Event Management System Using Salesforce

Ashtmi Bhardwaj
Department of Information Technology
Meerut Institute Of Engineering and Technology
Isha Chaudhary
Department of computer science and Information Technology
Meerut Institute Of Engineering and Technology
Joney Kumar
Meerut Institute Of Engineering and Technology
Rachika
Department of Information Technology
Meerut Institute Of Engineering and Technology
Avantika Siwach
Department of computer science and Information Technology
Meerut Institute Of Engineering and Technology

Abstract— **This is a event management system which use to help manage all the activities included in any event very easily and with the lease manual work,the attendee will be able to register in any event with the most reliable data. The event management system is managed and deployed using the Sales force platform that is the best CRM among all CRM. With the help of this system any company or college or any committee can efficiently record the data of any events and send email alerts to attendees which will contain the event pass. With the help of this the organization can check the best event which is giving them the most revenue so that they can work on that event more closely, All the information of all event attendee, event speaker and event organizer are well stored in the Sales force cloud. In the event management program, the attendee will get the event pass as soon as they register for the event on their registered email id. This Event Management application provides a platform to manage the information of attendee, event, speaker, and location. All the data related to the application can be stored on the cloud. It also include a effective dashboard which will show all the attendee, speaker information and the upcoming events. The clients can register online for the event. A user according to their role can developed the whole process in the application, from creating the event to analyzing it through the dashboard and finding the annual revenue of company to attendee who are getting the event pass via mail.**

Keywords— *Sales force , custom object , dashboard, Content management system, validation rule, Duplicate rule.*

I. INTRODUCTION

Managing a huge event is a big task when it comes to data because in today's time data is really important and this data can help any organization increasing their business and take the note of those events which are producing the most revenue for the business.In the previous time people use to manage the data using the excel sheets which was very difficult to manage and use to take a lot of time and efforts,so we have proposed this event management system which will help any organization to manage the details of any event and will send the event pass to the attendee in a well formatted manner and the also will show data in the form of dashboard, This will reduce the data duplicate and will store the data in the most formatted manner [1][2][3].

To implement this as a developer have used sales force platform for the development of this project. Salesforce is the best custom relationship development system which have a lot of functionalities which the user can customize according to the need . It is quite difficult to get the full and best picture of the business when this huge data is managed in the form of spreed sheet but sales force have a very rich interface and data base. In this we have also used CMS that is content management system by which the attendee will be able to store the data with a rich user interface through a custom web site. Then the data of upcoming event and the data of speaker ad the data of attendee will also will be shown in the form of attractive dashboard [4][5][6].

The main goal is to make the process of event management really easy with the best kind of data which have no duplicate and redundancy and to give the best interface to the users so that they can register them selves for the desired event [7][8].

II. RELATED WORKS

We have gone through numerous of papers that were same as the project event management project. First paper that we have found and seen was " Barcode Enabled Event Management system for logistics and consumables management" that was published by Aswin Chandrasekharan, Nikhil venkat, Aniruddha P.B and Siva Rama Krishnan Somayaji. In that paper verification was provided with the help of a barcode.Barcode makes sure a easy go and faster registration.It is a very fast and efficient and also very secured and it resulted in easy and quick registration .M.Mahalakshmi got an idea to use event management system to keep the records of the college and publish events and notify student enrollment to student using the aunthecation code to the students

who have a cell phone. The technology they have used was Android SDK development , Java abbreviations and acronyms . The second paper we have through was published in 2021 IJARRIIE-ISSN(O)- 2395-4396 13806 www.ijariie.com 122 Samndeep Misal , Segar Kumar, Tushar Jore, Archana Singh in the above mentioned paper have the review of a college event organizer the reduces the efforts of the committe that use to handle the event and help them to coordinate in better manner.

In the present situation, the previous existing technology has a lot of disadvantages which make it inefficient to work with it. Event management task of the which are using the previous work is done manually. It becomes very hectic in managing all the data of events, and the attendee and the speaker. The implementation of the event many times get postponed because of some ill manageable hurdles in preparation. If we talk about quality it is okay but although not much satisfying and also not as good when handled using a computer system. Below are the drawbacks of the existing system are [9][10][11].

Some Common Mistakes are.

- It is very much time taking because the system is being handled by human manually [12][13].
- There is no data security as there is high chances of human error [14].
- For long time and for this huge data, it is a big hurdle to manage records [15].
- Human involvement is required which is a big risk.
- It is frenetic to handle the huge deal [16].

III. PROPOSED METHOD

In this methodology we are going to mention the concept with the help of which we are going to implement and build our project. That we called as proposed method is mentioned below [17][18].

Using customized sales force platform and content management system (CMS) which will helping in making a interactive user interface.This will store the data in well formatted manner and the attendee can get the pass via email and the organizer will be able to manage all the data automatically without doing any manual work. And will help the organization see which event is producing the most revenue and see the upcoming event on a dashboard . Added different validation rule matching rule and different automation tools which will help the better data formatting. As a software developer, I have created the custom objects with the help of object manager and developed the system using the Sales force Platform which is the best CRM. This project use to handle any type of events, which comprises all of the attendee and speaker and organizer information in the Sales force cloud with well formatted data. The features of this project is that attendee can register themselves online and have

event pass on their registered email id and the organization can have the data of annual revenue of the best occurred event [19][20].
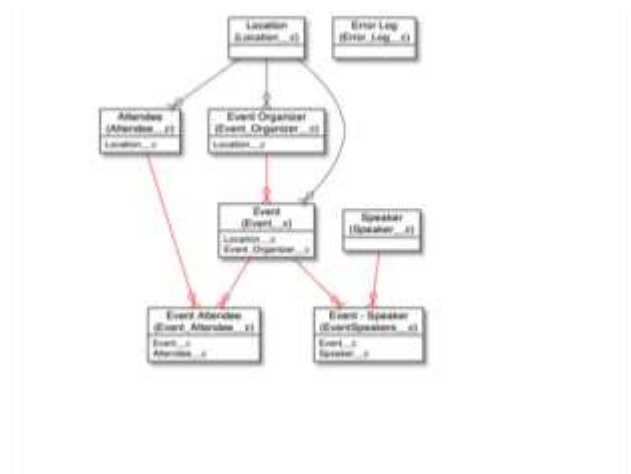

**Figure 1: Relationship diagram of our System.**

IV. IMPLEMENTATION

The project implementation contains the below listed steps [21][22].

Step1(a): creation all the required custom objects:

The creation of custom objects is the first component of our strategy. All the data use to get stored in these custom objects which will be further customized Additionally, we have crated the required custom field which will guide the user what data they have to insert. In the sales force org we will go to object manager and create all the required objects and fields of required data type [23][24][25].
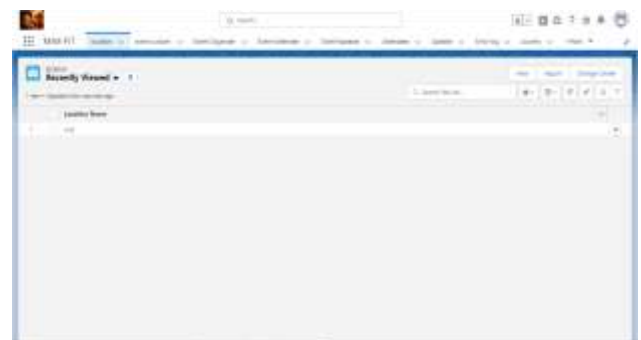
Figure 2: Diagram Depicting All The Required Custom Objects
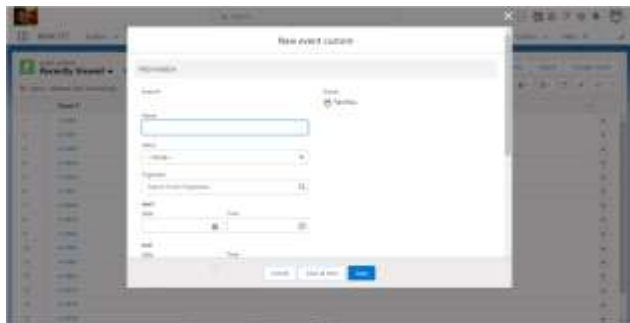
Figure 3: Diagram Depicting One Of The Example Of Custom Fields

Step (1b): List of all the custom objects with their fields:

1.Location object(Address Book) :-
Street field, City field, State field, Postal Code field, Country field,Landmark field

2.Event Organizer object:-
Name field ,Email field, Alternative Email field ,Phone field, Alternative Phone field , Address field (Lookup - relationship Location)

3.Event object :-
Event field, Name field, Status field,Organizer field,Start Date/Time field End Date/Time field, Max Seats field,People Attending field,Remaining Seats field, Lookup relationship (Location field) ,Location field, Live? field (Checkbox),Recurring? field(Checkbox) Event Type field, Frequency field Pick list.

 4.Attendees object:-
Name field ,Email field,Phone field , Company Name field,Address field (Lookup relationship- Location)

5.Speaker object
Name field, Email field ,Phone field ,Company field

6.Event-Attendee object
Event field(M-D relationship Event) , Attendee field (M-D relationship Attendee)

7.Event-Speaker object
Event field(M-D relationship Event) ,Speaker field(M-D relationship Speaker) [26][27][28].

Step 2: Validation rule:
Validation rule helps in validating the user as per the requirement if they user try to oppose the validation rule it will show a error on the screen.
Below listed validation rule we have applied in our project:-

1. End Date/Time field have to be at-least 1day before the Start Date/Time field.

2. If Recurring checkbox is marked as checked then user have to fill Frequency field and If the recurring checkbox is marked as unchecked then User will not be able to select Frequency field.

3. If the value of Event Type field is selected as virtual then the user can not fill the value in location field.

4. Speaker can only be registered in the Event whose End Date is in future & Event Live Checkbox is marked as checked

5. Attendee can only be registered to the event whose End Date is in future & Event Live Checkbox marked as checked and there are left over seats in the event details [29][30].
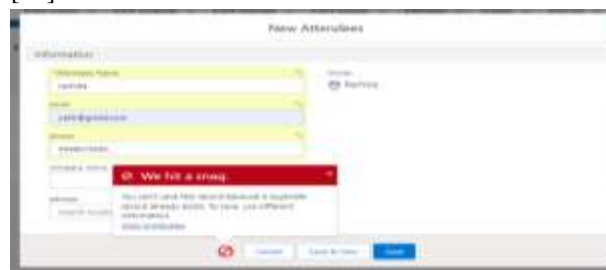

Figure 4:Example of validation rule

Step 3: Duplicate rule and matching rule:-
Duplicate rule helps to avoid the data duplicacy in the data base so that the data looks more clean.These are the below listed duplicate and matching rule: [31][32][33].
1. Can not save the duplicate record of event speaker[34].
2. Can not save the duplicate record of event attendee [35].

Figure 5:Example of duplicate rule

Step 4: Automation tool (FLOW):-
This is a automation tool in sales force with the help of which we will do some automated task without any manual work. Below are the listed tasks: [36][37].
1. An email alert will be sent to the attendee as soon as they register them selves in any event it will act as a gate pass for them.
2. The attendee will be able to give a feed back of event which they have attended with the help of screen flow.

7196

Eur. Chem. Bull. 2023, 12(Special Issue 4), 7194-7199

Figure 5:E-mail Alert Using Automation Tool

Step 4:Report and dashboard:-

With the help of report and dashboard we have given a pictorial representation to the user or the organization. Below are the list of dashboards:-

1. A dashboard showing the upcoming events.

2. A dashboard shoeing the relationship between the event and attendee.

3. A dashboard showing the relation between the event and speaker [38][39][40].

Figure 6:Example of Dashboard

Step 5:- Use of CMS for the user interface:-

Content management system helps in building a user interface with the help of which the user or the attendee will be able to register them selves through a rich UI.
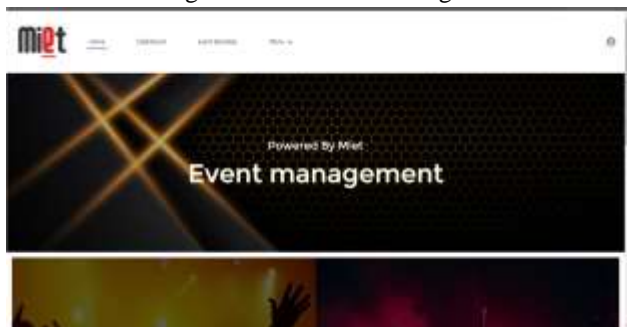
Figure 7: User Interface using CMS

V. CONCLUSIONS

In this project, we have tried to productively present formally the project and idea of event management systems which is already there in the in the society and organizations which are using them as spread sheet which required a lot of manual work. Then we have tried to demonstrate the purpose, intention and the importance of this online event management systems which are already present in the society. We then explained the proposed system and explain the features and advantages in our proposed system. We also give a brief description of the technologies that is salesforce and services which are used during the development of our proposed system. This project can be further refined and modified by introducing new and more innovative features and ideas as required by the organization who will use this to organize their huge events.

VI. REFERENCES

1. L. McCathie and K. Michael, "Is it the End of Barcodes in Supply Chain Management?", Proceedings of the Collaborative Electronic Commerce Technology and Research Conference LatAm, 2005.

2. M.Mahalakshmi,S. Gomathi and, S.Krithika, "Event Management System", 2016.

3. Sandeep Misal, Segar Jadhav, Tushar Jore , Archana Ugale ,"Event Management System .

4. Roozbeh Derakhshan, Maria E. Orlowska and Xue Li, "RFID Data Management: Challenges and Opportunities", IEEE International Conference on RFID, 2007 .

5. McDonnell, I., Allen, J. and O'Toole, W. (1999) Festival and Special Event Management, John WileyAnd Sons, Milton. M. Young, The Technical Writer's Handbook. Mill Valley, CA: University Science, 1989.

6. Islam, MdRobiul, Md Al MehediHasan, and Abu Sayeed. "Transfer learning based diabetic retinopathy detection with a novel preprocessed layer." 2020 IEEE Region 10 Symposium (TENSYMP). IEEE, 2020.

7. Jaggi, ArshdeepKaur, et al. "Diabetes Prediction Using Machine Learning." Intelligent Systems. Springer, Singapore, 2021. 383-392.

8. Kanimozhi, J., P. Vasuki, and S. MdRoomi. "Fundus image lesion detection algorithm for diabetic retinopathy screening." Journal of Ambient Intelligence and Humanized Computing 12.7 (2021): 7407-7416.

9. Khan, Zubair, et al. "Diabetic retinopathy detection using VGG-NIN a deep learning architecture." IEEE Access 9 (2021): 61408-61416.

10. Kobat, SabihaGungor, et al. "Automated diabetic retinopathy detection using horizontal and vertical patch division-based pre-trained DenseNET with digital fundus images." Diagnostics 12.8 (2022): 1975.

11. Mohanty, Cheena, SakuntalaMahapatra, and MadhusmitaMohanty. "A study on digital fundus images of retina for analysis of diabetic retinopathy." Advances in Machine Learning and Computational Intelligence. Springer, Singapore, 2021. 445-455.

12. Nahiduzzaman, Md, et al. "Diabetic Retinopathy Identification Using Parallel Convolutional Neural Network Based Feature Extractor and ELM Classifier." Expert Systems with Applications (2023): 119557.

13. Nguyen, Quang H., et al. "Diabetic retinopathy detection using deep learning." Proceedings of the 4th international conference on machine learning and soft computing. 2020.

14. Noor, Farhan Nabil Mohd, et al. "The Diagnosis of Diabetic Retinopathy: A Transfer Learning with Support Vector Machine Approach." International Conference on Innovative Technology, Engineering and Science. Springer, Cham, 2021.

15. Qomariah,DinialUtamiNurul, HandayaniTjandrasa, and ChastineFatichah. "Classification of diabetic retinopathy and normal retinal images using CNN and SVM." 2019 12th International Conference on Information & Communication Technology and System (ICTS). IEEE, 2019.

16. Raja Kumar, R., et al. "Detection of diabetic retinopathy using deep convolutional neural networks." Computational Vision and Bio-Inspired Computing. Springer, Singapore, 2021. 415- 430.

17. Samanta, Abhishek, et al. "Automated detection of diabetic retinopathy using convolutional neural networks on a small dataset." Pattern Recognition Letters 135 (2020): 293-298.

18. Saranya, P., and S. Prabakaran. "Automatic detection of non-proliferative diabetic retinopathy in retinal fundus images using convolution neural network." Journal of Ambient Intelligence and Humanized Computing (2020): 1-10.

19. Shaban, Mohamed, et al. "A convolutional neural network for the screening and staging of diabetic retinopathy." Plos one 15.6 (2020): e0233514.

20. Shanthini, A., et al. "Threshold segmentation based multi-layer analysis for detecting diabetic retinopathy using convolution neural network." Journal of Ambient Intelligence and Humanized Computing (2021).

21. Tufail, Ahsan Bin, et al. "Diagnosis of diabetic retinopathy through retinal fundus images and 3D convolutional neural networks with the limited number of samples." Wireless Communications and Mobile Computing 2021 (2021).

22. Tymchenko, Borys, Philip Marchenko, and Dmitry Spodarets. "Deep learning approach to diabetic retinopathy detection." arXiv preprint arXiv:2003.02261 (2020).

23. Vives-Boix, Víctor, and Daniel Ruiz-Fernández. "Diabetic retinopathy detection through convolutional neural networks with synaptic metaplasticity." Computer Methods and Programs in Biomedicine 206 (2021): 106094.

24. V. Raman, P. Then and P. Sumari, "Proposed retinal abnormality detection and classification approach: Computer aided detection for diabetic retinopathy by machine learning approaches," 2016 8th IEEE International Conference on Communication Software and Networks (ICCSN), Beijing, 2016, pp. 636-641.

25. Zago, Gabriel Tozatto, et al. "Diabetic retinopathy detection using red lesion localization and convolutional neural networks." Computers in biology and medicine 116 (2020): 103537.

26. Mohseni, S., Yang, F., Pentyala, S., Du, M., Liu, Y., Lupfer, N., ... & Ragan, E. (2021, May). Machine learning explanations to prevent overtrust in fake news detection. In Proceedings of the International AAAI Conference on Web and Social Media (Vol. 15, pp. 421-431).

27. Narayan, Vipul, et al. "Enhance-Net: An Approach to Boost the Performance of Deep Learning Model Based on Real-Time Medical Images." Journal of Sensors 2023 (2023).

28. Babu, S. Z., et al. "Abridgement of Business Data Drilling with the Natural Selection and Recasting Breakthrough: Drill Data With GA." Authors Profile Tarun Danti Dey is doing Bachelor in LAW from Chittagong Independent University, Bangladesh. Her

7198

Eur. Chem. Bull. 2023, 12(Special Issue 4), 7194-7199

research discipline is business intelligence, LAW, and Computational thinking. She has done 3 (2020).

29. NARAYAN, VIPUL, A. K. Daniel, and Pooja Chaturvedi. "FGWOA: An Efficient Heuristic for Cluster Head Selection in WSN using Fuzzy based Grey Wolf Optimization Algorithm." (2022).

30. Faiz, Mohammad, et al. "IMPROVED HOMOMORPHIC ENCRYPTION FOR SECURITY IN CLOUD USING PARTICLE SWARM OPTIMIZATION." Journal of Pharmaceutical Negative Results (2022): 4761-4771.

31. Narayan, Vipul, A. K. Daniel, and Pooja Chaturvedi. "E-FEERP: Enhanced Fuzzy based Energy Efficient Routing Protocol for Wireless Sensor Network." Wireless Personal Communications (2023): 1-28.

32. Tyagi, Lalit Kumar, et al. "Energy Efficient Routing Protocol Using Next Cluster Head Selection Process In Two-Level Hierarchy For Wireless Sensor Network." Journal of Pharmaceutical Negative Results (2023): 665-676.

33. Paricherla, Mutyalaiah, et al. "Towards Development of Machine Learning Framework for Enhancing Security in Internet of Things." Security and Communication Networks 2022 (2022).

34. Sawhney, Rahul, et al. "A comparative assessment of artificial intelligence models used for early prediction and evaluation of chronic kidney disease." Decision Analytics Journal 6 (2023): 100169.

35. Srivastava, Swapnita, et al. "An Ensemble Learning Approach For Chronic Kidney Disease Classification." Journal of Pharmaceutical Negative Results (2022): 2401-2409.

36. Mall, Pawan Kumar, et al. "FuzzyNet-Based Modelling Smart Traffic System in Smart Cities Using Deep Learning Models." Handbook of Research on Data-Driven Mathematical Modeling in Smart Cities. IGI Global, 2023. 76-95.

37. Mall, Pawan Kumar, et al. "Early Warning Signs Of Parkinson's Disease Prediction Using Machine Learning Technique." Journal of Pharmaceutical Negative Results (2022): 4784-4792.

38. Pramanik, Sabyasachi, et al. "A novel approach using steganography and cryptography in business intelligence." Integration Challenges for Analytics, Business Intelligence, and Data Mining. IGI Global, 2021. 192-217.

39. Narayan, Vipul, et al. "Deep Learning Approaches for Human Gait Recognition: A Review." 2023 International Conference on Artificial Intelligence and Smart Communication (AISC). IEEE, 2023.

40. Narayan, Vipul, et al. "FuzzyNet: Medical Image Classification based on GLCM Texture Feature." 2023 International Conference on Artificial Intelligence and Smart Communication (AISC). IEEE, 2023

7199

Eur. Chem. Bull. 2023, 12(Special Issue 4), 7194-7199