

Maximizing Engagement: Innovative Storytelling and Event Strategies

Access Follow-up Materials and Live Support at:
www.interpretingwine.com/ows2025

Before we begin

- My primary focus
 - Tasting Room Managers and Staff
 - Winemakers, Owners, Sales and Marketing
 - Event organiser
- Practical Session
 - Presentation
 - Small group discussion
 - Liz Thach MW
 - Q&A from the floor

I'm Lawrence

- Over 550 podcasts as Interpreting Wine
- Interviewed >250 producers
- Attended >500 wine events
- Obsessed with process improvement
- My approach is linked to my first visit to Oregon in 2020

My Clients



Oregon Event Challenges

- Attendance
- Profitability (Increasing Costs)
- Marketing
- Differentiation

1. Tell Better Stories That

- You Already Know
- Increase Customer Loyalty and Spend
- Everyone feels confident telling
 - including your customers

a. Why Do Customers Buy?

- 7 hours – 11 interactions – 4 channels
 - Robin Dunbar Oxford University
 - ZMOT from Google
 - Oversubscribed from Daniel Priestley
- Eg. Blog, Youtube, At an event

b. Common Wine Storytelling Mistakes

- Just tell technical details of wine
- Your story is not a Wikipedia entry
- Use generic terms in stories and you'll sound similar to each other

c. Six Wine Stories



FAQ 1

- Why do all this? Answer – profitability
 - 7 hours – 11 interactions – 4 channels
- Model leads to better storytelling
 - Structured enough
 - Flexible enough

Small Group Discussion 1

- Form groups of 2 or 3 (preferably 3)
- Move chairs if needed
- Raise your hand if you don't have a group

Exercise 1

- If you could only tell your customers one Wine Story, which would it be and why?
- Variation ... which Wine Story would you like wineries to tell more often?



Liz Thach MW

- Trends and Feedback
 - From iPad
 - Your Knowledge and Experience

5min Q&A

- Please only ask questions directly related to:
 - 7 hours – 11 interactions – 4 channels
 - Focusing on technical details
 - Six Wine Stories model
- If your question does not relate to these, please write it down and ask it in the final Q&A

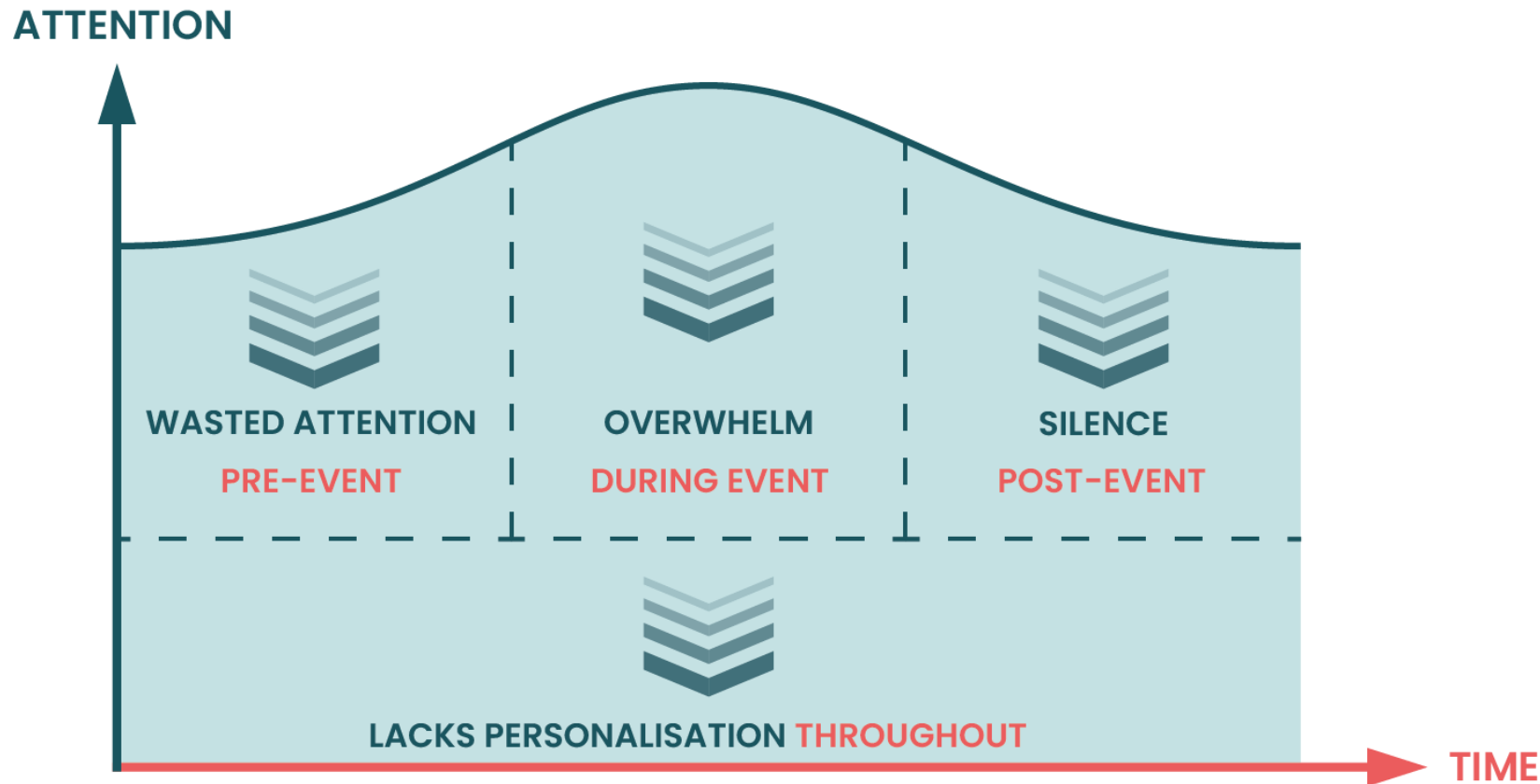
2. Event Optimisation

- Address Your Event Challenges
 - Attendance
 - Profitability (Increasing Costs)
 - Marketing
 - Differentiation

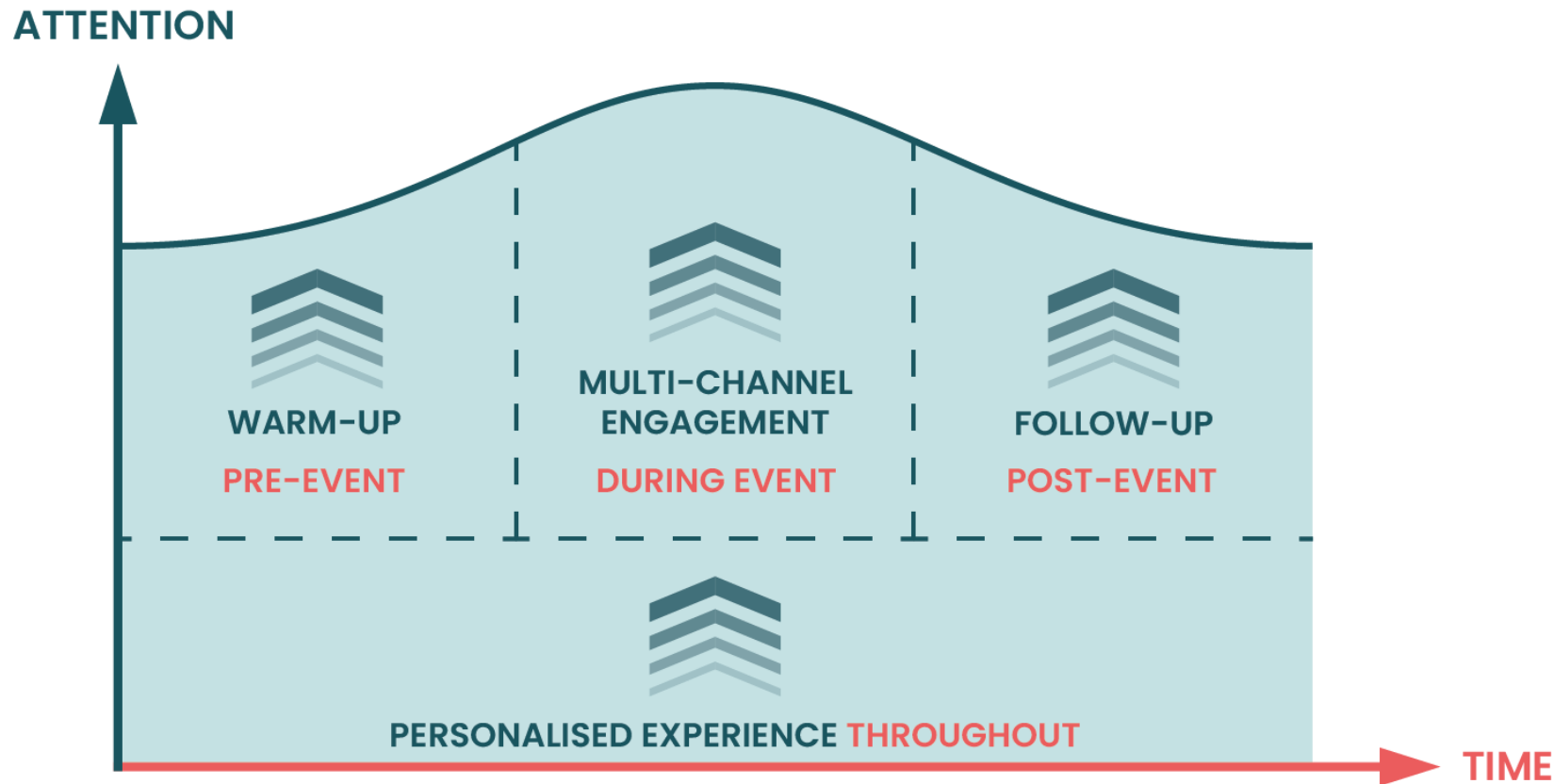
a. Events Losing Effectiveness

- Reduced Footfall Reported by Exhibitors
- Increased no-shows to events (Trade and Consumer)
- Supported by Oregon Event Challenges

b. Four Event Mistakes



c. Four Event Solutions



FAQ 2

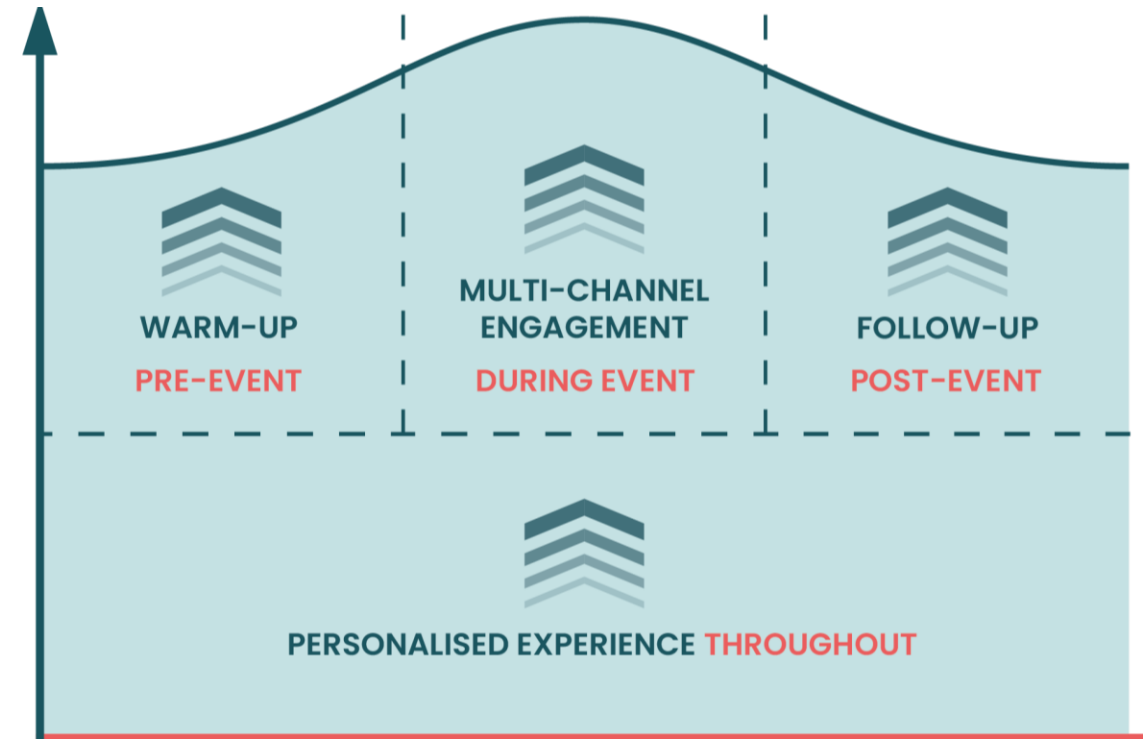
- Why do all this? Answer – profitability
 - Increased efficiency – fewer events
 - Increased effectiveness – more sales
- Event Optimisation leads to:
 - Raised attendance levels
 - Re-engaged those who don't attend
 - Continue engagement afterwards
 - Personalised experience for differentiation

Small Group Discussion 2

- Form groups of 2 or 3 (preferably 3)
- Move chairs if needed
- Raise your hand if you don't have a group

Exercise 2

- What is the #1 area you will focus on at your next event and why?
- Variation ... which area would you like wineries to focus on?



Liz Thach MW

- Trends and Feedback
 - From iPad
 - Your Knowledge and Experience

Advanced Moves

- Two different event approaches
 - Your own property – Hosted Event
 - Someone else's – eg. Pinot Camp
 - Create a temporary embassy within the event
- Cellar Soundbites (see examples)
 - Package stories
 - Optimise events

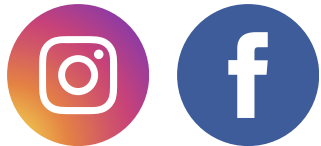
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Lawrence Francis

☎ +44 20 8058 0546

✉ hello@interpretingwine.com

🖱 www.interpretingwine.com



@interpretingwine



@winepodcast



@lawrencefrancis