

## WFA Wine Industry Tourism Toolkit

# Event Planning Checklist

### Organisation / Management

- Clearly articulate and quantify your objectives
- Create a working budget and allow a contingency for over-expenditure; be conservative with anticipated revenue
- Work with a planning committee as appropriate
- Create a Code of Practice for staff and other key personnel
- Delegate areas of responsibility to key staff members
- Apply for relevant licenses and permits
- Check your insurance is adequate
- Determine maximum visitor numbers

### Marketing and Promotion

- Construct a marketing and promotion plan
- Identify advertising opportunities (mandatory and optional) and relevant costs
- Develop media releases and press kits
- Identify key media to invite
- Work with local and regional tourism associations
- Identify likely businesses to partner with and co-promote
- Develop appropriate promotional material and distribution strategy
- Banners and signage
- Ensure staff members are aware of the event details, particularly those who are regularly in contact with potential customers
- Ensure your website has details of the event, including further contact information.
- Ensure your event is listed on online industry event calendars, such as Tourism websites, Regional Association websites or Australian wine related websites
- Explore opportunities for promotion on social media platforms

### Even Offers

- Determine what packages you can offer (wine and food, food only, entertainment only)
- Accommodation packages
- Transport arrangements
- Incentives for wine sales (free delivery on case sales, etc)
- Opportunities to recruit mailing list/wine club members
- Event merchandise (t-shirts, caps, corkscrews, etc)

### Ticketing

- Determine whether you will conduct ticketing in-house or through a booking agency
- Create a policy for payment methods, refunds and cancellations
- Factor in the cost of merchant fees
- VIP Passes (trade, sponsors, media)
- Pass-outs
- Decide whether to use a voucher system for purchases or deal in cash/credit cards at point of sale

### **Infrastructure**

- Staging
- Audio / Visual
- Marquees
- Fencing
- Toilets
- Equipment hire
- Storage facilities
- Cool rooms
- Rubbish and recycling stations
- Selling/dispensing stations and associated equipment (glassware, corkscrews, cash)

### **Personnel**

- Management Fees
- Artists
- Partners (coffee vendors, etc)
- Security
- Team Leaders
- Hospitality and sales staff
- Volunteers (First Aid)
- ID Tags

### **On-site Logistics**

- Secure areas
- Access roads (public and organisers/staff)
- Designated boundaries and parking
- Crowd control
- Lighting (for after dark events)
- Inclement weather contingency plan
- Emergency/Evacuation Plan

## **Gathering Feedback**

### **Customer testimonials**

Customer testimonials are powerful when promoting future events and can be used on websites, flyers, brochures and video sites such as YouTube. Testimonials can be in writing (via surveys/ questionnaires taken during the event) or recorded as video/audio 'voxpops'.

Make sure each person knows how their comments may be used and appropriate permissions are provided if they are likely to be quoted by name.

A tip: dedicate a staff member to capture 20 second consumer testimonials, as well as general video footage of your event, which can then be later edited into an event highlights package.

### **Pictures, imagery and video**

General pictures/imagery or video content captured of your event can assist as a visual record, and also like testimonials, can help serve as promotional material for future activities.

### **Survey tools**

Online sites such as [surveymonkey.com](https://www.surveymonkey.com) and [surveygizmo.com](https://www.surveygizmo.com) allow you to quickly develop surveys and questionnaires, which can be emailed to attendees after the event (assuming you gather contact addresses). Most systems automatically tally results (demographics, age, etc.) making reporting easy. Alternatively, you can create and print a simple survey for use during the event.

A tip: surveys and questionnaires can be tedious and time consuming for visitors. Why not offer an incentive such as purchase discounts, merchandise giveaways or other prizes.