Event Management Application using Salesforce.com

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Abstract: Salesforce.com has been proved to be revolutionary and advantageous in developing cloud computing based wide range applications.

In order to explore the same an Event Management Application has been designed which will provide end solution to the multiple tasks involved in organizing an event and facilitate to the organizer as well as participants, right from registration to feedback analysis.

Keywords: Salesforce.com, Event Management, organizer, participants.

1. Introduction

All over the globe number of events such as quiz, competitions, conferences, workshops, training etc. are being organized every year.

Organizing the events involves multiple tasks right from registration of participants to concluding the event.

Therefore management of events is tedious and cumbersome particularly in view of time, space, priority, volume of participant and expenditure involved thereof.

In view of the fact, various developers have come up with miscellaneous software to automate the tasks in an event management system. The presented Event Management Application on Salesforce.com envisaged to provide end solutions for multiple tasks involved in organizing an event.

Thus discharging the mundane tasks of event organizing, the organizer is intent to focus on more vital aspects of event planning like improving quality of content, covering a wide base of events, marketing and public relations etc.

2. Literature Survey

Salesforce.com is cloud computing company which provides both Software as Service (SaaS) and Platform as Service (PaaS).

3. System Architecture

Figure 3.1. System Architecture.

4. Objectives

1. Designing an Event Management Application using salesforce.com with perspective of both organizer as well as attendee.

2. Facilitating participants in Registration, scheduling the sessions, Venue arrangements, recording performance of event and analyzing feedbacks received from participants.

5. Methodology

The application is developed in ‘Developer Org’ of salesforce.com.
1. Designing:
   1.1 Front end is designed using Visualforce Pages with extension of HTML & JavaScript.
   1.2 Lightning Design System is used for responsiveness and device portability.
   1.3 Apex classes are used as Page Controller.

2. Database and Tables:
   2.1 Build an app option generates basic app similar to creating database in convention programming.
   2.2 Objects, Fields and Relationships corresponds to Tables n Relations.

3. Site and Users:
   3.1 Force.com domain enable feature create public site for the application.
   3.2 Manage User option eases user creation, user role & permission assignment as well as user licensing.

4. Notifications and Scheduling:
   4.1 Notification is handled using Email Triggers.
   4.2 Venue Scheduling is based on First in First out (FIFO) algorithm.

5. Conclusion
   Event management is a profession which demands lots of hard work and dynamism. This is an area which growing rapidly and is expected to have a better growth rate in forthcoming decades. As the name itself reveals it is an application characterized by conceptualizing, planning, efficiently organizing and effectively executing an event.

   The product is fully integrated with event management solutions developed on the Salesforce.com platform. It offers a one-step solutions for smooth functionalities of event tasks such as registrations, notifications, updates etc.

6. Acknowledgements
   We would like to express our sincere thanks and gratitude to our internal guide Prof. S.R.Hiray, Department of Computer Engineering, Sinhgad College of Engineering, Pune for valuable suggestions and pains taken in supervising our work despite her busy schedule.

   We are also grateful to Prof.P.R.Futane, Head, Department of Computer Engineering for providing moral support and guidance. Our sincere thanks are also due to all the faculties of Computer Engineering Department for suggestions and motivation.

   Nonetheless Dr.S.D.Lokhane Principal, Sinhgad College of Engineering gratefully acknowledged for providing necessary facilities.

   We are equally grateful to our external guides Mr. Abhijeet Bhandari & Mr. Amol Dixit, Persistent Systems, Pune for valuable suggestions and constantly monitoring progress of application development despite their busy schedule.

7. References