

OWNER HANDBOOK

Your room. *In rhythm.*

The daily guide to bookings, events, artist contacts and a better-looking next post.



VENUEKIT / BY CASSIAN CREATIVE

A complete system. A clear way forward.

\$1,500 one-time with branded setup, owner walkthrough and full onboarding support for the first 45 days. Additional support afterward billed hourly. Optional Cassian SCS hosting: +\$10/month. Other provider costs separate.

EDITION / SEPTEMBER 2026

The complete owner guide

VenueKit by Cassian Creative / Edition 2026-09-28

Your daily routine

- 1. Review new booking requests.
- 2. Check the next two weeks of events and hours.
- 3. Follow up with artists awaiting a date.
- 4. Create your next lineup post.
- 5. Open the public website and confirm what guests see.

In this guide

- Getting started; booking decisions; events and recurring shows; hours; artist contacts; promotions and graphics; Facebook; branding and analytics; calendar feeds; troubleshooting; launch and ongoing care.

Demo versus your live venue

- The public Copper Room demo uses fictional content and saves changes only in the current browser. It never sends email or Facebook posts. Your installed live venue uses its own persistent database and protected owner access.

Keep this with your handoff

- Your venue URL, Owner Tools URL, support contact, hosting responsibility and backup plan belong in the Customer Intake & Launch guide. Keep passwords in a password manager, not in this document.

01 / Get comfortable

Your public website and private workspace serve different purposes.

Public website

- Guests see published events, posters, hours and venue details. Performers use the booking page. Private artist contacts, booking notes and unpublished promotions are not public event details.

Owner Tools

- Sign in using the private access provided at handoff. Open Overview to review activity. The sidebar leads to Booking inbox, Event calendar, Artist contacts, Promotion studio, Hours & availability, Venue & branding and Owner guide.

First settings check

- Verify the venue name, timezone, address, contact email, capacity, stage, sound details and booking instructions. Add the current logo. Confirm each public opening day and each day you will accept booking requests.

Practice safely

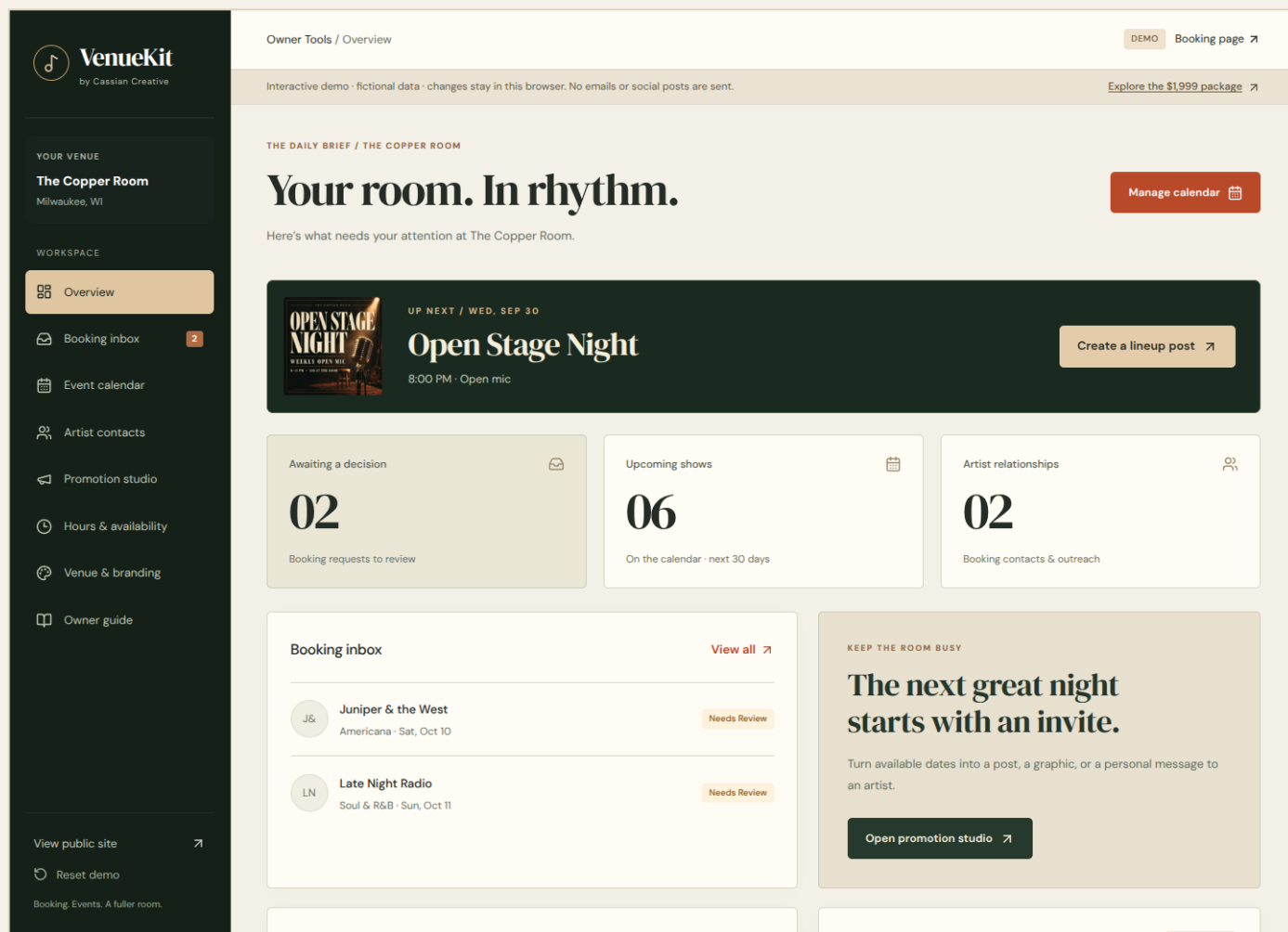
- Use fictional data in the master demo. In a live installation, coordinate a test request with Cassian using an agreed test date and address. Remove the test event after the walkthrough.

Start from the same device

- The demo is browser-specific. A change on your phone does not appear on a different browser. Your live venue should persist on both devices; test this before launch.

Read the room.

Your daily starting point.



Actual VenueKit demo. The Copper Room and its data are fictional.

01

The next show

Check the date, event name and start time before you promote it.

02

What needs you

Use the booking count to find requests awaiting a decision.

03

Take the next step

Open the calendar or jump into Promotion studio from the overview.

02 / Review booking requests

The first-choice date is held while the request is pending.

What performers submit

- The form collects performer identity, contact information, preferred and backup dates, music style and performance details. Public show descriptions and approved posters can become event content.
- Optional EPK fields accept Spotify, Apple Music, up to three YouTube live clips and a press-kit page or shared PDF link. Open them in Music & press kit before deciding. These links stay private to booking review and artist history.

Approve & publish

- Review the date, artist, public description, poster and admission details. Approve only after arrangements are agreed. Approval creates the public event and keeps the decision in request history. Check the public site afterward.

Decline

- Declining releases the pending date hold. Use the suggested reply or your own wording to notify the artist. When optional email is enabled it uses the configured routing; otherwise copy the reply and send it yourself.

Propose another date

- Choose a suitable available date. The hold moves to the proposed date. Contact the performer and wait for agreement before approving. VenueKit does not provide an automatic performer acceptance portal.

Avoid double promises

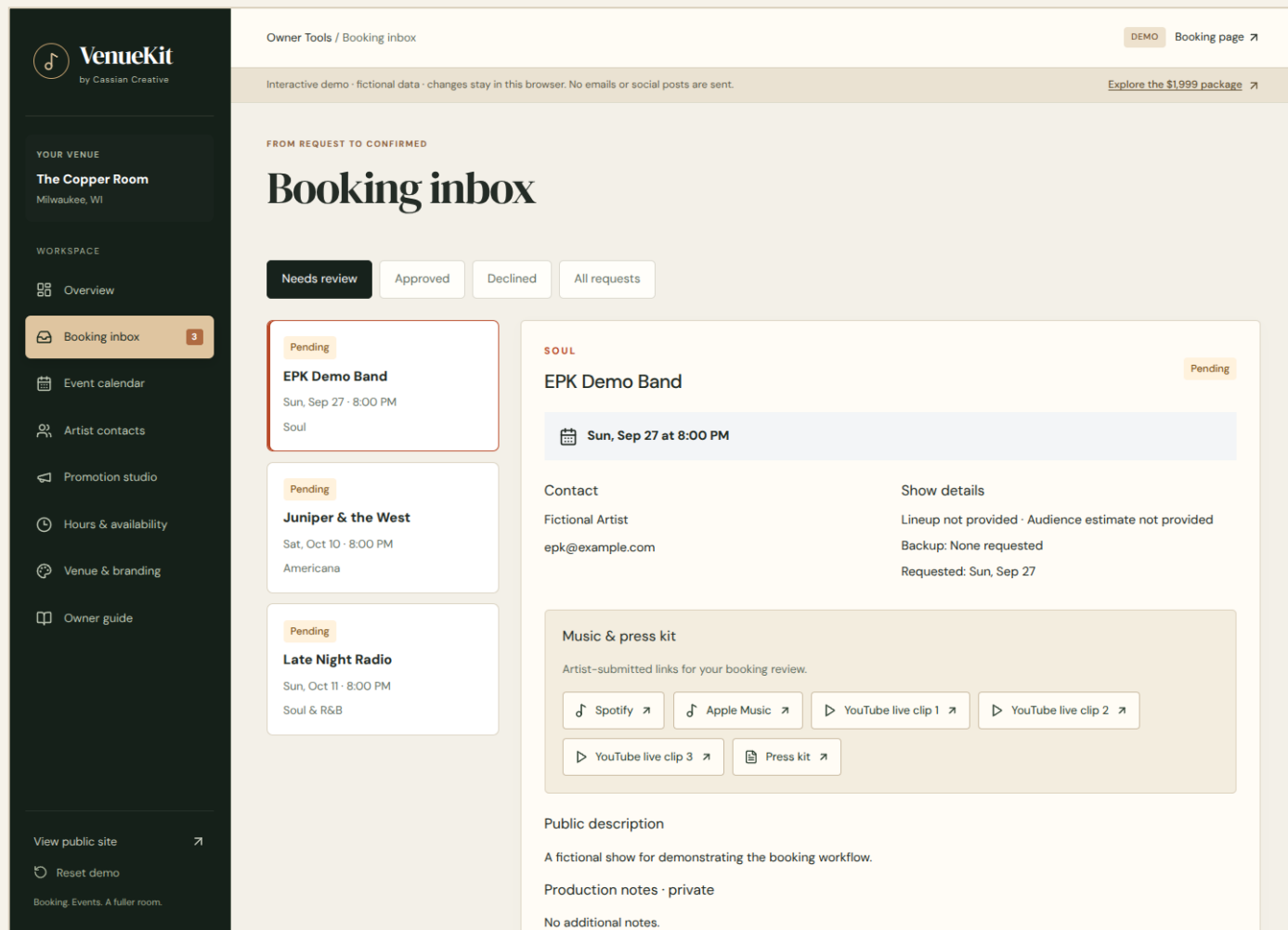
- A backup date is never held. One date can have one primary event or hold. Pending holds remain until you make a decision or move them; they are not automatically accepted.

When email fails

- A saved booking decision remains saved even if notification delivery fails. Review the visible status and contact the performer manually rather than repeating the decision.

From request to show.

Keep the decision attached to the booking.



Actual VenueKit demo. The Copper Room and its data are fictional.

01

Review the details

Check the performer, preferred date, description and poster.

02

Make the decision

Approve, decline or propose another date from the request.

03

Check the public view

An approved booking becomes a published show. Verify the listing.

03 / Keep events current

Show guests an accurate lineup.

Add or edit a show

- In Event calendar, enter the title, date, start/end time, public description, genre, admission details and optional artist/ticket URL. Upload approved artwork and choose published or draft visibility.

Draft versus published

- Published events appear to guests. Draft events are private but still reserve the date. Do not use a draft event as a temporary note on a date you want performers to request.

Recurring shows

- Set an end date and a weekly interval. An interval of one means every week; two means every other week. Use skipped dates for exceptions. A recurring event is a series; deleting the series removes its occurrences.

Single-date exceptions

- Review the affected series before changing it. If the interface does not provide the exact one-date change you need, skip that occurrence and add a separate event with the correct details.

Poster choices

- Use a clear event title, image and appropriate date/time information. The demo posters are fictional examples. Upload your own approved artwork; confirm you have rights to artist photos and graphics.

Final public check

- Open the event as a guest. Confirm the title, date, time, image and link. Contact booked artists directly before a cancellation.

04 / Hours & booking availability

Opening hours and bookable dates are separate controls.

Weekly public hours

- Set opening and closing time for each weekday, or mark the day closed. For late-night service, use the actual next-day closing time supported by the interface.

Accept booking requests

- Enable the weekdays on which performers may request dates. A venue may be open to customers while not accepting a band booking on that day.

Date overrides

- Use a date override for holiday hours, a special opening or a closure. Resolve an existing event or pending hold before closing a conflicting date.

Private notes

- Keep internal reasons in private notes. Check the public result rather than assuming that all owner text is meant for guests.

Weekly review

- Compare your public hours, social profiles and on-site signage. VenueKit changes do not automatically update Google Business Profile or your Facebook Page hours.

Timezone check

- Use the venue's local timezone. A changed timezone can affect date interpretation. Ask your installer if the venue location or operating timezone changes.

05 / Artist contacts & follow-up

Build a useful contact book, one relevant conversation at a time.

Add a contact

- Record the artist or band, contact person, email, website, current outreach status, follow-up date and useful notes. Contacts from booking activity can remain available for later follow-up.

Track the next step

- Use statuses such as new, contacted, interested, booked or archived. Set a realistic follow-up date and record what was agreed.

Prepare relevant outreach

- Check open dates and the performer's fit before sending. Personalize the invitation with a specific date or opportunity. VenueKit does not automatically message contacts or send bulk campaigns.

Export CSV

- Export your contacts when you need a separate copy. Booking rows include submitted Spotify, Apple Music, YouTube and press-kit links. Keep exports private; they contain contact details.

Keep your records useful

- Correct obsolete details, honor requests not to be contacted and avoid copying private notes into public event descriptions. A contact export is not a full system backup.

06 / Make the next post

Create the caption and the graphic together.

Event lineup

- Select upcoming events and choose Create editable draft. Review the generated title and caption. One selected event becomes a featured-show design; a lineup graphic features up to three selected events. The full selection remains in the caption.

Open dates

- Select available dates and create the draft. The graphic displays up to eight dates. Review the booking link and avoid promising a date as confirmed before approval.

Artist spotlight

- Enter the artist name and introduction, using information the performer has agreed to share. Upload a permitted photograph if available. Without a photograph, the design uses an initials treatment.

Choose the look

- Select Copper marquee, Ivory editorial or After hours. Choose Square (1080 x 1080) or Portrait (1080 x 1350). Click Generate graphic after changing a style or format.

Save the correct version

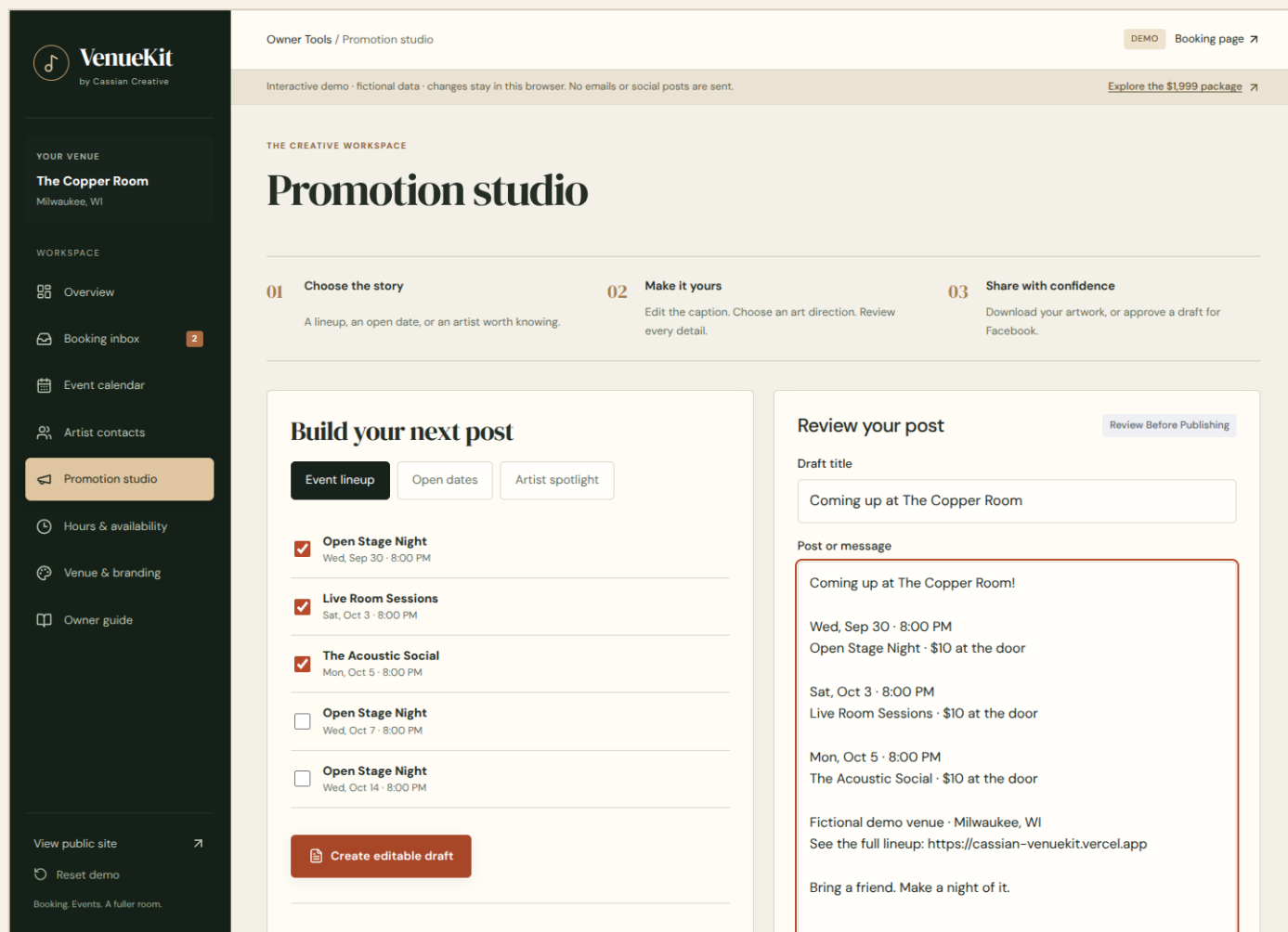
- The finished image attaches automatically. Download PNG if you need the full image for manual posting. You may replace it with uploaded artwork. Save draft to keep working or Approve post after reviewing both text and image.

Important editing detail

- Graphics use the selected source facts. Editing the caption alone does not alter the image. Update the underlying event or source fields, then regenerate when a date, time, name or price changes.

The next post, considered.

Create. Refine. Review.



Actual VenueKit demo. The Copper Room and its data are fictional.

01

Choose the story

Select a lineup, an open date or an artist spotlight.

02

Make it yours

Edit the caption and generate a matching square or portrait graphic.

03

Share deliberately

Download the artwork, or approve a draft before optional Page publishing.

07 / Share & connect Facebook

You stay in control of each post.

Manual posting always works

- Download the image and copy the caption. Open your venue's Facebook Page, create the post, upload the graphic, paste the text, check the destination/link and publish when ready.

Optional Page connection

- Facebook Page publishing is optional. It needs installation setup, owner authorization and the Meta app access/approvals required for the customer. The demo simulates this flow and never connects or posts. Copying captions and downloading graphics work without Facebook authorization.

Choose the correct Page

- After authorization, return to VenueKit and choose Use this Page. The connecting person must have content access to that Page. If the Page is missing, check account access and the assets shared during authorization.

Review before publishing

- Approve the draft, select it in the Facebook panel, review the exact image/text and destination, then check the explicit confirmation and publish. Approval alone never publishes.

If a result is uncertain

- Check the actual Page before sending another copy. Do not create a new draft just to retry an unclear result; this can create duplicates. Ask your support contact when the Page and local history disagree.

Connection maintenance

- Reconnect when access expires or the Page changes. Disconnect removes the application's saved access, not posts already on Facebook. A changed draft does not edit an already-published post. Scheduling and Instagram publishing are not included.

08 / Branding, reports & feeds

Keep the operational facts accurate.

Venue & branding

- Edit name, tagline, city/address, contact email, logo, accent color, timezone, capacity, stage, sound information and booking instructions. Check the public pages and create a fresh promotion draft afterward.
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Deployment-level settings

- Domains, database, owner credentials and notification routing are deployment tasks. Editing the public contact email does not automatically change the system's email-service credentials or owner notification destination.
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Visitor activity

- Overview reports aggregate page views and booking submissions for the last 30 UTC calendar days. These are not unique visitors or identified people. Demo activity is illustrative sample data, not results from a real venue.
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Google or Apple Calendar

- Copy the Calendar feed link. In Google Calendar use Other calendars > From URL. In Apple Calendar use New Calendar Subscription. This is a read-only subscription; edit events in VenueKit.
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Refresh delay

- Calendar providers choose their own refresh timing. A change on your website may take time to appear in an external subscribed calendar. It is not two-way synchronization.
-

09 / Fix common problems

Start with what happened and where.

The date is unavailable

- Look for a published event, draft event, pending/proposed hold, skipped-series handling, closed-day override or bookable-weekday rule. Resolve the actual conflict; do not promise the same date to two performers.

A show is missing

- Check published status, the venue timezone, event date and recurring end/skip dates. Compare the owner calendar with the public page in a separate browser.

A graphic looks outdated

- Create or regenerate from current source facts. Existing saved images remain as they were saved. Caption-only edits do not redraw the image.

Browser storage is full in demo mode

- Large images and many saved drafts can fill local browser storage. Save anything needed elsewhere, then remove large demo images or use Reset demo. Live venue records are stored separately in the venue database.

Facebook or email is unavailable

- Manual copy/download and manual performer follow-up remain available. Send support the page name, exact message, approximate time and a screenshot with private details removed.

When to get help

- Contact the agreed support contact for sign-in recovery, domains, billing, backups, connection changes or repeated failures. Never send passwords or tokens in a screenshot.

10 / Your launch & care checklist

A short routine protects a good system.

Before accepting real requests

- Confirm your actual public and owner URLs. Remove demo content. Test a request and decision across two devices. Verify public/private visibility. Check hours, closed dates, recurrence and your venue timezone.

During the walkthrough

- Create a show, update a poster, propose an alternate date, export a contact list and create a square/portrait promotion. Confirm any enabled email routing. Complete a specifically authorized Facebook test only if live publishing is configured.

Each week

- Review requests, stale holds, the next lineup and scheduled follow-ups. Check opening hours and perform a public-site review. Update the next promotion with current facts.

Periodically with your provider

- Apply software updates, review account access, confirm database backups and test a restore in a separate environment. Contacts CSV is not a full system backup.

Your support record

- Public URL: _____

- Owner Tools URL: _____

- Support contact: _____

- Hosting / database owner: _____

- Backup and review schedule: _____

Package scope

- \$1,500.00 USD one-time. Includes the VenueKit software, branding with supplied assets, one venue deployment and initial configuration, an owner walkthrough, editable source and guides. Full onboarding support is included for the first 45 days. Additional support after 45 days is billed hourly. Cassian SCS can host your site on our servers if needed for an additional \$10 per month. Domain, database, email service and custom integrations are separate.
- Service@CassianSCS.com | 715-503-0079