



HOTEL INTELLIGENCE SERVICES

— INSIGHT | STRATEGY | EXCELLENCE —

Intelligence Today. *Value* Tomorrow.

SYSTEM 04 · VENUES & EVENTS

HIS *VenueCore*

A complete banqueting & conference management system — every enquiry, proposal, booking, function sheet and invoice in one connected source of truth, delivered on your own server.

ONE SOURCE OF TRUTH · ENQUIRY TO INVOICE

THE DISCIPLINE

Banqueting is the most detailed revenue in your building.

And the easiest to drop. It scatters across emails, spreadsheets, WhatsApp threads, paper diaries and function sheets, and a single missed change is a guest standing in the wrong room. One live function diary closes those gaps and gives every department the same event, at the same moment.

*I***Enquiry Control**

Every enquiry captured, quoted and followed up, then converted to a confirmed booking without rekeying a thing.

*II***Operations Control**

One live function diary, every venue and every event, with Banquet Event Orders flowing to each department on the day.

*III***Revenue Control**

Expected revenue, conversion and venue utilisation, live, and every event closed with a clean final invoice.

WHAT IT DOES

Enquiries & Proposals — branded quotes and proposals; holds, deposits and contracts.

Banquet Event Orders — BEOs flow automatically; every team sees only its own sheet.

Resources, AV & Staffing — rooms, equipment, AV, setup styles and staffing per booking.

Reporting & Analytics — revenue, conversion and utilisation — the numbers owners ask for.

Live Function Diary — day, week and month views across every venue, colour-coded by status.

Catering & Menus — menus, packages, dietaries and allergens carried to the kitchen.

Billing & Invoicing — split billing, deposit schedules and a clean, auditable final invoice.

Accounting Integration — clean exports to SAP, Sage, Xero, QuickBooks and SunSystems.

One source of truth. From first enquiry to final invoice.

VenueCore was built the right way around: by operators who have run the events, not a software house guessing at how a venue works. The problem was never the people. The problem was the process.

HOW IT WORKS · THE EVENT LIFECYCLE

From first enquiry *to final invoice.*

Every event moves through the same stages, and VenueCore carries it the whole way — no rekeying, no lost detail, no version of the truth that lives only in someone's head.

ENQUIRE — PLAN — EXECUTE — DELIVER — BILL

1 Enquiries & proposals

Capture every enquiry and turn it into a branded quote in minutes, then convert it to a confirmed booking **without rekeying a thing.**

2 Planning & co-ordination

Lock the function diary, allocate rooms and resources, and co-ordinate menus, AV, staffing and timings under one change-controlled booking.

3 Event execution

Banquet Event Orders flow automatically to every department — the kitchen sees the kitchen's sheet, housekeeping sees theirs, on the day.

4 Final billing & close-out

Reconcile actuals against the quote, settle extras and deposits, and close the event with a clean, auditable final invoice.

5 Reports & analytics

Revenue, conversion and venue utilisation by period — the numbers owners and GMs actually ask for, ready when they ask.

6 Repeat & retain

Every event leaves a full history — who booked, what they had, what they spent. Rebook in a few clicks and keep the diary filling itself.

Everything revolves around the diary.

Every enquiry, booking, Banquet Event Order and invoice connects back to one live view — every venue, every event, colour-coded by status, visible to the whole team. Open any booking and run the whole event for that date in one panel.

CONFIGURED TO YOUR VENUE

- ✓ Your venues & function rooms
- ✓ Your packages & rate cards
- ✓ Your menus & catering options
- ✓ Your departments & handovers
- ✓ Your billing & deposit rules
- ✓ Your branded quotes & BEOs

One version of the truth.

Nothing rekeyed between departments, nothing lost in an inbox, nothing that lives only in one coordinator's head. **When the brief changes, every department sees the same change, at the same moment.**

INSIDE THE SYSTEM

The detail is the product. *The diary holds it.*

A wedding brief changes four times in its final week. A conference adds twelve delegates on the morning of day one. VenueCore is built for exactly that traffic — every change captured once, carried everywhere, and visible to the departments that have to deliver it.

One Diary
every venue, live

Holds & Options
no double bookings

Change Control
one brief, versioned

Full History
every event kept

- 1 **Holds, options & confirmations**
Every booking carries a status, from tentative hold to confirmed, colour-coded in the diary. Option dates chase themselves, and **no venue is ever double-booked.**
- 2 **The change-controlled brief**
Numbers, menus, timings and room set are amended against the booking itself — so the sheet that prints is always the current version, never the Tuesday draft.
- 3 **Department sheets**
The kitchen sees covers, courses, dietaries and allergens. The setup crew sees floor plan, AV and timings. Front of house sees the running order. **Each team carries only its own sheet.**
- 4 **Deposits & split billing**
Deposit schedules follow the contract. Master accounts split cleanly — the company pays venue and AV, delegates settle their own extras — and extras post on the day.
- 5 **Final invoice & export**
Actuals reconcile against the quote, the invoice raises from the booking, and event revenue exports clean to SAP, Sage, Xero, QuickBooks or SunSystems.
- 6 **Reporting the owner reads**
Expected revenue by month, conversion by enquiry source, utilisation by venue — banqueting reported like the revenue stream it actually is.

Licensed once. Support included.

VenueCore is licensed once to your property — not a subscription — delivered on your own server and configured to your venues, packages, menus and billing rules before it goes live. Support is included in every licence.

Run a hundred events a season without dropping one detail.

The coordinator stays in control, the departments stay in step, and the guest only ever sees the event run perfectly. **That is the entire job of the system.**

THE STANDARD BEHIND THE SYSTEM

Built to the standards *the industry teaches.*

None of the disciplines inside VenueCore are our invention. They are the banqueting and revenue practices taught at the world's leading hotel schools and codified by the industry's professional bodies — applied to venues and events, and delivered as working software.

Banquet Event OrdersHOSPITALITY EVENT-
MANAGEMENT CURRICULA

The BEO is the control document of professional banqueting — the single sheet every department executes from, taught in every hotel-school event operations course. VenueCore produces it natively: one per department, always the current version, flowing from the live booking.

**Function-Space Revenue
Management**CORNELL NOLAN SCHOOL OF
HOTEL ADMINISTRATION

Cornell teaches revenue management as selling the right space to the right customer at the right time at the right price. Applied to function space, the measures are conversion and utilisation — exactly the numbers VenueCore reports, live, by venue and by period.

Service Consistency

FORBES TRAVEL GUIDE · LQA

Luxury service audits score the fine detail of execution — timing, accuracy, handover. Detail survives a handover only when every department works from one version of the truth. That is the diary's whole purpose.

Owner-Standard Reporting

USALI · HFTP

The Uniform System of Accounts for the Lodging Industry is the reporting language hotel owners and auditors expect. VenueCore closes every event with a clean, auditable invoice and exports that land correctly in the ledger.

Designed by a Certified Hotel Administrator.

Every HIS system is designed by founder Joel Papenfus, CHA — a Certified Hotel Administrator (AHLEI), hotel General Manager and Divisional Operations Manager, with more than 25 years in four- and five-star hotels, resorts, safari lodges and cruise ships. The systems grew out of that career: operational knowledge refined into software.

The same discipline. Your venue.

Hotel schools teach the framework. Operators live it. VenueCore puts it to work — **configured to your venues, running on your own server.**

WHO IT IS FOR

Built for events. *Not adapted from a booking sheet.***HOTELS & RESORTS****Fill the function diary.**

Turn banqueting and conferencing into a properly managed revenue stream — weddings, galas and corporate functions from one live diary the whole team can see, with every enquiry captured and followed up.

CONFERENCE CENTRES**Every delegate accounted for.**

Hundreds of delegates, accommodation, AV, catering and dietary needs, coordinated without the communication gaps — and never an outdated function sheet in circulation.

MULTI-VENUE GROUPS**One standard. Every venue.**

See which events are confirmed, what revenue is expected this month and which venues are performing best — across the whole group, in real time, not at month-end.

Built by hospitality people.

VenueCore was built the right way around: by operators who have run the events, not a software house guessing at how a venue works. It reflects how venues actually operate — last-minute guest changes, room movements, split billing, conference packages and operational handovers.

THE TERMS

- ✓ Delivered on your own server — your data stays yours
- ✓ Branded quotes, proposals and BEOs carry your identity
- ✓ Event revenue exports clean to SAP, Sage, Xero, QuickBooks, SunSystems
- ✓ Once-off licence to your property, not a subscription
- ✓ Configured to your venues, packages, menus and billing rules
- ✓ One venue or the whole portfolio

REQUEST A QUOTATION**One system. Every event. Every detail.**

Configured to your venues, packages, menus and billing rules, so the system works the way your team already works, from day one.

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