



LOYALURE VENUE OPERATIONS

Loyalure Venue User Manual

A task-first reference for owners and venue teams operating loyalty, events, VIP, Door, campaigns, media, reporting, privacy, and support.

BUILT FOR

Venue owners, managers, marketers, VIP hosts, Door staff, sponsor managers, analysts, and read-only users

PILOT VENUE EDITION

Revision 2026-08-29

<https://loyalure.vercel.app/manual/venue>

Controlled operating copy. Confirm live product state and permissions before acting.

Guide map

Use this contents page to orient the team, then work from the relevant task. The live guide remains searchable; this PDF is the durable handoff and print copy.

LIVE GUIDE
<https://loyalure.vercel.app/manual/venue>

DEVICE BOUNDARY
Members: phone PWA
Operators: computer
Door: tablet/computer

Quick start

Which product do I open?

Start every shift

Never do these things

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Sign in

If the link goes to the landing page

If MFA fails

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GRAYSTON TECHNOLOGIES + LOYALURE

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A Grayston Technologies product Edition: Pilot · August 2026 **Audience:** Owners, managers, marketers, VIP hosts, Door staff, sponsor managers, analysts, and read-only users

Member app status: Native iPhone and Android apps are coming soon. Members use the full Loyalure PWA now. Open the venue link in Safari or Chrome, then choose Add to Home Screen or Install app.

The searchable, interactive, print-ready version of this manual is available at </manual/venue>.

Quick start

Which product do I open?

Product	Used by	Device	Purpose
Loyalure Member PWA	Members	Phone	Wallet, points, rewards, events, RSVP, VIP, QR, inbox, privacy
Loyalure Venue	Owners and venue staff	Laptop/desktop	Configure and operate the venue
Loyalure Door	Door staff	Registered tablet/computer	Check-in and reward handling
Loyalure Media	Sponsor/media staff	Laptop/desktop	Creative, placements, signage, proof
Sponsor Portal	Sponsor users	Laptop/desktop	Own campaigns and aggregate reports
Loyalure Control	Grayston platform staff	Laptop/desktop	Tenant, plan, billing, health, and platform operations

Start every shift

- 1 Sign in with your own email link and authenticator code.
- 2 Confirm the organization, venue, and role in the header.
- 3 Review provider/readiness warnings, today's events, VIP requests, scheduled campaigns, reward inventory, and Door device health relevant to your role.
- 4 Stop if the tenant or venue is wrong. Never continue and "fix it later."
- 5 Use the manual or contact the venue owner/Grayston support when the safe next step is unclear.

Never do these things

- Share accounts, magic links, passwords, or authenticator codes.
- Paste secrets, tokens, card data, or government-ID information into notes or support messages.
- Infer marketing consent from a phone number or email address.
- Delete/edit points, consent, or audit history to correct a mistake.
- Accept a QR or reward screenshot as live proof.
- Promise guaranteed entry, native-app availability, payment approval, revenue, or sponsor impressions.
- Use a phone to configure Venue, Media, Sponsor, or Control.

1. Sign-in, MFA, and access

Sign in

- 1 Open Loyalure on the workstation you will use.
- 2 Enter the invited email address and request a secure link.
- 3 Open the newest link on the same device/browser.
- 4 Enter the current six-digit authenticator code.
- 5 Confirm the expected venue and role.

If the link goes to the landing page

- Request a new link.
- Open the newest message only.
- Use the same browser where you started.
- Do not forward the link.
- If it repeats, send support the time, email domain, device/browser, expected page, actual page, and a safe screenshot.

If MFA fails

- Set the phone date/time to automatic.
- Wait for the next six-digit code and retry once.
- Use the approved recovery flow if the device is lost.
- Never use another staff member's account/code.

Roles

Role	Typical responsibility
Organization owner/admin	Business settings, staff, programs, approvals, reporting
Venue manager	Location operations, events, loyalty, VIP, staff workflows
Marketing manager	Segments, approved campaigns, attribution
VIP host	VIP/group requests and guest updates
Door staff	Door verification and check-in only
Sponsor manager	Inventory, creative, placements, reports
Analyst	Authorized reporting and definitions
Read-only	Approved visibility without mutations

Menus may hide unavailable work, but the API independently checks the role, venue, entitlement, provider, and policy.

Invite staff

- 1 Open the Team/Staff workflow with `staff.manage` permission.

- 2 Enter the person's individual business email.
 - 3 Select the narrowest role that matches their job.
 - 4 Have them complete their own sign-in and MFA.
 - 5 Verify access, then review the audit receipt.
 - 6 Remove or change access immediately when their job changes.
-

2. Launch checklist

The launch checklist is complete only with real evidence.

- ☐ Venue name, description, location, timezone, hours, age rule, and contact are accurate.
- ☐ Approved venue image/copy reviewed on mobile.
- ☐ Public venue link and QR open the correct venue.
- ☐ PWA installation instructions verified on iPhone or Android.
- ☐ One loyalty version is published.
- ☐ At least one attainable reward is active.
- ☐ Two to four launch events are accurate and published.
- ☐ VIP requests have an owner and response expectation.
- ☐ Staff accounts and MFA are complete.
- ☐ Door device is registered and rehearsed.
- ☐ Consent, suppression, quiet hours, and provider state are understood.
- ☐ One production test join, RSVP, VIP request, check-in, points award, and redemption passed.
- ☐ Venue owner approved go-live.

Publishing the web/PWA venue does **not** approve native distribution. Native apps are coming soon and remain a separate Grayston/store program.

3. Venue profile, hours, and brand

Update public details

- 1 Select the correct venue.
- 2 Change only verified facts.
- 3 Save through the versioned workflow.
- 4 If a conflict appears, reload and compare the newer value before reapplying.
- 5 Preview mobile and desktop.
- 6 Publish after venue approval.

Copy and imagery rules

- Focus on membership, events, rewards, hospitality, VIP utility, and access.
- Use discreet approved imagery.
- Avoid explicit imagery or sexualized notification copy.
- State age requirements and material restrictions where the member acts.
- Never invent pricing, capacity, availability, guaranteed entry, or app-store status.

Custom domains

Use a custom domain only after entitlement, DNS ownership, certificate, canonical behavior, and production verification complete. Until then, use the approved Loyalure URL.

4. Loyalty programs and points

Publish a program version

- 1 Review current version, effective date, expiration, tiers, and terms.
- 2 Define earning triggers and point amounts.
- 3 Add per-event/day/week/month caps and eligibility.
- 4 Set tier thresholds and downgrade rules.
- 5 Run normal, cap, duplicate, and ineligible simulations.
- 6 Publish a new effective-dated version.
- 7 Verify the member PWA displays the same terms.

Correct points

- 1 Confirm member, venue, original ledger item, amount, and reason.
- 2 Use the authorized manual adjustment/approval workflow.
- 3 Create a compensating entry; never edit/delete the original.
- 4 Verify the new balance and audit receipt.

Common loyalty questions

When do check-in points post? After an authorized successful check-in transaction. Replays cannot award twice. **Can points move between venues?** Not by default; memberships and balances are venue/program specific. **Do points equal cash?** Do not describe them as cash. The internal liability estimate is not a member cash balance. **Can staff change a member's tier?** Use published qualification rules; do not relabel members to bypass the program. **Why did an award not post?** Check eligibility, caps, effective version, event state, duplicate/idempotency status, and permissions.

5. Rewards

Create a reward

- 1 Add a clear public name/description.
- 2 Add separate staff fulfillment instructions.
- 3 Set cost, validity, blackout dates, venue, tiers/segments, inventory, per-member/night limits, and legal copy.
- 4 Choose whether staff approval is required.
- 5 Preview in the member PWA.
- 6 Activate/schedule, or pause if temporarily unavailable.

Redeem safely

- 1 Ask the member to open the live reward in their own PWA.
- 2 Confirm venue, token/code, status, expiration, eligibility, and inventory.
- 3 Approve/redeem exactly once.
- 4 Use authorized void/correction with a reason if fulfillment fails.

Never accept a screenshot as proof. Never reuse a token. Never delete a reservation to hide an operational problem.

6. Members, CRM, consent, segments, imports, and exports

Find a member

- 1 Confirm venue context.
- 2 Search in Guests & VIP.
- 3 Review membership, channel consent, points/tier, visits, RSVPs, VIP, referrals, rewards, and campaign history.
- 4 Keep necessary internal notes factual, minimal, and professional.

Build a segment

- 1 Start with a business question.
- 2 Build understandable AND/OR criteria.
- 3 Inspect the matching audience.
- 4 At send time, Loyalure also checks consent, suppression, age/venue, quiet hours, frequency caps, control group, and provider state.
- 5 Investigate surprising counts before approval.

Import

- 1 Map fields.

- 2 Preview validation and duplicates.
- 3 Preserve known, unknown, and revoked consent exactly.
- 4 Run the import.
- 5 Review the result and rollback report.

An email address or phone number alone is **not** marketing consent.

Export

- 1 Confirm role, purpose, venue, and minimum fields.
- 2 Request the authorized export job.
- 3 Download from the private result.
- 4 Protect the file and remove local copies when the purpose ends.
- 5 Review the audit receipt.

Never provide a member list to a sponsor. Sponsor data is aggregate only.

7. Events and RSVPs

Create/publish

- 1 Select venue, date/time/timezone, age rule, capacity, waitlist, RSVP limit, and plus-one rules.
- 2 Add approved copy/media, tags, sponsor disclosure, loyalty bonus, VIP CTA, and reminders.
- 3 Preview on mobile/desktop.
- 4 Generate source-specific QR/link for each measured placement.
- 5 Publish after owner/event approval.

Operate

- Monitor going, waitlisted, canceled, and checked-in states.
- Use authorized waitlist promotion; do not hand-edit capacity.
- Reconcile arrivals with Door.
- Communicate material time/location changes through an approved transactional path.
- Archive completed events without deleting attribution/history.

An RSVP does not automatically guarantee entry; the published venue terms and lawful physical entry process still apply.

8. VIP and group requests

Work a request

- 1 Review date, arrival, group size, occasion, package interest, budget range, preference, notes, and source.
- 2 Assign one host.
- 3 Contact within the venue response expectation.
- 4 Move the request through accurate pipeline states.
- 5 Keep guest-visible updates separate from private operational notes.
- 6 Record next action and outcome/lost reason.

Deposit rule during pilot

- Production is request-only unless Grayston confirms an approved processor.
- Do not collect card data in Loyalure, email, chat, or notes.
- A submitted request is not confirmed.
- The demonstration 3% fee applies only to an eligible online VIP/package deposit processed through Loyalure-not requests, cash, tips, door sales, food/bar revenue, or unrelated transactions.

9. Campaigns

Pilot channels are **in-app, push, and email**. SMS is not available.

Create/send

- 1 Define the objective and segment.
- 2 Select only a configured/approved channel.
- 3 Write discreet content with safe fallbacks.
- 4 Review eligible count after every suppression and policy gate.
- 5 Send a test.
- 6 Complete approval.
- 7 Schedule with quiet hours/frequency caps.
- 8 Record source/attribution window/control group.

Interpret results

- Separate queued, sent, delivered, failed, clicked, opted-out, RSVP, VIP, and check-in counts.
- Attribution is a documented association, not automatic proof of causation.
- Use a control group for meaningful lift evidence.
- Pause and investigate complaint or provider-failure signals.

Adult-venue marketing email stays disabled until the configured provider explicitly approves that tenant category.

10. Loyalure Door

Open the shift

- 1 Use the registered device and personal Door account.
- 2 Confirm venue, device, camera, network, time, and signing key.
- 3 Keep the device powered, controlled, and on the approved network where possible.
- 4 Confirm the physical age/ID procedure and escalation owner.

Scan

- 1 Ask the member for the live rotating QR-not a screenshot.
- 2 Scan and review the result.
- 3 Complete the physical age/ID check.
- 4 Record only that verification occurred; never store ID image/number/biometric data.
- 5 Accept once.
- 6 Escalate denied, expired, duplicate, cross-venue, or unclear results.

Offline

- The device must first load the venue public key online.
- Offline accepts valid signed-token check-in only.
- Phone/name lookup is unavailable because PII is not cached.
- Keep the encrypted pending count visible.
- Reconnect within the allowed window and sync idempotently.
- Do not clear browser/device data before pending records reconcile.

Door troubleshooting

QR will not scan: Increase screen brightness, remove glare, clean camera, verify permission, refresh live QR.

Duplicate/replay: Inspect the recent accepted check-in; do not award manually without authorized correction. **No offline**

lookup: Expected. Restore connectivity or use the venue's separate entry process without claiming a Loyalure check-in. **Lost**

device: Notify the owner and Grayston immediately and revoke the device/access.

11. Media, sponsors, and signage

Launch a placement

- 1 Verify sponsor and category approval.
- 2 Reserve venue inventory, flight, schedule, and internal value.
- 3 Upload compliant creative.
- 4 Complete venue/platform approval.
- 5 Place only the approved creative version.
- 6 Preview every destination and disclosure.

Signage

- 1 Pair the registered device to the venue/screen group.
- 2 Publish an approved playlist/schedule.
- 3 Verify autoplay-safe playback and local cache.
- 4 Monitor device health and proof timing.
- 5 Never fabricate proof during an outage.

Sponsor reporting

- Reports come from immutable authorization-checked snapshots.
- Member PII is never included.
- Proof of play confirms playable delivery, not an individual viewer.
- Label estimated view opportunities separately from measured page views, clicks, scans, or plays.

12. Analytics

Before using a metric:

- 1 Confirm venue, period, timezone, and freshness.
- 2 Read the definition.
- 3 Check demo/test-record treatment.
- 4 Drill into authorized underlying records when surprising.
- 5 Separate counts, rates, contracted/invoiced/collected amounts, and modeled estimates.

Key definitions:

- **Repeat visit rate:** Members with at least two accepted check-ins divided by members with at least one in the same rolling window.
- **RSVP-to-check-in:** Eligible RSVPs with an attributed accepted check-in divided by eligible RSVPs.
- **VIP conversion:** Arrived/completed confirmed VIP requests divided by qualified requests, with stage funnel shown separately.

- **Reward utilization:** Redeemed rewards divided by eligible issued/claimed rewards.
- **Points liability:** Outstanding unexpired points + venue accounting estimate; not a cash balance.
- **Sponsor revenue:** Contracted, invoiced, and collected shown separately.

Loyalure and a POS/door count may differ because definitions, identity, time, event state, or eligibility differ. Reconcile definitions before calling either system wrong.

13. Privacy and consent

Member requests

- 1 Direct members to the signed-in Privacy section of their PWA.
- 2 Do not fulfill export/deletion from an unverified email, DM, or verbal request.
- 3 Confirm the queued request; do not promise immediate deletion.
- 4 Honor marketing revocation/suppression immediately.
- 5 Escalate without copying unnecessary PII.

Data rules

- Access only the venue and fields needed for your role.
- Consent history is append-only; record revocation/correction instead of deletion.
- Points and audit histories are append-only.
- Do not store government-ID data, biometrics, raw card data, passwords, magic links, MFA codes, or tokens in notes.
- Sponsor users never receive member PII.
- Deletion uses the verified privacy queue and approved retention/anonymization rules.

Members may leave one venue while retaining other valid Loyalure memberships.

14. Providers, entitlements, and payments

A capability requires all independent gates:

- 1 Plan/tenant entitlement.
- 2 Staff role permission.
- 3 Provider capability/approval.
- 4 Venue/category/distribution policy.
- 5 Member consent where applicable.
- 6 Healthy production configuration.

If a feature is visible but unavailable, read its status; the UI cannot override these gates.

Never paste a provider secret into a normal form, note, email, chat, source file, or screenshot. Use the approved Grayston secret process.

Request capability changes with venue, business need, intended users, data involved, provider, date, owner approval, canary, and rollback criteria.

15. Troubleshooting and escalation

Two-minute recovery check

- 1 Confirm internet, system time, supported browser, venue, role, and MFA.
- 2 Reload once.
- 3 Do **not** repeat a check-in, redemption, campaign send, invoice, or other mutation until you know whether the first attempt succeeded.
- 4 Read the complete status/error and capture the correlation ID.
- 5 Determine whether impact is one member, device, role, venue, or everyone.
- 6 Use the safe fallback without weakening security.

Send support

```
Venue:
Loyalure product/surface:
Your role:
URL/path:
Time and timezone:
Goal:
Exact steps:
Expected result:
Actual result/error:
Correlation ID:
Device/browser/network state:
Retry attempted:
Safe screenshot location:
Business impact:
```

Never send passwords, magic links, authenticator codes, access tokens, provider secrets, full card data, government-ID data, or unnecessary member contact information.

Urgent escalation

Use the venue owner and designated Grayston urgent channel for:

- Suspected security/privacy or cross-tenant access.
- Incorrect age/category/distribution behavior.
- Widespread sign-in/join failure.
- Duplicate check-in, points, reward, payment, or consent effects.
- Active Door outage with no safe operating path.
- Live campaign/provider issue with member impact.
- Lost registered device.

16. Operating rhythm

Every day

- Review provider/incidents, events, VIP requests, campaigns, rewards, and Door device health.
- Assign urgent member/VIP work.
- Confirm Door readiness before opening.
- At close, review accepted/offline check-ins, pending sync, rewards, and unresolved follow-up.

Every week

- Review member growth, repeat visits, RSVP conversion, VIP response/completion, reward utilization, opt-outs, and failed delivery.
- Retire outdated events and links.
- Check reward inventory/economics.
- Remove obsolete staff access.
- Choose one measurable improvement.

Every month

- Review program versions, points liability, campaign frequency, sponsor delivery, plan usage, and providers.
- Audit staff roles/devices, exports, privacy queue, support access, incidents, and failed jobs with Grayston where applicable.
- Record the owner decision: continue, adjust one bounded item, or request a capability review.

Master FAQ

Member app

Where are the App Store/Play apps? Coming soon. Use the installable PWA now. **Is the PWA a reduced version?** No; it is the complete pilot member product. **Can operators install the PWA and configure there?** No. The installed app is for members; operator configuration stays on a computer. **What if Add to Home Screen is missing?** Open the venue link in normal Safari/Chrome, not an in-app social browser or private mode.

Access

Can we share one Door login? No. Use individual accounts and the registered device. **Why is access denied?** Confirm venue, role, entitlement, and provider/policy. Ask the owner for the narrowest needed role. **Can Grayston impersonate us?** No silent impersonation. Support access is reasoned, time-limited, visible, and audited.

Loyalty/rewards

Can I delete the wrong points award? No; use a compensating adjustment. **Can a reward be used twice?** No; tokens/status and inventory are transactionally enforced. **Can staff override inventory?** Use authorized program/update procedures; do not bypass redemption controls.

Campaigns

Can we send SMS? No. **Does a contact record mean consent?** No. **Why are some members suppressed?**

Revocation/suppression, channel absence, age/venue, quiet hours, caps, control group, or provider restrictions. **Can we call a promotion transactional?** Classification depends on purpose; a label cannot bypass consent.

VIP/payments

Is a VIP request confirmed? No, not until the authorized venue workflow confirms it. **Can we take a card number in notes?**

Never. **When does the 3% apply?** Only eligible online VIP/package deposits processed through Loyalure-not pilot requests or unrelated revenue.

Door

Can Door work offline? Signed-token check-in only, after the key was loaded online. **Can offline Door search by phone/name?** No; PII is not cached. **Can we store an ID photo?** No. **What does replay mean?** The token/context was already used; inspect the prior accepted record.

Media/sponsors

Can sponsors see member names? No. **Does proof of play prove a viewer?** No; it proves validated playable delivery. **Can a sponsor publish directly?** No; creative approval is required.

Privacy/security

Can staff delete a member? Use the verified privacy workflow, never ad hoc deletion. **Can consent history be removed?** No; it is append-only. **What should a security report contain?** Safe evidence, venue/surface/time/impact/correlation ID-no secrets or unnecessary PII.

If this manual does not answer the question, send Grayston the support template above. It provides enough context to investigate without requesting broad access.