Wine Club Event Planning Checklist

Plan, promote, and execute memorable club events that drive retention and boost engagement.

1. Define Event Details
☐ Event Name + Theme
☐ Type (Release party, pickup, winemaker dinner, etc.)
☐ Date(s) and Time(s)
☐ Target Audience (e.g., all tiers, VIPs, local-only)
☐ Location / Venue Booked
☐ Budget Approved

2. Build the Experience
☐ Wine List Finalized
☐ Food Pairings or Caterer Confirmed
☐ Staffing Needs Scheduled (Hospitality, Wine Educators, Check-in)
☐ Entertainment or Activities Booked (optional)
☐ Rentals Ordered (Tables, Glassware, Tents, Decor)
☐ Club-Exclusive Offers or Pre-Release Set
☐ RSVP Platform or Ticketing Set Up

3. Marketing + Promotion
☐ Email Invitation Scheduled
☐ Social Media Posts Scheduled
☐ Website/Event Page Updated
☐ Signage or Printed Collateral Designed & Ordered
☐ Reminder Emails Set (1 week, 2 days, day-of)
☐ VIP/Top Member Personal Invitations Sent

4. Operational Logistics
☐ Wine Pulled from Inventory & Labeled
☐ Check-in List or QR Scan Setup
☐ Club Sign-Up Materials Ready (flyers, iPads, promo sheets)
☐ Name Tags Printed (Staff & Members)
☐ Event Flow and Staff Roles Reviewed in Pre-Shift
☐ Photography or Videography Arranged (optional)
☐ ADA Access / Parking Confirmed

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5. Day-of Checklist
□ Venue Set Up On Time
□ Staff Briefed on Timeline & Key Talking Points
□ Club Perks Prominently Displayed
□ Welcome Station or Check-In Table Set
□ Club Sign-Up Incentives Visible and Clear
□ Capture Photos, Video, and Member Quotes
□ Collect Feedback via Card, QR, or Conversation

6. Post-Event Follow-up
□ Thank You Email Sent (Include Photos, Future Dates)
□ New Sign-Ups Added to CRM
□ Leftover Wine Returned to Inventory (if applicable)
□ Revenue & Club Conversions Tracked
□ Staff Debrief + Notes for Next Time
□ Social Media Recap Shared