



Event Marketing

A marketing tool that goes far beyond public relations and advertising campaigns



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Event marketing:
a unique opportunity for wineries, for profit
and not-for profit organizations

- Opportunities:
 - Tell your story
 - Build a loyal audience
 - Build 'street cred'
 - Funding mechanisms for future projects

Definition of Event Marketing

- Using the event to tie together all of your other marketing efforts and put a face on your business
- Part of a 4 legged stool:
 - Paid advertising
 - Public relations
 - Social media
 - Event marketing



Other observed events

- Large attendance
- Sampling/sales opportunities
- POST event coverage only
- No media presence on site
- No on-going relationships with media and sponsors
- Only one-two day post event impact
- High level of 'competition' among wineries
- Profits to 3rd party entities



Our goal: Use events to their fullest advantage

1. Vintage Ohio
2. Wine Trail Events
3. License to Steal



Vintage Ohio:

Too much opportunity to waste on 2 days



- Media

- Multi-million dollar media campaign
- Long term media relationships
- Translating media relationships to members
- Editorial legitimacy
- Establishing a cheer leading cadre to tell your store

- Sponsors

- Mutual exchange of 'customers'
- Expanded opportunities for future events
- Cash

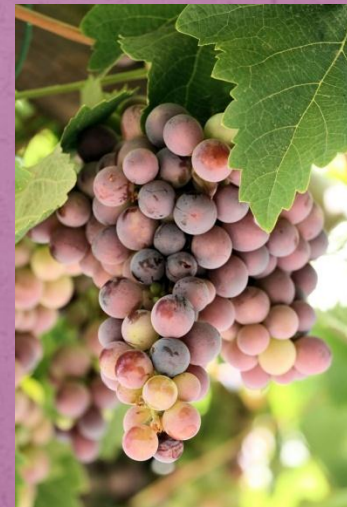
Additional ancillary benefits

- Exhibitors
 - Restaurants, Musicians, Artisans
- Venue
 - Shared identity/legitimacy
 - Mutual awareness/joint learning curve
- Mailing lists, electronic and otherwise
- Future funding
 - Cash to support future ventures
- Political impact
- Internal team building



Wine trail events

- Regional cohesiveness/identity
- Attracting a 'newbees' audience
- Building customer loyalty
- Validating role of organization to membership
- Excuse for publicity
- Cash for other projects



License to Steal

- Networking
- Education
- Shared overhead – exceptional programming
- Focus exclusive to marketing
- BUT – national attention for attendees – two way street



An 'event': a shame to 'waste'

- **NEVER** do an event for its own sake
 - TRY to think 'out of the box'
 - ALWAYS develop a strategic plan with clear goals and objectives
 - ESTABLISH relationships
 - ESTABLISH tracking mechanisms
 - REMEMBER to build in 'profits' to re-invest in future projects



Ideas for event partnerships with 'influentials'



- Affinity groups
 - APL, Military heroes, kids' charities, school groups
- Major charities
 - Red Cross, Heart Association, Cancer Society
- Tourism organizations
 - CVB's , Restaurants, Lodgers
- Trends
 - Locavore, Locapour, Winter weather escapes
- Events
 - Holidays, Political season, Oscars, Superbowl

Ideas for events

Discussion of existing events and Q and A

THANK YOU

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