Event planning in the cellar: tips for a successful experience

scritto da Lavinia Furlani | 18 Ottobre 2023



As we transition into autumn, the spacious cellars are still ripe for activities that go beyond the summer season. While summer is undoubtedly the prime time for events, don’t underestimate the potential of wine tourism, which can be equally valuable during this time of year. These events not only provide moments of leisure but also serve as a means to attract wine enthusiasts, tourists, buyers, and journalists.

Planning an event, however, remains **one of the most challenging responsibilities for a hospitality manager.** During this phase, your creative aspirations collide with the

sobering reality that event organization is a highly intricate process.

Here are some helpful tips if you wish to embark on this journey:

1. Stay informed about the latest trends in wine-related events and adapt them to align with your company’s unique identity.
2. Select a suitable location. There’s always that picturesque corner in the cellar or vineyard, but is it truly the right place if it doesn’t support logistics and safety?
3. While you may have the capability to handle everything independently, don’t dismiss the idea of potential partners.
4. Keep in mind that much depends on the budget. For future prospects, you might consider cultivating relationships that can open doors to more structured events for your company.
5. Never neglect the importance of effective communication. An event’s success hinges on your ability to convey to guests: what to expect, where it’s located, and the benefits they’ll reap.
6. Engage with your local community. Involve the people living in proximity to the venue to ensure that the event is warmly embraced by the entire neighborhood.
7. Precisely pinpoint the event’s location with accurate directions and coordinates.
8. Don’t limit yourself to wine-centric themes; explore topics of interest to a broader audience. Think about entertainment options that align with your company’s image, with music often being your strongest ally.
9. Be prepared for unforeseen circumstances! They can take various forms, from guests struggling to locate the event to parking issues and even unexpected vineyard visitors like insects. The best strategies to counter

such situations? Preparedness and efficient organization.

10. Wine-related events are an invaluable asset for your company’s image. So, don’t be disheartened by the initial challenges of organizing. Embrace this stimulating activity as an exciting opportunity, and relish the satisfaction it can offer, even in the autumn season.