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
Idea for events

Discussion of existing events and Q and A

THANK YOU