

INNOVATION GUIDE

Event Coordinator Lightning Business App

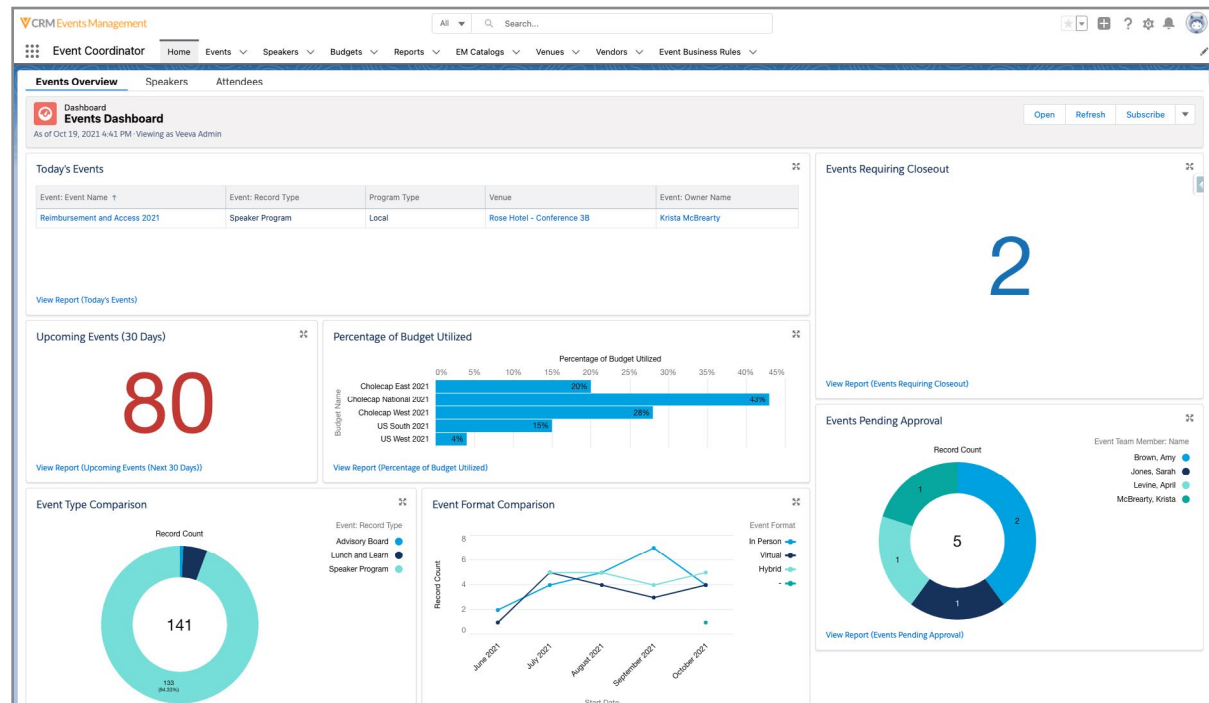
Overview

Veeva offers a library of Veeva CRM Lightning Business Apps, role-based data visualizations, and dashboards powered by Salesforce Lightning. Veeva CRM Lightning Business apps provide focused and streamlined user experiences for specific functions and business areas. The Event Coordinator Lightning Business App gives Veeva CRM Events Management home office users quick and easy access to key event information and reporting.

The Event Coordinator App provides home office users such as event planners, coordinators, compliance, and operations on-demand access to information relevant to events, including the following:

- Upcoming and past events pending closeout
- Events by type and format
- Percentage of budgets used
- Events pending approval
- Speaker training and utilization
- Attendee reports

Role-based dashboards speed the flow of information to your team by providing the appropriate tools and reports for event coordinators, managers, and administrators. For existing Events Management and Salesforce Lightning users, onboarding users is as simple as downloading the app!



Event Coordinator App home screen

The tabs include views of upcoming and past events, speakers, reports, budgets and expenses, and event materials. Beyond their base capability, these tabs can also be configured to track additional data fields that meet your team's unique needs.

Watch Demo

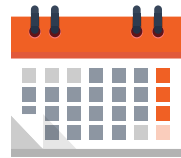


How It Helps



MARKETING/BRAND

- Grants full access to real-time data
- Enables complete oversight of activities, speakers, and attendees
- Offers the ability to add additional fields for more custom reports



EVENT COORDINATORS/PLANNERS

- Provides easily-digestible, actionable events data
- Gives visibility into event status and open tasks
- Offers flexibility with a customizable interface



IT/COMPLIANCE

- Grants visibility into event attendee data throughout the lifecycle
- Shares snapshots into speaker utilization, event closeout status and spend
- Empowers teams to drill into event details for access to related details

Contact your Veeva Account Executive to get started.

Requirements



Resources



Veeva CRM Lightning Business Apps are only available after deploying the Veeva CRM 'Lightning Ready' upgrade. Contact your Veeva Account Executive to make sure that you are Lightning Ready.

APP CUSTOMIZATION

Customize the app at the company and user level. For example, users can customize their reports, upload branded images, change the navigation highlight color, and add field descriptions.

REPORTING

Protect master data. Struggling to maintain data integrity while providing visibility? The app allows you to distinguish between the ability to edit a report – affecting the source data – or the ability to filter a report. The latter is an option that allows your team to manage data without compromising the source's integrity. Talk to your app administrator to enable these settings.

[Veeva Digital Events Hub](#)

[Veeva CRM Lightning Experience Datasheet](#)

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