

Easy Events with Salesforce

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Abstract— Now a days many events are organized in different fields. Planning of event includes lot of work for event organizer. Hence “EasyEvents with Salesforce” is basically a web-based event management system which is develop using force.com platform. The system will help organizer of event to successfully organize event, and attendee will find the interested event easily.

Key words: Easy Events, Salesforce

I. INTRODUCTION

Full filling the current need of rapid digitization and business automation, Salesforce is the primary enterprise offered within the Salesforce Platform. It provides companies with an interface for case management and task management, and a system for automatically routing and escalating important events. The Salesforce customer portal provides customers the ability to track their own cases, includes a social networking plug-in that enables the user to join the conversation about their company on social-networking website, provides analytical tools and other services including email alert, Google search, and access to customer's entitlement and contracts.

Proposed application is a platform that allows event organizers to plan, promote, and sell tickets to events (event management) and publish them across Facebook, Twitter and other social-networking tools directly from the site's interface. It also enables attendees to attend and purchase tickets.

EasyEvents with Salesforce is a web-based event management system. The system is developed using Salesforce. It is basically related to implementing and managing the event for the organizer of the event and it gives the option to the attendee to find and register for events of their interest. This application has the functionality like registration of event, mange attendees' information, directory of all events, selling tickets, discount coupons, online payment system, tracking sales, etc. Event organizer can interact with the registered attendee for solving their queries.

II. EXISTING SYSTEM

In the present scenario, the event management systems have many limitations. It is difficult to handle all data of the event manually. Existing systems are inefficient to carry the data. Sometimes the execution of the event fails due to inefficient planning, sometimes the events may delay due to these problems. So, these systems are not user-friendly systems. Limitation of the existing system are as follows:

- Data is not secured.
- Large amount of manual work is required.
- Inefficient to maintain the records.
- Hectic to handle the payment transactions.
- Not user friendly.

III. LITERATURE SURVEY

Title	Description
Cevent	Privately held software-as-a-service company specially for meeting management technology
Eventbrite	It is platform to organize and manage event. It acts like a virtual event planner.
Event Magement System	International Journal of Trend in Research and Development, Volume 3(6), ISSN: 2394-9333
Smart Event Management System	International Journal of Computer Science Trends and Technology (IJCST) – Volume 4 Issue 2, Mar - Apr 2016

IV. PROPOSED SYSTEM

This web-based event management system can use for planning and managing any type and any size of the event. The system can also serve user to sell/purchase tickets, sending invitations, notification, booking places, and find the interested event.

This system is developed for the Salesforce users, which is the biggest CRM platform. It will give the event management facility in Salesforce interface, so a Salesforce user need not purchase any event management system for managing their events. This system is effective and saves the cost and time of the user.

V. SALESFORCE

This web-based system is developed with Salesforce. Force.com is a platform for creating and deploying apps which are based on cloud. On force.com the application runs on a secure, proven service, that scales, tunes, and backups the data automatically. Salesforce.com can be accessed from the desktop computer or from the mobile phones.

EasyEvents system has the custom objects of the events which consist of all the details of the events. It includes venue, ticket price, speaker or chief guests, registration dates. There are two custom objects for the attendee and the organizer. The object consists of all personal details of each organizer and attendee.

Front end of this project is developed using Visualforce. Visualforce is a framework that allows the developer to build custom user interface that can be hosted on the Force.com platform. Tag based markup language is used in the Visualforce framework which is similar like HTML, it has a set of server side “standard controller” to make the basic database operations. The behaviour of Visualforce pages can be controlled by standard Salesforce controller or developer can use its own logic by implementing the controller classes written in the apex language.

VI. SYSTEM USERS

This platform serves two audiences

- 1) people who organize events of all types and sizes
- 2) people who attend these events.

Thus, customer will not need any another separate system only for event management purpose.

VII. DESIGN AND IMPLEMENTATION CONSTRAINTS

Our application can handle all types of events:

A. Corporate Event

A product launch, the company anniversary, sales target achieved or any special event could mark the onset of a corporate event. It demands pure professionalism as you are interacting with people from the high-end category.

B. Product Launch Event

A company wants to launch a product in the market. So how should it get to its customers? How does the company make sure that the products gain awareness? The feel and touch reasoning still remains strong in the mind of the consumer. So, although you have advertised in other channels how do you explain product usage to the audience?

C. Special Event

'Special Events' is the term given to events with a difference. Charity shows, marathons, cycling races, street festivals etc. are a few of the many special events organized. Event management companies arrange the entire event on a theme.

VIII. DATA FLOW DIAGRAM

A data flow diagram (DFD) maps out the how of information for any process or system. It uses defined symbols like rectangles, circles and arrows, plus short text labels, to show data inputs, outputs, storage points and the routes between each destination.

Fig.1 show the data flow diagram for EasyEvents System. Data flowcharts can range from simple, even hand-drawn process overviews, to in-depth, multi-level DFDs that dig progressively deeper into how the data is handled. They can be used to analyse an existing system or model a new one. While a DFD illustrates how data flows through a system, UML is a modelling language used in Object Oriented Software Design to provide a more detailed view. A DFD may still provide a good starting point, but when actually developing the system, developers may turn to UML diagrams such as class diagrams and structure diagrams to achieve the required specificity.

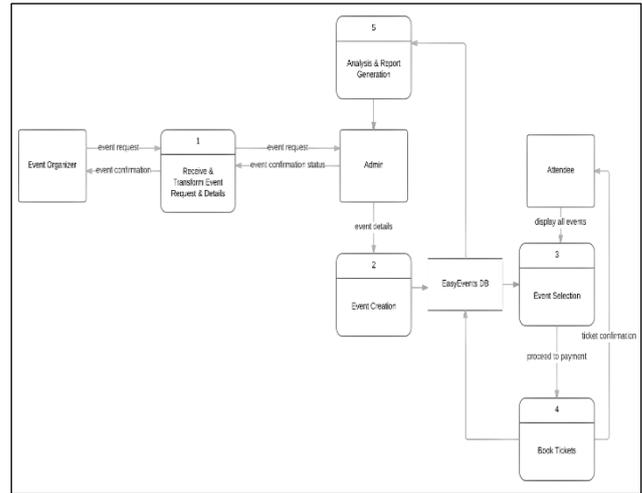


Fig. 1: Data Flow Diagram

IX. USE CASE DIAGRAM

A use case diagram at its simplest is a representation of user's interaction with a system that shows the relationship between the user and the different use cases in which the user is involved.

Fig 2 shows the use case diagram for EasyEvents system.

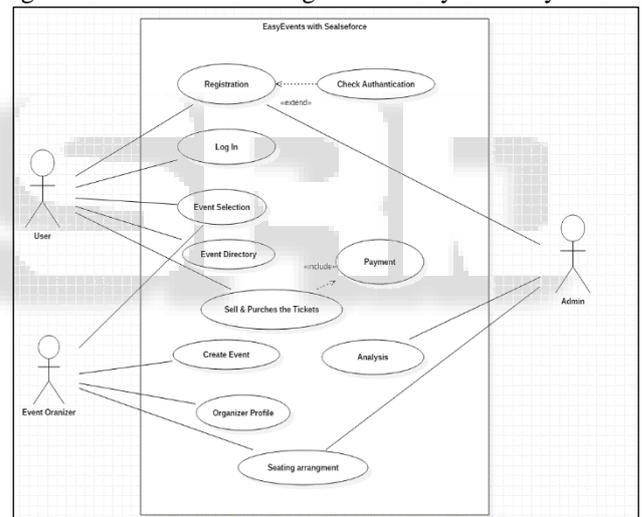


Fig. 2: Use Case Diagram

X. ADVANTAGES

- Easy to find location.
- Attendee get full information about organizer.
- User friendly.
- Cost efficient.

XI. CONCLUSION

Event Management System terminology is comparatively very new to India, but the number of events organized by individual have increased.

Our project is a humble venture to satisfy the needs to manage their project work. Several user-friendly coding has been adopted. This shall be a powerful package in satisfying all the needs of the event organizer. From the event organizer point of view, the event will reach to many users as expected. Considering the event attendee, if he/she is fond of

travelling, meeting new people, places then this can be the destination to find new ventures.

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