

Event Goal: Thought Leader

The intention of this event is to increase attendance and engagement by bringing in someone they can learn from. At the end, they walk away with a shared experience that makes them remember YOU.

Run of Show

Event time: 1 hour

4:00pm - 4:10pm: Welcome Wine Pairing 1 - Introductory remarks and tasting of first wine with Haley. Plus introduction of flow of event.

4:10pm - 4:20pm: Pass off to Speaker for first remarks. Speaker engages audience by prompting with appropriate questions.

4:20 pm - 4:30 pm: Wine Pairing 2 - tasting of the second wine with Haley. Haley engages audience by prompting with questions.

4:30pm - 4:40pm: Pass off to Speaker for second remarks. Speaker engages audience by prompting with appropriate questions.

4:40 pm - 4:50pm: Wine 3 - final wine and food pairing are presented. Haley engages audience by prompting with questions.

4:50pm - 4:59pm: Open for questions, comments and further discussion

5:00pm: End: Event Conclusion -Haley to say thank you. Host company to say thank you and how follow up will occur.

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Event Goal: Networking

Furthering education is a primary reason people join events, networking across the same industry gives your guests a platform to learn from one another, foster growth and build relationships. These takeaways increase attendance and make them remember YOU.

Sample Run of Show

Event time: 1 hour

Are you looking to wow your prospects and build relationships? This event requires 1 team member for each 7 attendees and is designed for you to build relationships with clients and prospects.

4:00pm - 4:10pm: Welcome Wine Pairing 1 - Introductory remarks and tasting of first wine with Haley. Plus introduction of flow of event.

4:10pm - 4:20pm: Break out room 1- 7 attendees with 1 team member from the host company asking the first question- question one is an icebreaker, may or may not be about wine.

4:20 pm - 4:25 pm: Wine Pairing 2 - tasting of the second wine with Haley. Haley engages audience by prompting with questions.

4:25pm - 4:40pm: Break out room 2- 7 attendees with 1 team member from the host company asking the first question- question one is about a pain point that is specific to the host companies industry, preferably a pain point they offer a product that solves for!

4:40 pm - 4:45pm: Wine 3 - final wine and food pairing are presented. Haley engages audience by prompting with questions.

4:45pm - 4:59pm: 'Fireside chat' with a current customer offering solutions that the product you sell offers for dealing with said pain points

5:00pm: End: Event Conclusion -Haley to say thank you. Host company to say thank you and how follow up will occur.

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