



Selling Out Your Special Events

May 11, 2022

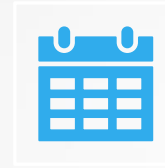
Selling Out Your Events



Why Offer Ticketed Events?



What Type of Events Sell Out



When to Offer Ticketed Events



How to Build Ticketed Events



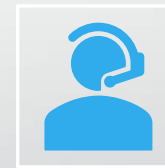
Limiting Who Has Access to Events



Sending Invitations via CellarPass



Strategies from the Pros



How Does CellarPass Help?

Why Offer Ticketed Events?

1. Typically smaller, more intimate events
2. Opportunity to inspire new customers to attend
3. Ticketed events marketed differently than reservations
4. Higher-price point = better quality guest
5. Manage chaos of posting on social media and hoping for accurate attendance
6. Non-refundable, less moving around of guest lists
7. Frequency of events is key

What Types of Events Sell Out?

1. Club pick-up parties
2. Release parties
3. Etsy-like events
4. Winemaker dinners
5. Fundraisers
6. Virtual Tastings
7. Holiday Brunches
8. Company Anniversary Events
9. Food & Wine events
10. Live music / concerts

Build-Them-Now Benefits

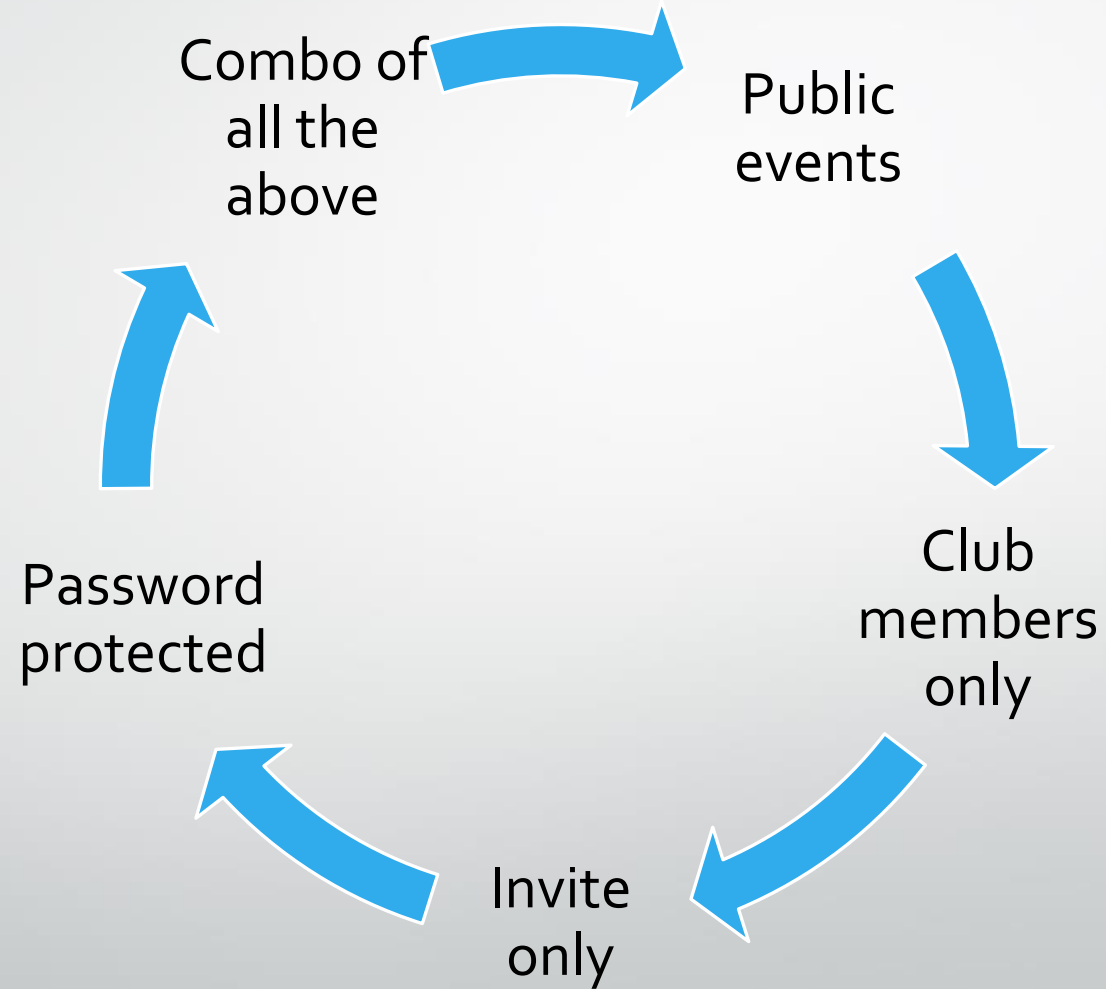
ONE SIMPLE REASON

Thousands of guests have all the time in the world, sitting at home are booking summer vacations, now!

How to Build Ticketed Events

1. Click the **Ticketing** on the left-hand menu.
2. Click **Create & Manage**
3. Click **Create Event**
4. Complete each tab
5. Click **Save**
6. Click **Publish**

Limiting Who Has Access to Events



Sending Invitations via CellarPass

- Simply import your guest list
- Create a simple message
- Schedule to send
- Watch the ticket sales fly!
- Review open-rate reporting
- Adjust messaging
- Rinse and repeat!

Strategies from the Pros

- Ask what types of events your club members want!
- Build your events asap (save the date).
- Use CellarPass Guest Link Pro for check-in.
- Consistent productions of events is key.
- Offer season passes (one ticket gets access to series).
- Send out press release.
- Invite CellarPass team ;)
- Always offer an incentive (discount) to purchase at event.
- Offer limited-time access to buy library/reserve wines.
- Always stay calm, have Plan B, if...

How Does CellarPass Help?

- Tag @cellarpass on your social posts and we'll share them!
- Your events will appear throughout our website
- Guests booking reservations will see ticketed events on your profile page
- Get included in next week's "summertime event" newsletter
- Promoted 3-4 weeks ahead via newsletter

We're here to help

There's hundreds of searchable articles
in [CellarPass University](#)

(855) 423-4448

<https://www.cellarpass.com/support>