

EVENT EVALUATION CHECKLIST

Use the following points to determine whether you should host or participate in particular events. Like any activity, the amount of research you do prior will increase your chances of success on the day. Once you've made the decision to participate, consider the logistics carefully and contract external suppliers where appropriate.

Key Questions

- What is the history of the event/festival?
- What benefits have other wineries gained from previous participation?
- Is the event affordable? What are the costs of participation?
- Do you have the necessary expertise to host/staff the event?
- Who can you approach for assistance?
- Is there another party that you can partner with to offset the costs and spread the risk?
- Does the event fit with your brand values/objectives?
- Can you maintain your own brand identity among others from your region?
- How will the event be promoted?
- What other events are on at the same time (Regional, State, National) that could impact adversely on patronage?
- What grant funding can you access to assist with participation/staging?
- What level of sales is required to break-even?
- What are the possible risks associated with conducting/participating in this event?

Motivations

- Raise brand awareness
- Regional positioning
- Generate direct sales
- Obtain names for database
- Community benefits – long term
- Roll on effect – greater winery visitation over time
- Opportunity to enter Tourism Awards

Brand Enhancement Opportunities

- Exposure to a greater mass market – through various advertising media
- Cross promotional opportunities with other segments / industry types
- Association with non-wine related activities
- Exposure to corporate sectors from other sponsors
- Opportunity to promote your brand through sponsorship

Type of Event

- Wine and Food
- Entertainment (music)
- Arts focused
- Consumer
- Trade

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 & 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

Event 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