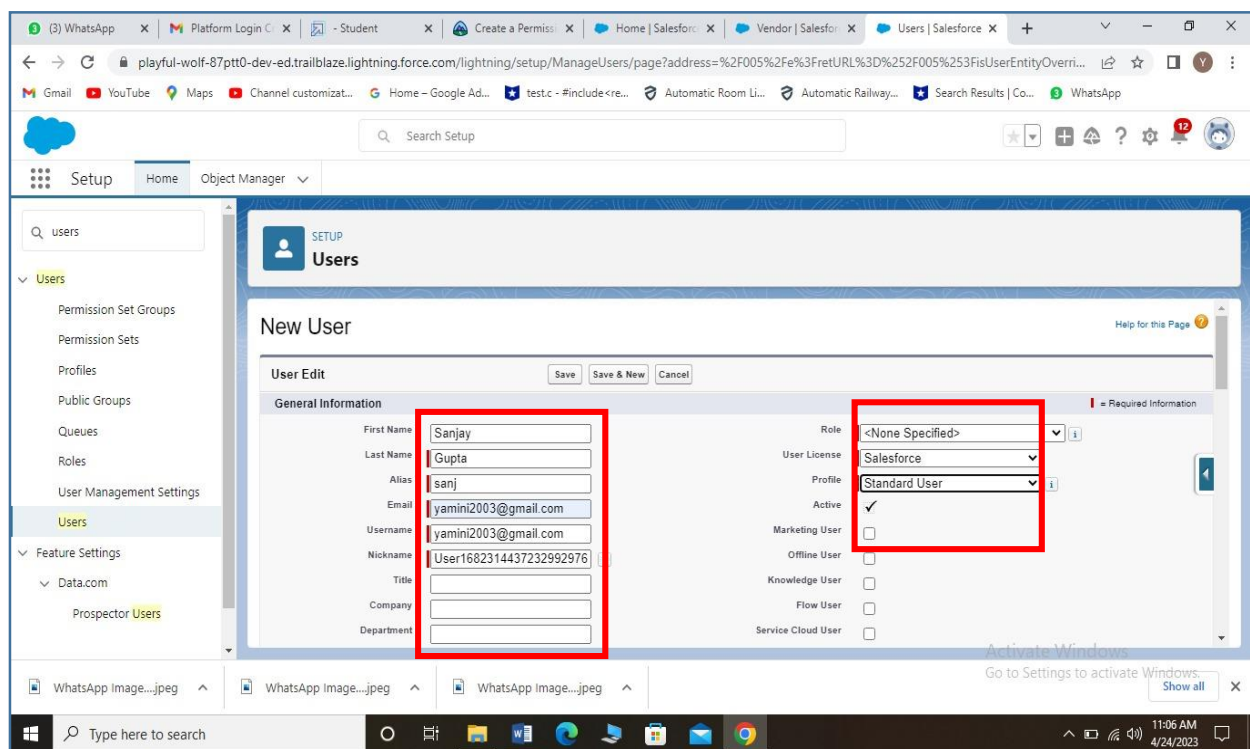
Existing Profile: Standard User  
Profile Name: Event User Profile

## Activity 2: Creation on Event Vendor Profile



## Milestone-6 User

## Activity 1: Creation of Sanjay Gupta User





## Activity 2: Creating of Rahul Sharma User

The screenshot shows the Salesforce Setup interface for creating a new user. The 'New User' form is displayed with the following details highlighted by red boxes:

- General Information:**
  - First Name: Rahul
  - Last Name: Sharma
  - Alias: rahus
  - Email: yamin2003@gmail.com
  - Username: yamin2003@gmail.com
  - Nickname: User1682314437232992976
- Role and License:**
  - Role: <None Specified>
  - User License: Salesforce
  - Profile: Standard User
- Active:** ☒

Other visible fields include Marketing User, Offline User, Knowledge User, Flow User, and Service Cloud User, all with unchecked checkboxes.

## Milestone-7 : Permission Sets

### Activity 1: Creating a Permission Set

The screenshot shows the Salesforce Setup interface for managing permission sets. The 'Permission Sets' page is displayed with the following details highlighted by red boxes:

- Search:** The search bar contains the text 'permission sets'.
- Navigation:** The 'Permission Sets' link in the left sidebar is highlighted.
- Action Buttons:** The 'New' button in the top left of the table is highlighted.

The table below lists existing permission sets:

Action	Permission Set Label	Description	License
<input type="checkbox"/>	Buyer	Allows access to the store. Lets users see products and ...	B2B Buyer Permission Set One Seat
<input type="checkbox"/>	Buyer Manager	Includes all Buyer capabilities, and allows access to man...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/>	CRM User	Denotes that the user is a Sales Cloud or Service Cloud ...	CRM User
<input type="checkbox"/>	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/>	Event Permits		
<input type="checkbox"/>	FieldServiceMobileStandardPermSet	Give your mobile workforce access to the Field Service ...	Field Service Mobile
<input type="checkbox"/>	Merchandiser	Allow access to commerce merchandising features.	Commerce Merchandiser User Permission Set License S...
<input type="checkbox"/>	Ration		Salesforce

## Activity 2: Permission Sets 2

The screenshot shows the Salesforce Setup interface for the 'Permission Sets' section. A red box highlights the search bar in the left sidebar containing the text 'permission sets'. Another red box highlights the 'Event Permits' entry in the 'Label' field of the 'Enter permission set information' form. A red arrow points from the 'Save' button at the top right of the form to the 'Event Permits' entry. The form also includes fields for 'API Name' (containing 'Event\_Permits'), 'Description', and a 'Session Activation Required' checkbox. Below the form, there is a section titled 'Select the type of users who will use this permission set' with instructions and a 'License' dropdown menu set to '--None--'.

## Milestone -8: Reports

The screenshot shows the 'Create Report' dialog in Salesforce. A red box highlights the search bar in the 'Select a Report Type' section, which contains the text 'ev'. A red arrow points from the search bar to the 'Events' report type in the list below. The list has columns for 'Report Type Name' and 'Category'. The 'Events' report type is highlighted. To the right, a 'Details' panel shows the 'Events' report type selected, with a red box around the 'Start Report' button. Below the button, it says 'Created By You' and 'No Reports Yet'.

Report Type Name	Category
Tasks and Events	Standard
Events with Invitees	Standard
Events	Standard

- 4 Trailhead Profile Public URL**  
Team Lead- <https://trailblazer.me/id/yuvks>

## **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.