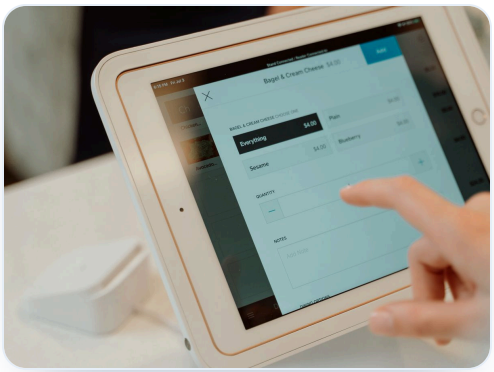
INDUSTRY AGENTS · AGENTFORCE SERVICE AGENT

Event & Venue Booking Agent

Takes a group event brief, finds suitable venues and dates, builds a quote from packages, places a 48 hour date hold.



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SUBAGENTS	ACTIONS	CHANNELS	TEST CONVERSATIONS

WHAT IT DOES

Event brief
Capture date, guests, type, area and budget.

Venue options
Find venues that fit capacity and date.

Quote and hold
Build the quote, hold the date and send the deposit link.

Confirm and handoff
Confirm after deposit and escalate special requests.

THE RULES IT FOLLOWS

- **Never take card details in chat**
  Payment is only through the payment link.
- The agent never offers a discount above 10 percent; larger requests create an approval request for the events manager.
- State the hold expiry time in the customer's local time.
- Offer only venues and dates confirmed by availability checks.

NOT INCLUDED

- Payment processing beyond creating the link and receiving the paid status.
- Floor plans, AV hire and supplier management.
- Post-event invoicing and feedback.

WORKS WITH
Talks to customers

WHERE IT WORKS
Website chat, Email

RUNS ON
Sales Cloud with Quotes, Agentforce, a payment provider for deposit links

BEST FOR
Event buyers such as HR and office managers, events teams, venue managers, sales coordinators and catering leads

INDUSTRIES
Hospitality · Event venues · Hotels · Conference centers · Restaurants with private dining · Wedding venues · Corporate events · Sports venues

WHAT YOU NEED

- ✓ Sales Cloud with Quotes enabled and Agentforce.
- ✓ Venues, packages, minimum spends, cancellation terms and a payment provider account.

Coming soon. Designed in full and built to the same standard as the live agents.

Free scoping: a 60-minute review with an architect.
We map it to your org, your rules and your data, and give you a fixed plan before work starts.

salesforce PARTNER