

# Event planning and coordination

Automates event planning coordination from initial inquiry through execution, managing venue allocation, catering, and vendor coordination while optimizing resource utilization and guest satisfaction.

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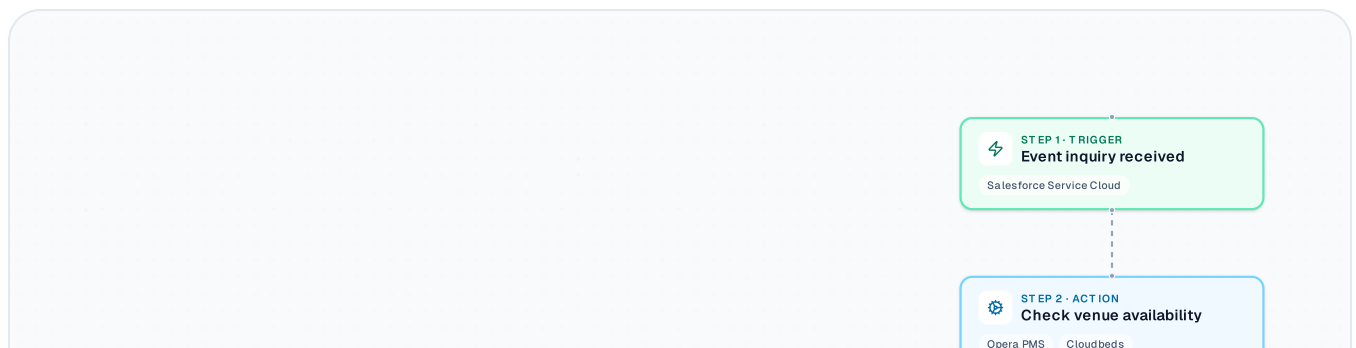


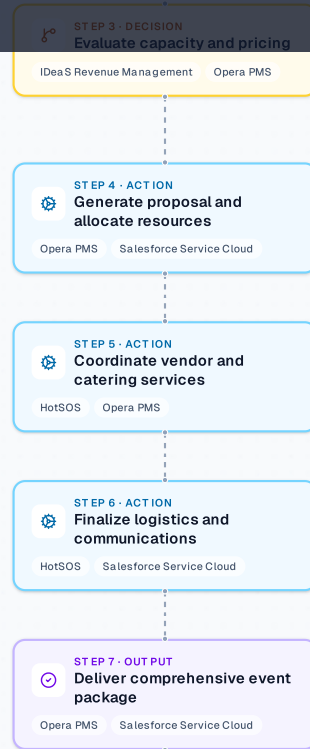
## WORKFLOW TRIGGER

Event inquiry or booking request is submitted through hotel website or sales team

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

## Event inquiry received

New event booking request is captured with details including date, guest count, event type, and special requirements. Initial lead information is logged for follow-up processing.

Salesforce Service Cloud

2

 ACTION

## Check venue availability

System queries available event spaces and room configurations against requested dates and capacity requirements. Conflicts with existing bookings and maintenance schedules are identified.

Opera PMS

Cloudbeds

3

 DECISION

## Evaluate capacity and pricing

Determines if event requirements can be accommodated within available spaces and calculates dynamic pricing based on demand, seasonality, and package options. Routes to appropriate handling path.

IDeaS Revenue Management

Opera PMS

4

 ACTION

## Generate proposal and allocate resources

Creates detailed event proposal with pricing, venue layouts, and service options. Reserves tentative space allocation and assigns preliminary staff resources.

5

 ACTION

### Coordinate vendor and catering services

Automatically schedules required vendors, catering services, and AV equipment based on event specifications. Creates work orders for housekeeping and maintenance teams.

HotSOS

Opera PMS

6

 ACTION

### Finalize logistics and communications

Confirms all arrangements, sends detailed runsheet to relevant departments, and sets up automated guest communications. Establishes day-of-event monitoring checkpoints.

HotSOS

Salesforce Service Cloud

7

 OUT PUT

### Deliver comprehensive event package

Provides confirmed event booking with complete coordination details, staff assignments, and automated tracking dashboard. Client receives detailed confirmation and event timeline.

Opera PMS

Salesforce Service Cloud



## Outputs

- Confirmed event booking with resource allocation
- Detailed event coordination timeline and runsheet
- Automated vendor and staff scheduling confirmations



## Key Metrics

- Event booking conversion rate
- Average event planning cycle time
- Customer satisfaction scores for events



## Tools & Integrations

- Opera PMS
- Salesforce Service Cloud
- Cloudbeds
- HotSOS
- IDeaS Revenue Management

## AI Business OS

## AI Business OS

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