

## USE CONVERSAA WELL · 6 STEPS

# Use bookings, offers and creatives

Publish accurate information and check the complete customer journey before promoting it.

Start with the business facts. An attractive poster is useful only when its price, validity and booking details are correct.

## 1 Set up bookings

Create the booking form, required questions, hours and capacity. If payment is needed, complete Payments settings and check the amount. Test the form, payment result and confirmation before sharing it.

[Booking forms ↗](#)

## 2 Add a standalone offer

Use Offers for the offers you want the assistant to use. Check the terms and validity. Keep these distinct from event records in Promotions.

[Open Offers ↗](#)

## 3 Create an event

In Promotions > Events, enter the title, date, time, timezone, price, conditions and booking details. Attach a poster. Preview the information and publish only when it is correct.

[Open Events ↗](#)

## 4 Add featured people or products

Use Showcase, labelled Artists, Doctors, Stylists, Trainers or Products for your business. Enter factual details and upload photos. Confirm permission to share photos of people; deactivate entries that should stop appearing.

[Open Showcase ↗](#)

## 5 Create and refine a poster

Set your logo and brand colours in Brand kit. In Creatives, select the event, describe the look and optionally add reference media. Generate options, select one, request changes and preview the result before publishing.

[Open Creatives ↗](#)

## 6 Check it on the customer's phone

Ask about the published event and follow Book Now. Verify the correct poster, information and booking destination. Archive outdated material. Deleting a creative is permanent; archived-event deletion retains booking and creative history.

[Brand kit ↗](#) · [Payments ↗](#)

### You are ready when...

The published event and poster agree, and the customer can complete the intended booking journey.

**Keep in mind.** Healthcare: use factual uploaded profiles and informational events. Medical-service discounts and AI creative generation are blocked. Brand kit is under Settings > Promotions; payment setup is under Settings > Payments.