

WFA Wine Industry Tourism Toolkit

Writing your theme template

The following information was provided by Jane James from JayTalk Consulting.

STEP 1: Decide on a broad topic area (your general topic)

STEP 2: Narrow it down to a specific topic

STEP 3: Brainstorm your theme

Remember

- The process of thematic interpretation will help you identify and interpret your stories in the best possible way about the places you love.
- Research clearly demonstrates that telling stories adds considerable value to the tourism experience: people stay longer and come back for more.
- There is no such thing as a 'wrong' theme; but some work better than others by grabbing peoples' attention and imagination. Be creative and collaborative in your approach to theme writing – engage colleagues and peers.
- Anyone can come up with a theme.
- Writing strong, engaging themes requires practice – be prepared to refine and test your themes several times before settling on the final theme.

Now use the following template pages to develop your theme.

General topic: "Generally, I want to tell my visitors about:

Specific topic: Can you be more specific? Narrow down what you want to tell your visitors about.

Theme: Remember that this is your "**take home message**" or what you want people to say about your winery or cellar door or tasting room after they have visited it.

Now write some themes. Have a go at writing 5 – any 5.

Write them all down even if they seem daft or a long shot. Remember that you need to write them in a way that you can complete the following sentence – 'After visiting my winery/cellar door/region I want my visitors to know (appreciate, believe, understand, etc.) that'**It must be a complete sentence following on from the word THAT....**

1.

2.

3.

4.

5.

Remember: What do you really, **really**, passionately want them to know/understand/feel?
Don't squander the moment! Your theme is their **'take home message'**.

Theme choice: Choose **ONE** of your 5 themes from the list above. Write it here:

Now write LOTS of Sub-Themes: the little ideas or messages that relate to your chosen Main Theme, that help you get the main **'take home message'** across to your visitors.
Write your **sub-themes** here. **Do them as sentences following on from the word 'that'....**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

Sub-theme choice: choose the best **FOUR sub-themes** from your list above. Choose the ones that work best with your Main Theme. Write them here:

t₁ _____

t₂ _____

t₃ _____

t₄ _____

The formula for writing good themes is: $T (\text{Theme}) = t_1 + t_2 + t_3 + t_4$

Theme 'delivery': How will your theme be delivered – cellar door, telephone response, greeting?

Who is it targeted at? Clearly define your audience