

Managing an event at the winery: 7 steps to success

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Organizing an event at a winery is a marketing and relationship strategy capable of attracting new customers, building loyalty among enthusiasts, and enhancing the territory. **But to turn it into a success requires method, attention to detail, and a clear vision of objectives.** Here are the 7 fundamental steps to create a memorable event.

1. Define Event Objectives and Target Audience

Before starting with planning, it's crucial to ask: who are we targeting and for what purpose?

- Wine lovers seeking authentic emotions?

- Industry professionals and operators?
- Companies looking for original team-building experiences?

The objective can be direct sales, brand awareness, or customer loyalty. A clear definition of the audience guides the choice of format, duration, and tone of the experience.

2. Choose the Right Format

There is no one-size-fits-all event. Consistency between audience and offering is essential. Some winning examples:

- Guided tasting with the producer → ideal for enthusiasts and professionals.
- Dinner with wine-food pairings → perfect for tourists and wine lovers seeking an immersive experience.
- Educational harvest or interactive wine experience → engaging for families and groups.
- Corporate event or team building → designed for companies wanting original networking activities.

The key is to adapt the format to the audience's expectations.

3. Take Care of Every Logistical Detail

Logistics often determine perceived quality.

- Spaces and pathways: check capacity, safety, and accessibility of the winery.
- Welcome and staff: train the team to ensure fluidity and professionalism.
- Weather plan B: provide indoor alternatives for outdoor events.
- Materials and tools: glasses, tasting sheets, personalized gadgets.

A well-organized event conveys seriousness and attention, elements that visitors will remember.

4. Create an Engaging Atmosphere

Some details can make the difference: Lighting and music to create the right atmosphere. Emotional storytelling: tell the winery's story with passion. Direct interaction with the producer, to make every moment authentic and personal.

The goal is to ensure that guests don't feel like mere spectators, but an integral part of the story.

5. Plan Communication and Marketing

A successful event starts well before the scheduled day. Promotion is a decisive element:

- Website and newsletter: announce the event well in advance.
- Social media: create anticipation with teaser posts, backstage photos, and videos.
- Collaborations: involve influencers, wine tourism guides, and local partners.
- Online bookings: facilitate access and better manage flows.

Communication must be consistent with the event's tone and capable of generating curiosity.

6. Manage the Event in Real Time

The event day is the real test. Coordination and continuous attention are required:

- Welcome with a smile and provide clear information.
- Monitor timing to avoid long waits.

- Be ready to resolve unexpected issues professionally.

A prepared team makes guests perceive they are part of an organized and seamless experience.

7. Post-Event Follow-Up

The event doesn't end when the last guest leaves. Follow-up is what transforms the occasion into a lasting relationship.

- Send a personalized thank you via email or WhatsApp.
- Share photos and videos on social channels, tagging participants.
- Offer an exclusive advantage (discount, wine club access, priority invitation for future events).

This step is decisive for building loyalty and stimulating new purchases.

Managing an event at a winery means combining planning, emotion, and relationship. Our 7 steps are the compass to transform every event into a memorable experience, capable of leaving a lasting memory in visitors and concrete value for the winery.

Key points

1. **Define clear objectives and identify your target audience** before planning any event
2. **Select the appropriate event format** that aligns with your audience's expectations
3. **Ensure meticulous logistical planning** including spaces, staff training, and backup plans
4. **Implement strategic post-event follow-up** to build

lasting customer relationships

5. **Create comprehensive marketing campaigns** across multiple channels to maximize attendance