

BUILD AN EVENT MANAGEMENT SYSTEM USING SALESFORCE SYSTEM

INTRODUCTION:

1.1 Overview

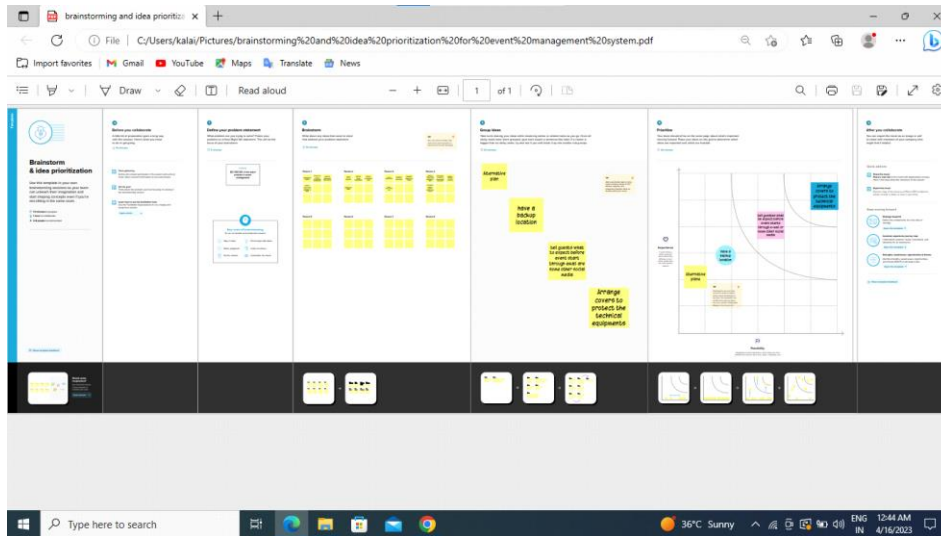
- *The project aim is to provide real-time knowledge for all the students who have basic knowledge of salesforce and looking for a real –time project. This project helps in managing the on-going and upcoming events in an organization.*

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



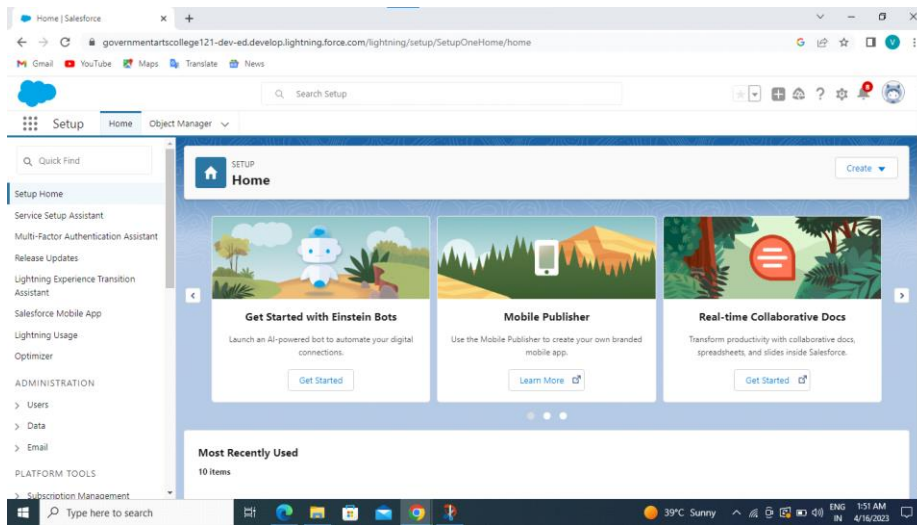
3 RESULT

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:

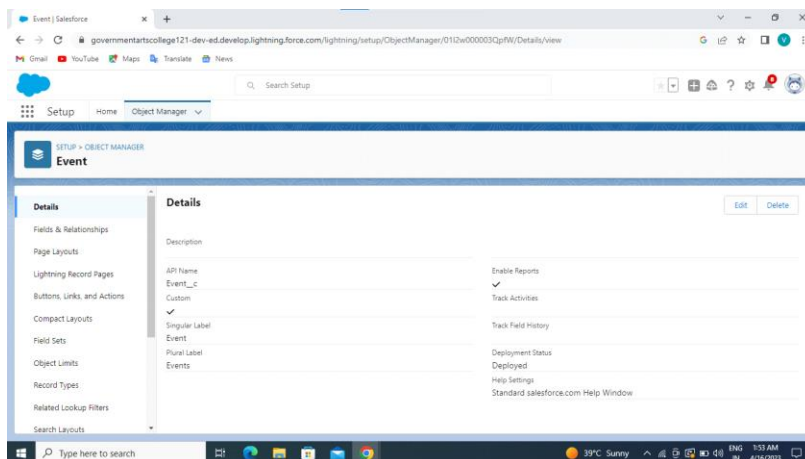
Milestone 1:



Milestone 2:Object

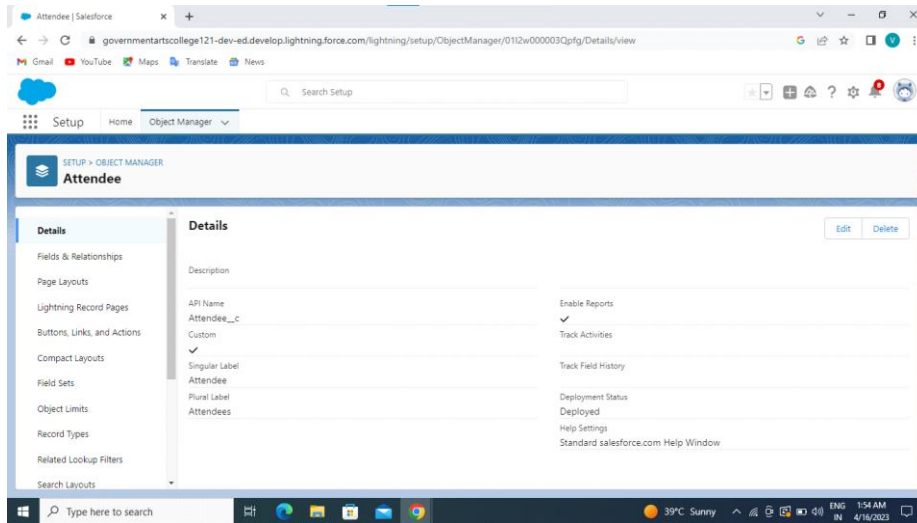
Activity 1:

Event Mangement:



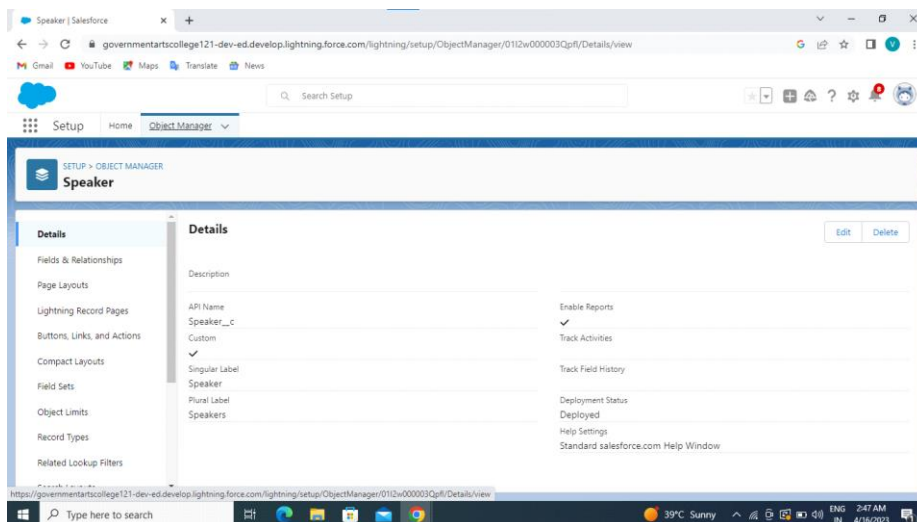
Activity 2:

Attendees Object:



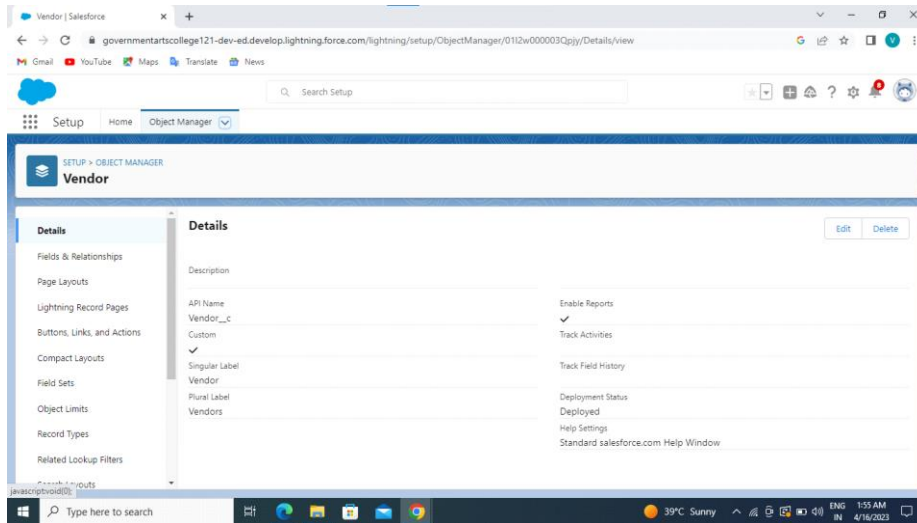
Activity 3:

Speaker Object:



Activity 4:

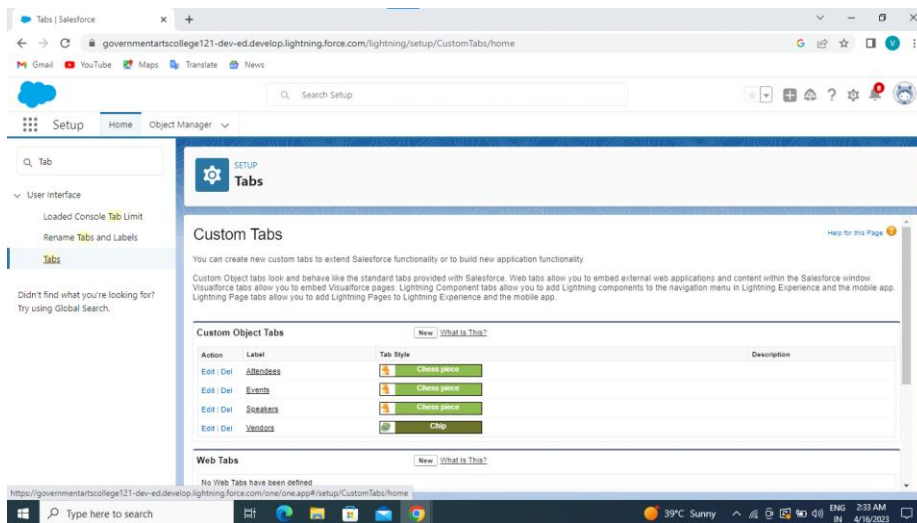
Vendors object:



Milestone 3 –Tab:

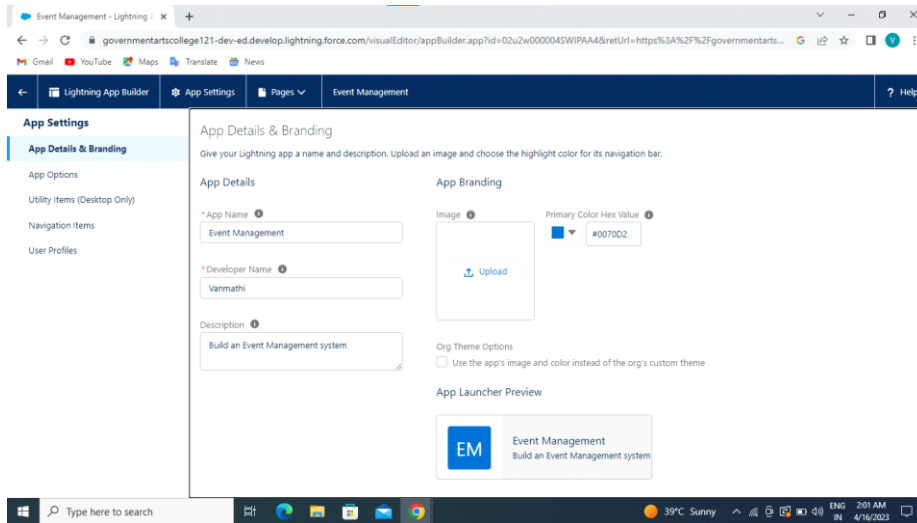
Activities 1,2,3,4:

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



Milestone 3 –Application:

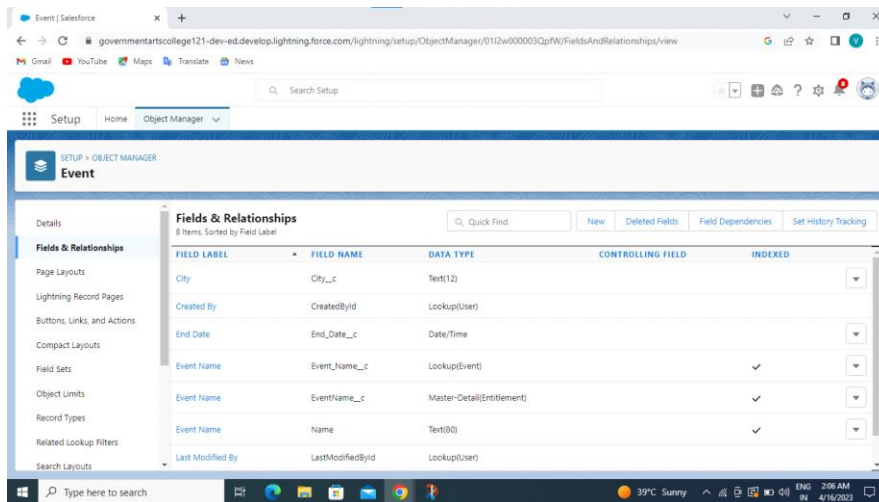
Activity:



Milestone 4-Fields:

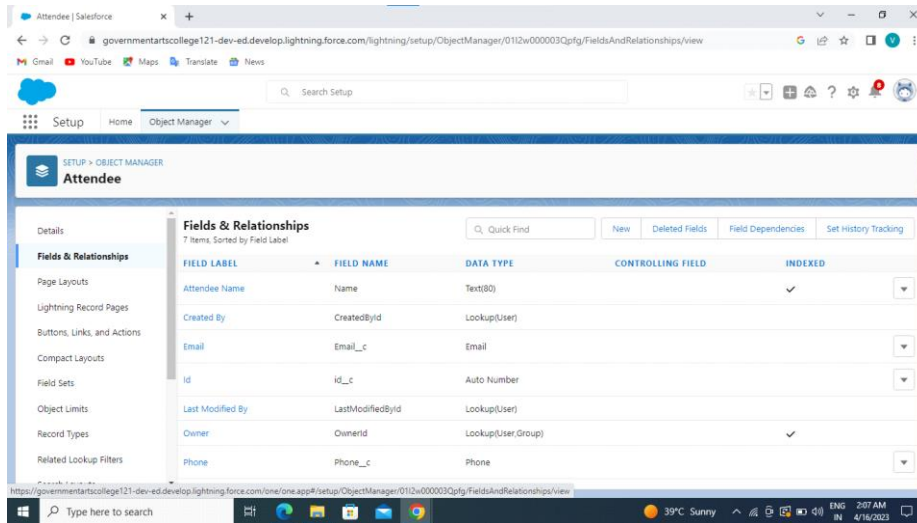
Activity 1:

Fields for the Event objects:



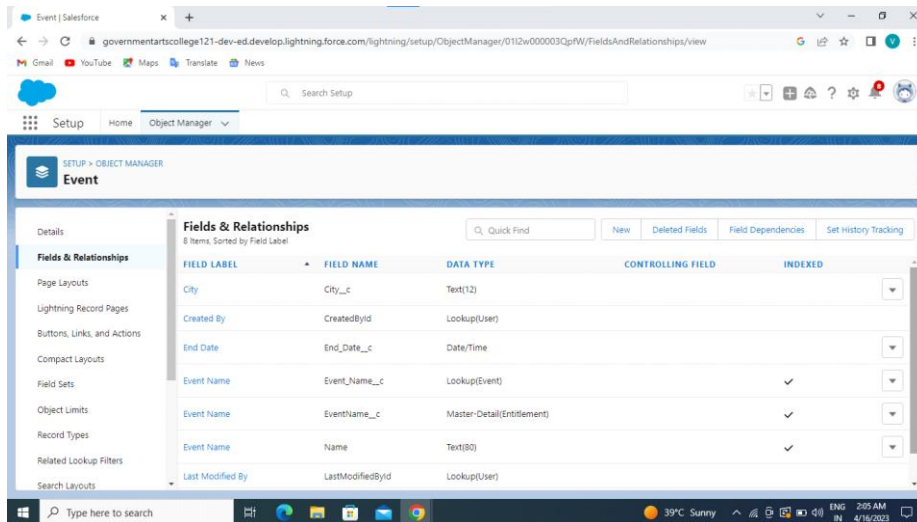
Activity 2:

Fields for the Attendees object:



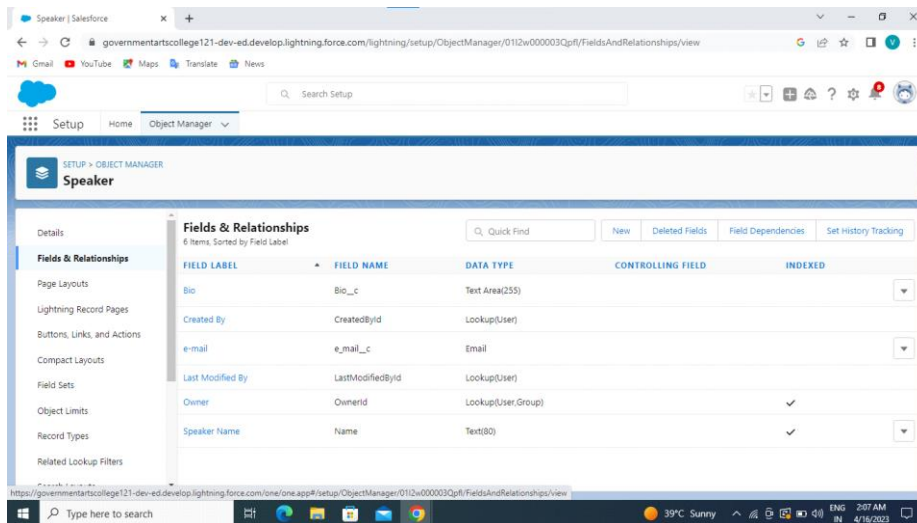
Activity 3:

Master-detail relationship with Event objects:



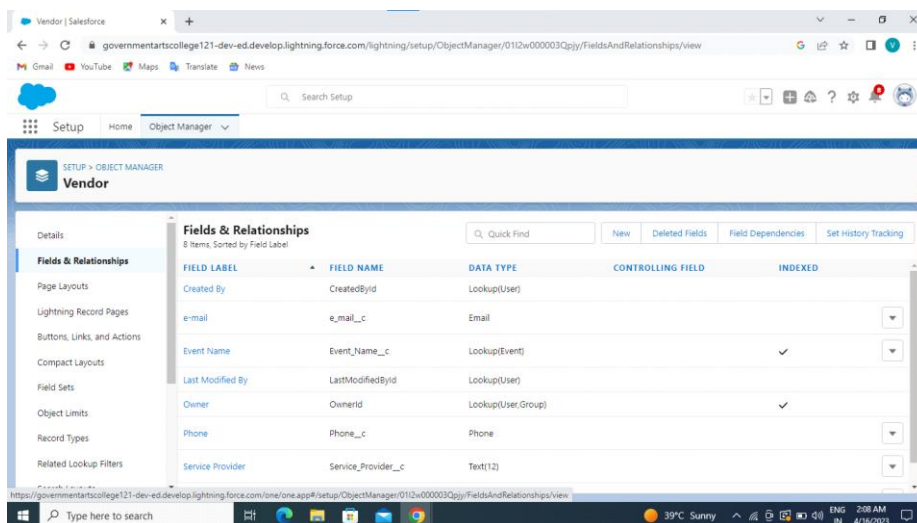
Activity 4:

Fields for the Speakers object:



Activity 5:

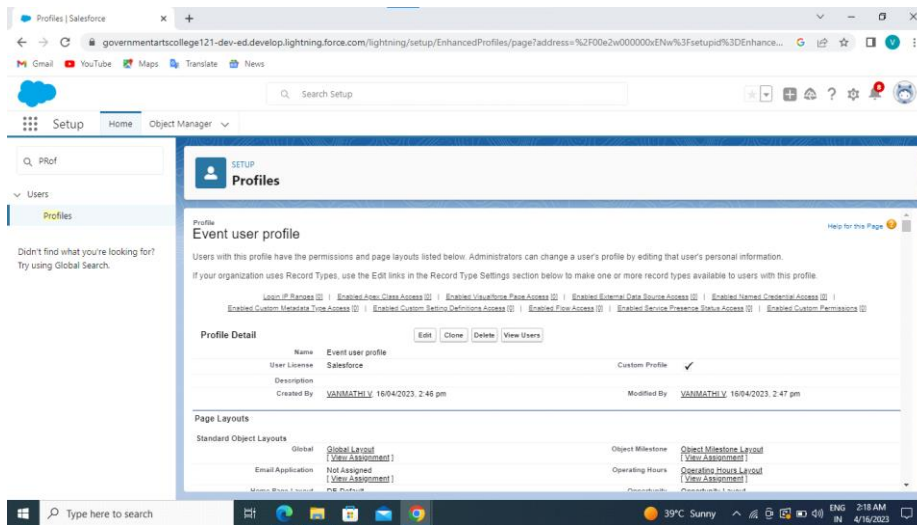
Fields for the Vendors object:



Milestone 5 –Profile:

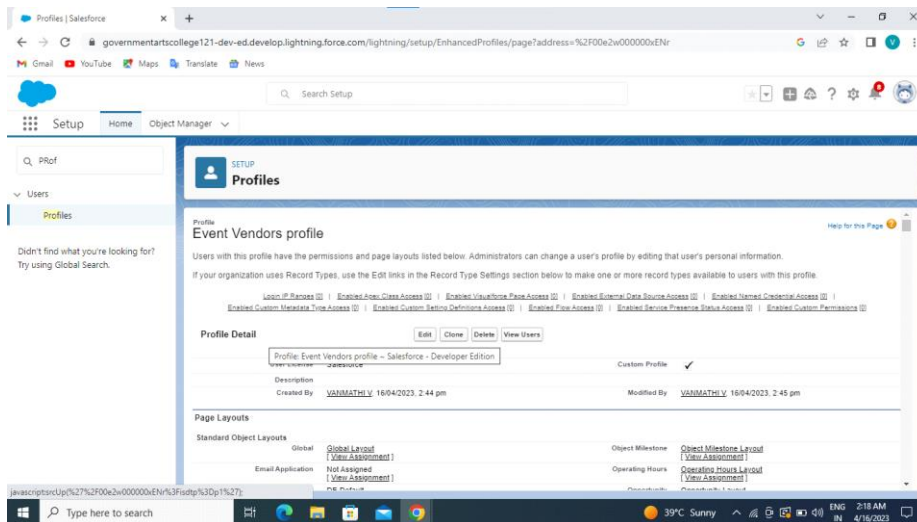
Activity 1:

Event user profile:



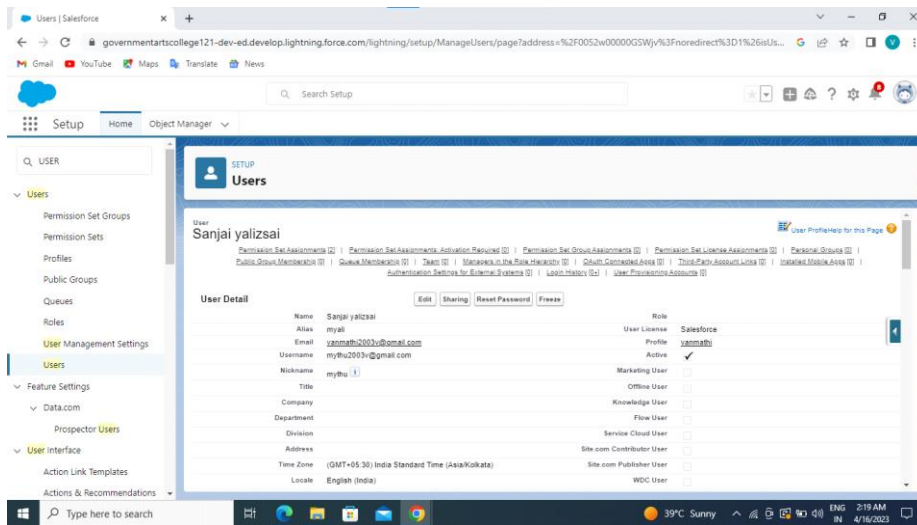
Activity 2:

Event vendors profile:

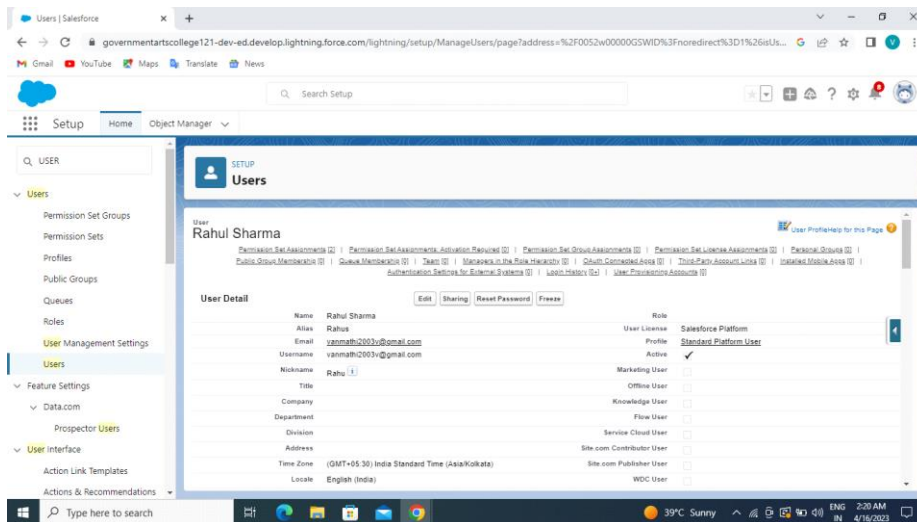


Milestone 6 –User:

Activity 1:

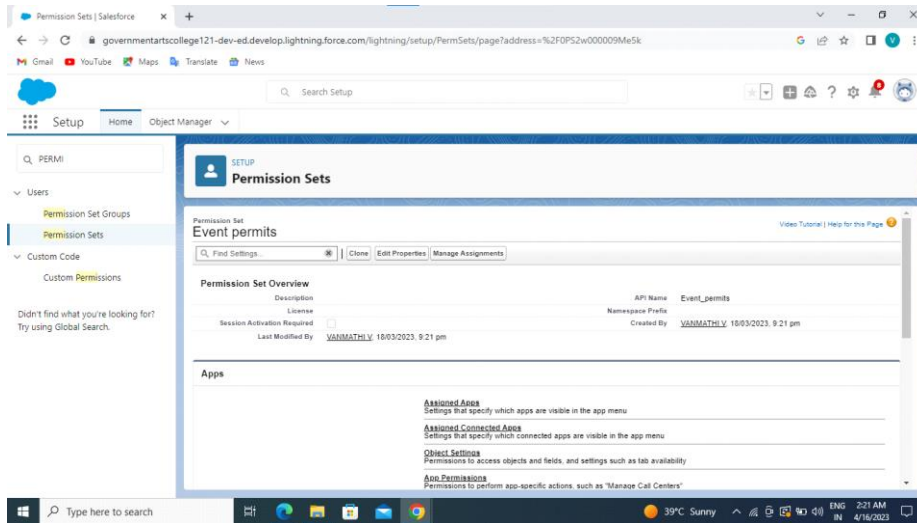


Activity 2:

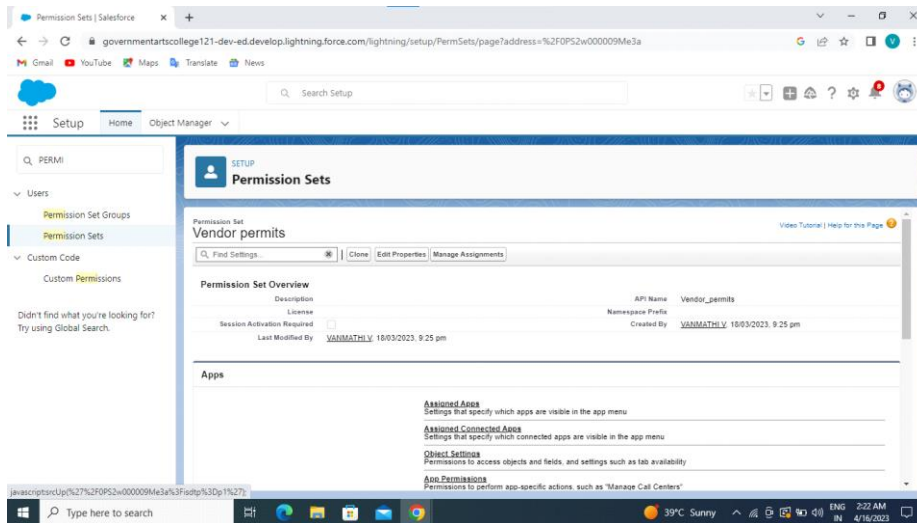


Milestone 7- Permission sets:

Activity 1:

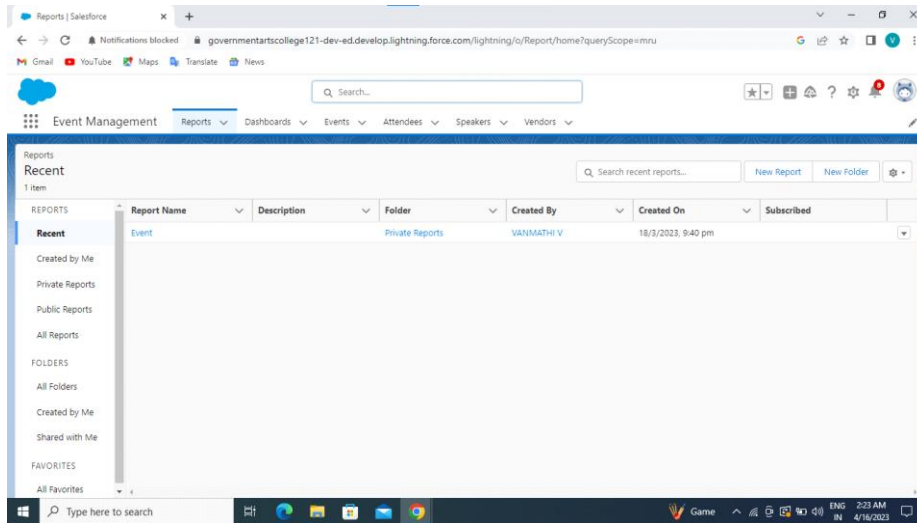


Activity 2:



Milestone 8 –Reports:

Activity:



4 Trailhead Profile Public URL:

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

Team Leader (S. Yuvasree) - <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 plan for Bad weather...
- Time Management....

5 APPLICATIONS:

- Promote your Event Sounds strange right?
- Sell Event Tickets. ...
- Targeted Digital Marketing. ...
- Drive Pre-event Engagement. ...
- Push Notifications. ...
- Enables Effective Communication. ...
- Establish An Attendee Network.
- 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

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