



Venue features guide

For event and venue management

Connect enquiries, venue planning and event delivery, with an AI colleague supporting your team.



 **Respond**
to every inquiry 24/7

 **Convert**
more inquiries without adding headcount

Acme Inc

Search...

Dashboard

Events

Calendar

My Inbox

Conversations

Channels

Contacts

Reports

Campaigns

Help Center

Settings

December 2025

This week

Day

Week

Month

Schedule

<

>

VENUE	WED 17	THU 18	FRI 19	SAT 20	SUN 21	MON 22	TUE 23
Inner Circle	Acme Inc Execut... AB Sound Setup Sound check Lunch Acme Inc QBR S... Keynote Closing drinks		Rookoo Quarterl... Breakfast Keynote Maintenance		Maintenance Team dinks		East Side Partne... Lunch QBR meeting
Auditorium & Foyer							
Grand Expo	Anthony's Used Coffee Cups Exhibition Keynote Closing drinks	Welcoming Breakfast	Open to public				
Expo 1			Brightle Studios... Breakout Sess... Coffee break Breakout sess...	Event title Slot title Slot title			
Expo 2			Brightle Studios... Breakout Sess... Coffee break Breakout sess...				
Arena		Event title Slot title Slot title	Brightle Studios...	Event title Slot title Slot title	Event title Slot title Slot title		

 **Handle peak seasons**
and high-volume periods without strain

 **Keep track**
Of availability and planning

 **Eliminate**
double-bookings and scheduling conflicts

 **Free your sales team**
to focus on closing, not chasing information

Find the features that matter

A guide to the work before, during and after an event

Conferences, meetings, weddings and private events bring together spaces, schedules, catering and technical requirements. Rookoo helps event and venue teams turn enquiries into clear briefs, coordinated plans and organised delivery, with an AI colleague working alongside your people.

Use this guide to revisit your demo, share the possibilities with colleagues, and identify the workflows you want to explore next. The examples show how features can fit together; your setup determines which channels, integrations and automated actions are enabled.

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Start with your bottleneck. If your sales team spends its time collecting missing details, begin with intake. If the challenge is coordinating confirmed events, begin with planning and playbooks.

[Explore Rookoo for event and venue management](#) ➤

Respond and qualify

Give every enquiry a useful first conversation

Digital Colleague

Your AI colleague uses your venue information, packages, pricing rules and knowledge base to answer enquiries around the clock. Supported channels include web chat, email, WhatsApp, Instagram and SMS.

- **Complete the intake.** Collect event type, guest count, preferred dates, setup, catering, budget and special requests in a structured conversation.
- **Qualify the opportunity.** Clarify what the guest needs and guide them towards suitable spaces and a relevant next step.
- **Keep control.** Define what the agent may quote, promise or book, and when a person must take over.
- **Hand over the context.** Pass complex enquiries to your team with the conversation history and a clear briefing.
- **Record the details.** Automatically populate your connected CRM and booking software with the enquiry information.

Venue example. A conference organiser enquires after closing time. The AI gathers dates, attendance, room setup and AV needs so your team can assess feasibility and prepare a proposal the next morning.

[Explore Digital Colleague](#) ➤

SPIN*NYC FLATIRON

NEW YORK FLATIRON

48 E. 23RD ST. NEW YORK, NY 10010
BETWEEN MADISON & 3RD AVENUE
212-982-8800

WALK-IN HOURS

MONDAY	4:00PM - 11:00PM
TUESDAY	4:00PM - 11:00PM
WEDNESDAY	4:00PM - 11:00PM
THURSDAY	4:00PM - 11:00PM
FRIDAY	4:00PM - 1:00AM
SATURDAY	12:00PM - 1:00AM
SUNDAY	EVENT INQUIRIES WELCOME

Private events often available outside these hours. Call us at 347-487-6805.

WALK-IN RATES

MON	\$29/HR PER TABLE
TUES - THURS	\$49/HR PER TABLE
FRI - SAT	\$59/HR PER TABLE

PLAN YOUR VISIT

Welcome to SPIN!
Come play with us!
Lisa is an AI assistant, here to help you with your booking or questions.

Start Conversation →

I have a practical question →

I'm planning an event →

I'm looking to book a table →

Show me the chef-created menus →

Lisa, SPIN's AI assistant, offers routes for practical questions, event planning, table bookings and menus.

Collaborative Inbox

Keep your team and AI working with the same context

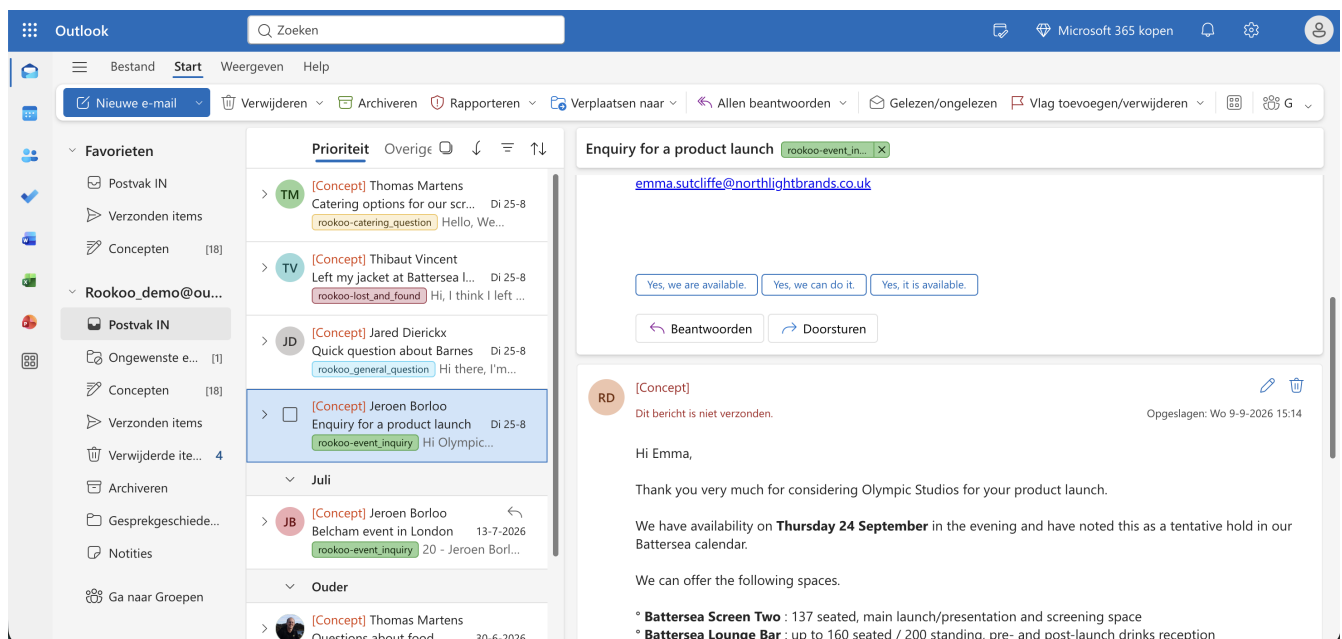
Bring enquiries from connected channels into a shared inbox. Your team and AI work with the same conversation history, so ownership and the next action remain visible.

- Assign conversations through round-robin or your own rules, with owners and priority tags.
- Coordinate privately through internal notes and @mentions.
- Use macros and saved replies for recurring questions.
- Track response targets with SLA tools and gather customer satisfaction feedback through surveys.

Venue example. When a sales colleague takes over an enquiry, they can read what has already been discussed and ask operations for input privately. The organiser does not have to repeat their brief.

[Explore Collaborative Inbox](#)

We also integrate with your team's preferred email tools, such as Outlook and Gmail, so you can manage enquiries in a familiar workspace.



Rookoo demo in Outlook: categorised enquiries and a draft response ready for review.

Plan the booking

Keep availability and event details connected

Smart Calendar

Your team and AI use the same calendar to check availability and manage allocations. The AI can read availability live and write an allocation when a booking is confirmed within its configured permissions.

- Set start and end times, including buffers for preparation and teardown.
- Distinguish tentative, confirmed and cancelled allocations.
- Synchronise with Google Calendar and Outlook, with support for scheduling across time zones.
- Account for rooms that combine or split, and linked or dependent spaces through the Rookoo planning module.

Venue example. Check a conference's main hall, breakout rooms and setup time together, including linked spaces, to prevent double bookings.

[Explore Smart Calendar](#) ↗

The screenshot displays the Rookoo Smart Calendar interface. On the left is a dark sidebar with navigation links: Dashboard, Events, Calendar (selected), My Inbox, Conversations, Channels, Contacts, Reports, Campaigns, Help Center, and Settings. The top bar features a search bar, filters for 'Spaces' (Auditorium & Foyer, Boardroom, arena) and 'Status' (Click to filter on status), and a search input. The main calendar view is for Thursday, December 18, 2025, with tabs for Day, Week, Month, and Schedule. The calendar grid shows various events and venue status across different spaces:

VENUE	7 AM	8 AM	9 AM	10 AM	11 AM	12 AM
Inner Circle		Acme Inc Executive Lunch	AB Sound Setup	Soundcheck		Lunch
Auditorium & Foyer		Acme Inc QBR Session	Keynote	Keynote	Closing Drin...	
Grand Expo						
Expo 1	Anthony's Used Coffee Cups Exhibition	Build-up	Exhibition			
Expo 2						
Arena	Vacation - Arena Closed				Monster, Nalu, Zure Wormen	
Bar Bougie			Rookoo - Investor Breakfast			

The bottom of the sidebar shows the user profile: John Doe, john.doe@acme.inc.

Smart planning: view events, preparation and activities across your venue spaces in one calendar.

Event Management

Bring the booking and its commercial details together

Keep the enquiry, conversations, bookings, documents and timeline in one event workspace. Stages from draft and enquiry through confirmation, completion and archive make progress visible.

- Connect the original conversation to the event so agreements remain traceable.
- Allocate rooms, catering and AV resources with times, buffers and statuses.
- Record venue-specific details such as dietary needs, parking and decoration preferences.
- Share event details with customers through a secure link. Updates connect back to the inbox, calendar and AI.

Venue example. A wedding changes its guest count and catering requirements. The event workspace keeps the revised brief together so sales and operations can coordinate the room setup and supplier arrangements.

[Explore Event Management](#)

The screenshot displays the Rookoo Event Management interface. On the left is a dark sidebar for 'Acme Inc' with a search bar and navigation links: Dashboard, Events (selected), Calendar, My Inbox, Conversations, Channels, Contacts, Reports, Campaigns, Help Center, and Settings. The main workspace is titled 'Brightle Studios QBR Event' and includes a 'Confirmed' status badge. It features a summary card with event details: Auditorium & Foyer, 18 December, 100 guests, and catering for breakfast and lunch. Below this is a tabbed view for 'Event details' (selected), showing the event manager Rachel Smith and general information about the Quarterly Business Review. A 'Schedule' section lists the event agenda from 08:00 AM to 12:00 PM. On the right, a customer profile for Jess Monroe is shown with an email button. At the bottom right, there is a 'Talk to Rudy' button with a penguin mascot icon.

The event workspace connects the brief, schedule and customer contact.

Pricing plans and event packages

Build offers around the way your venue prices events

Price lists and pricing plans. Share your prices and configure conditional pricing formulas based on guest numbers, seasonality or weekends.

Packages and inspiration. Create packages for website visitors to explore or book, combining venue hire, catering and equipment into a clear offer.



From €840

4-12 2-8

Team Meeting with Lunch

30 Melcher St., Boston, MA 02210
617-404-2272

[Book Here](#)



From €475

12 4

River View Afternoon Meeting

30 Melcher St., Boston, MA 02210
617-404-2272

[Book Here](#)

Guest-facing packages bring the experience and starting price together.

Prepare and follow through

Carry the details from the conversation into the guest experience

Event Playbooks

Build an event-day plan from conversations, event information and calendar allocations. Give each step instructions, an owner and a time, distinguish required and optional actions, and track completion live. Room setups, speaker AV requirements and dietary notes stay with the plan.

[Explore Event Playbooks](#) ➤

Event Companion mobile app

COMING SOON. The app is in development. Team members will be able to view daily tasks, open task and event details, and mark work as complete from their phone.



Preview of the upcoming Event Companion mobile app: daily tasks, instructions and event details.

Customer details and aftercare

Customer management. Connect conversations, events, quotes and invoices in customer files. Reactivate customers with proactive SMS, WhatsApp or chat campaigns.

Flexible floor plans. Arrange tables, chairs and accessories with drag-and-drop tools. Customers can create and share layouts. Plans connect to the event overview and can be shared by link.

Quoting and partner coordination. Use smart templates for quotes and planning. Share event pages with customers, caterers and AV suppliers, and control who sees each playbook.

Aftercare and lost property. Send feedback forms, draft replies and turn comments into insights. Scan a found object so the agent can describe it, link it to the location and event, and help return it to its owner.

[Explore customer management, floor plans and aftercare](#) ➤

Work with your AI and customers

Support your team and give organisers a clear event overview

Rookoo's Copilot

Use a conversational assistant to work with your venue data and your AI agent. Ask about your account, events, contacts or content, and make adjustments as you work.

- **Review the inbox.** Get an overview of open conversations, unattended chats and urgent items.
- **Prepare a response.** Draft messages with help from Copilot.
- **Check team activity.** Review conversations, response times and escalations.
- **Work with your information.** Explore contacts and their conversation status, or ask for help turning venue information into a plan.

Venue example. *Before a planning meeting, ask Copilot for an overview of enquiries needing attention. Use it to prioritise follow-up across upcoming events.*

[Explore Rookoo's copilot](#) ➤

Customer Portal

Give organisers one place to review their event

Give your customer one place to review their event, quote and documents. The portal connects the event programme with the commercial details, making it easier for the organiser to understand what is planned and what is included.

- **Event overview.** View the schedule, spaces and included amenities.
- **Quote review.** See itemised pricing, download the quote and accept it through the portal.
- **Documents and contact.** Access event documents and contact the venue representative.
- **Optional upgrades.** View and add the upgrades offered for the event.

Venue example. A conference organiser reviews the room schedule, AV and catering, checks the quote and considers available extras before accepting. Your team can refer to the shared event overview during follow-up.

The screenshot shows the Rookoo Customer Portal interface. At the top, there's a navigation bar with 'Your event', 'Quote' (highlighted), and 'Documents'. The main header features the event title 'Brightle Studios QBR Event' and event details: 'December 18, 2026', '09:00 AM', '347 Acme Drive, Atl, OZ 30314', and '240' guests.

The 'Your Quote' section displays a quote ID '2026Q1000987' and a total price of '€ 35.165,00'. Below this, there are three tables: 'Spaces', 'Food & Drinks', and 'AV & Equipment'.

Spaces	Quantity	Price	Total
Foyer	5	€ 275	€ 1375
Main Hall	2	€ 400	€ 800
Auditorium	2	€ 240	€ 480
Meeting Hall - Cityview 4	2	€ 320	€ 640
Courtyard	2	€ 495	€ 990
Club	6	€ 375	€ 2250

Food & Drinks	Quantity	Price	Total
Breakfast	240	€ 21	€ 5040
Lunch	240	€ 38	€ 9120
Dinner	120	€ 42	€ 5040
Apero formula	200	€ 32	€ 6400
Club: Cocktail Upgrade	120	€ 24	€ 2880

AV & Equipment	Quantity	Price	Total
DJ Surcharge	6	€ 25	€ 150

Total (VAT excl.) **35.165,00**

On the right side of the quote section, there are buttons for 'Accept Quote' and 'Download'. Below these, a contact card for Rachel Smith is shown, including her email 'rachel@acme.inc', phone '(403) 298-5671', and a 'Contact Rachel' button.

The customer can review an itemised quote and accept it in the portal.

Connect your operations

Fit Rookoo around your tools and working agreements

Integrations

Your workflow matters. Rookoo connects with your existing CRM and booking tools so information can move between systems, reducing repeated entry and keeping your team working smoothly. Don't see your tools listed? Talk to us and we'll scope the integration together.

- **Tripleseat.** Send bookings into Tripleseat.
- **HubSpot and Odoo.** Connect customer data and business processes.
- **Yesplan.** Support event planning and resource management.
- **Teamleader.** Connect workflows for projects, time tracking and invoicing.
- **Roller.** Connect guest service and business operations.

Agree the workflow. Confirm which records and fields move, in which direction, and what triggers an update. A connection to a platform does not imply that every action in that platform is automated.

[Explore available integrations](#) ↗

Security and data handling

Our services are hosted in the EU. We carry out regular vulnerability scans and penetration testing, build for GDPR compliance, and put a data processing agreement in place with every customer.

For your evaluation, involve the colleague responsible for data protection or IT. Review the data processing agreement and the information flows needed for your chosen channels and connected systems.

A practical setup conversation

- **Venue knowledge.** Spaces, packages, capacity, pricing, FAQs and booking policies.
- **Decision rules.** What can proceed automatically and which requests need a person?
- **Operational ownership.** Who maintains the information and follows up on handovers?
- **Connections.** Which calendar, CRM and booking records should Rookoo use?

Learn from every enquiry

Use service data and guest questions to improve the process

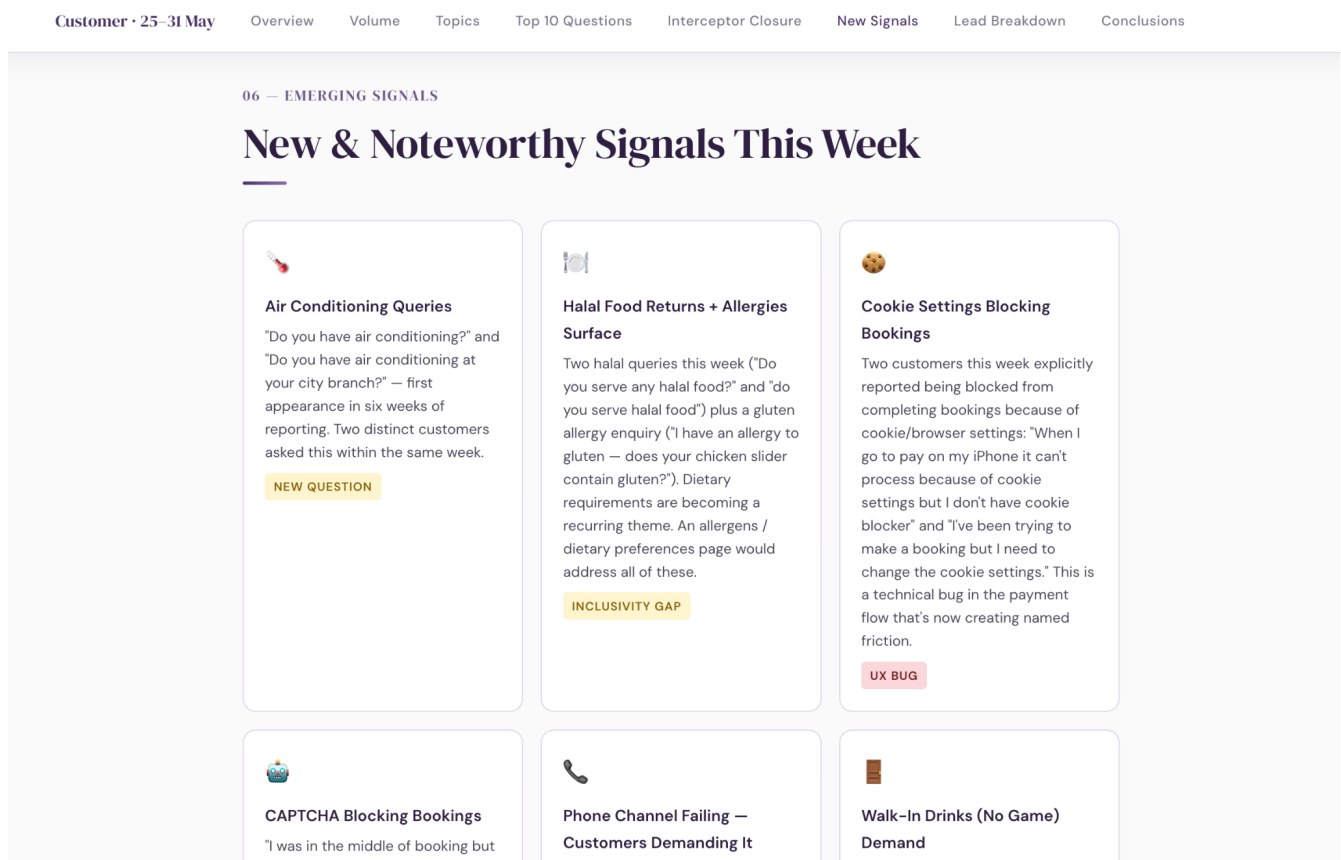
Rookoo brings conversation, booking and event data together to help you understand enquiry volume, team workload and service performance.

Qualitative reporting. See who enquires, their preferred dates and why opportunities are won or lost, to improve the customer journey.

- Track conversation volumes, first-response times and resolution rates across channels and inboxes.
- Compare team and AI performance, including customer satisfaction.
- Filter by date, team, agent or label and export to CSV.
- Review SLA performance against response targets, adjusted for business hours.

Venue example. Compare enquiry volumes, response times and satisfaction across channels to identify where your events team needs support.

[Explore Reporting](#) ↗



[Take a look at an example report](#) ↗

In practice at Clays

From guest conversations to structured sales enquiries

At Clays, a venue combining virtual clay shooting with food and drinks, Peggy gathers event details, clarifies intent and passes structured opportunities to sales. This customer example shows how Rookoo supports the enquiry-to-handover workflow.

18,600+

conversations handled

~1,590

structured escalations

339

private booking enquiries

The published case also describes guests repeatedly struggling with timeslot selection. Those messages helped the team identify and change a booking-flow issue. The value extended beyond capturing enquiries to understanding why guests were getting stuck.

Figures supplied by Rookoo, current as of 9 September 2026. Conversations cover web, WhatsApp and Instagram; private booking enquiries were handed to the Sales team. These updated totals supersede the figures in the original case study. Enquiries and escalations are not confirmed bookings.

[Watch the full Clays testimonial ↗](#)





Ready for more room for hospitality?

Every venue has its own way of bringing people together. A conference that sparks an idea, a celebration shared with loved ones, a warm welcome that sets the tone for the day.

Rookoo helps make room for those moments. By taking repetitive work off your team's hands and keeping the details connected, we give your people more time and attention for the guests in front of them.

You bring the hospitality. Your digital colleague helps with the rest.

Get your time back now [↗](#)