



Experience-to-Membership Event Planner

Turning Winery Events into Wine Club Growth

Introduction

Purpose: Help wineries transform events from hospitality expenses into measurable club acquisition engines.

Why this matters: Events create emotional connection faster than any other channel. But without intentional follow-up and tracking, most of that momentum disappears.

This planner helps you connect hospitality → marketing → wine club conversion into one funnel.

Section 1: The Experience → Membership Funnel

Events should not end when guests leave.

Event Journey

Awareness → Registration → Experience → Follow-Up → Membership → Retention

Stage	Goal
Promotion	Fill the event with the right audience
Experience	Create emotional connection
Follow-Up	Continue the relationship
Conversion	Invite guests to join
Measurement	Track and improve results

Section 2: High-Conversion Event Ideas

Events that convert to membership share one trait: They make guests want to come back.

Tier 1 — Proven Club Converters

These consistently produce strong club signups.

- Pickup parties
- Barrel tastings
- Library wine tastings
- Winemaker dinners
- Harvest events
- Blending workshops

Why they work: They feel exclusive and access-driven.

Tier 2 — Experience Builders

Great for attracting new, younger audiences.

- Sunset concerts
- Picnic experiences
- Food truck weekends
- Yoga in the vineyard
- Paint & sip / art nights
- Holiday markets
- Dog-friendly events

Why they work: They reduce intimidation and broaden appeal.

Tier 3 — Partnership Events

Excellent for reaching new audiences.

- Chef collaborations
- Local brewery/distillery partnerships
- Fitness studios or run clubs
- Local tourism collaborations
- Pop-up tastings in nearby cities

Why they work: They introduce your brand to new communities.

Exercise — Event Planning Brainstorm

1 event for members: _____

1 event for new audiences: _____

1 partnership event: _____

Section 3: Event-to-Membership Conversion Checklist

Use this before every event.

Before the Event

- Club signage visible and easy to understand
- Staff trained to talk about membership naturally
- Mobile club signup available (QR or tablet)
- Event includes at least one “members receive” benefit mention
- Guest contact info collected during registration

During the Event

- Staff share at least one membership benefit conversationally
- Club mentioned during welcome or announcements
- Club signage visible at tasting stations or bar
- Guests reminded of upcoming member events

After the Event

- Thank-you email sent within 48 hours
- Follow-up club invitation sent within 3–5 days
- Event results recorded and reviewed

Section 4: Event Follow-Up Workflow

Most club signups happen after the event.
Follow-Up Timeline

Email 1 — Thank You (Within 48 Hours)

Subject ideas:

- “So great to see you this weekend”
- “We loved hosting you”
- “Thanks for joining us at [event]”

Include:

- Thank you message
- Event photos
- Wines featured
- Link to upcoming events

Tone: Warm and relational.

Email 2 — Membership Invitation (3–5 Days Later)

Subject ideas:

- “Stay connected to the experience”
- “Keep the experience going”
- “Join us for what’s next”

Include:

- Benefits tied to event experience
- Upcoming member events
- Simple club overview
- Direct signup link

SMS Follow-Up (Optional): Send 3–5 days post-event.

Example: “Loved having you at the winery this weekend! Members get early access to events like this. Want details?”

Section 5: Event ROI Tracker Template

On Next Page

Event ROI Tracker Template

Event Summary

Event Name: _____

Date: _____

Event Type: _____

Metric	Value
Attendees	
Non-members attending	
Emails captured	
Club signups at event	
Club signups after follow-up	
Total new members	

Conversion Metrics

Event → Member Conversion Rate

Formula: $(\text{New Members} \div \text{Non-Member Attendees}) \times 100$

Result: _____ %

Revenue Impact Estimate

Average annual club value: \$_____

Projected annual revenue from new members:

New Members × Avg Club Value = \$_____

Section 6: Event Improvement Worksheet

After each event, review:

What worked well? _____

What could improve? _____

Did staff feel comfortable discussing the club?

- Yes
- Somewhat
- No

One change for the next event: _____

Final Thoughts

**Events create memories.
Memories create relationships.
Relationships create membership.**

When events are designed intentionally and followed up consistently, hospitality becomes one of the most powerful wine club acquisition tools you have.