

Winery events: are you offering something memorable or just filling your schedule?

scritto da Lavinia Furlani | 15 Novembre 2024



Winery events are a powerful tool for wineries to stand out and build guest loyalty. But are your events truly memorable, or just routine fillers? This article explores how to design extraordinary experiences, from engaging local communities to improving communication strategies, ensuring each event leaves a lasting impression.

Winery events are a **golden opportunity** for wineries to stand out and leave a lasting impression on visitors. But are all wineries really making the most of this chance? The truth is, many events feel more like calendar fillers than **memorable**

experiences.

How often do companies organize events without a true **strategy**, simply copying what others are doing, without authentically personalizing the experience? There's so much focus on adding another date to the calendar that the essence gets lost: creating something guests will remember, talk about, and that will make them come back.

Organizing a winery event isn't just about **logistics**, though these are essential. It's about **telling a story**, immersing participants in an experience that reflects the soul of your winery. And this is where many wineries stumble.

Too many companies settle for doing the "bare minimum," neglecting the details that make all the difference. For example, **communication**. Organizing an **exceptional event** is useless if no one knows about it. Often, at wine-related events, you see the same familiar faces—industry insiders moving in a closed circuit. But here lies the critical mistake: limiting communication to those already familiar with the wine world while ignoring the chance to attract new, curious people eager to discover this fascinating universe.

Additionally, how often are **local residents** underestimated? Who better than those living near the winery to become the brand's greatest ambassadors? Engaging the local community isn't just a smart strategy; it's a true act of territorial enhancement. Hosting events in collaboration with them, inviting them to exclusive tastings, or simply making them part of new developments in the winery builds a strong, lasting bond. When your neighbors talk about you, they do so with passion, and their voice resonates far more deeply and credibly with potential visitors than any form of advertising.

So, here's the real challenge: do you want to continue organizing **mediocre events** just to say you've done them? Or do you want to start designing each event as an opportunity to

build loyalty, surprise guests, and, most importantly, stand out from the crowd? Because if you're not offering something **extraordinary**, you can be sure someone else will.

Key Points

1. Memorable winery events require authentic storytelling and personalized guest experiences.
2. Communication is critical—promote events beyond industry insiders to attract new audiences.
3. Local communities are key allies in amplifying your winery's reputation.
4. Avoid mediocrity: each event is a chance to surprise, retain, and differentiate.
5. Details matter; don't settle for the bare minimum in event organization.