

Awkward Agent[®]

WINE MAKING (CLIENT APPRECIATION)

Invite your clients to learn the art of winemaking. A fun and unique activity where everyone will receive hands-on instruction to make their very own wine. If you live in an area where there are local wineries, reach out to one of them and ask about coordinating a class. Depending on the venue, this is likely a two-part event. You'll start with a visit to the winery to make your selected wine. Then, about 7 weeks later, you'll return to bottle, cork, and label your custom wine. And of course, enjoy a celebratory drink. This is a great event because it provides you with the opportunity to get face-to-face with your favorite clients a couple of times over a 2-month period to ensure you stay top-of-mind.

WHO TO INVITE

This class is perfect for clients who love to drink wine or simply want to learn more about the wine-making process.

TIMING

Although you can host a wine-making party any time of the year, we like scheduling it during the month of June which is "National Homeownership Month." It's a great time to "Cheers" your favorite clients during the prime selling season. Plus, their wine will be corked and ready just in time for the holidays.

VENUE

Check your local listings for wineries near you who host classes in winemaking.

AGENDA

Keep things running smoothly by following our proposed schedule on the day of your event.

1. Meet and Greet
2. Icebreaker/Wine Tasting/Appetizers
3. Wine Making
4. Thank You for Coming

WHAT YOU NEED

Supplies

- Wine labels
- Wine bags/carriers
- Appetizer plates (if you bring in your own appetizers)
- Paper napkins (if you bring in your own appetizers)
- Serving platters and utensils (if you bring in your own appetizers)
- Fresh flower centerpiece
- Nametags
- Sharpies
- Paper
- Pens
- Prize (for icebreaker)
- Sound system/portable speaker
- Camera or phone (to take pictures)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

Awkward Agent[®]

Food & Drink

When planning a wine making class, it's important to understand that your snacks are just as important as the wine itself. Especially since you'll be tasting wine and the right food helps bring out the flavors. Ask the winery about providing these classic appetizers or bring in some yourself.

- Fresh fruit (red or green grapes, pineapple, melon and strawberries)
- Dried fruit (raisins, apricots and mango)
- Assorted chocolates
- Cheese platter
- Olives

GOOD VIBES ONLY

Icebreaker

A party is always more fun when people are interacting with each other. Kick off your class with a game of "Price Wars." Set out an assortment of wines. Half of them affordable everyday wines and the others expensive fine wines. Ask everyone to taste the wines and rank them in order from low to high. The person with the most correct guesses wins a prize.

Music

Playing music in the background adds ambiance to any event. Consider creating a playlist ahead of time with songs like "Pink Champagne on Ice" or "Red, Red Wine." You can also find a Pandora station with smooth jazz or classical to play in the background. Be sure to keep the volume at a reasonable level so people can hear each other.

HELPFUL TIPS

Get the Word Out

We recommend reaching out to your clients with the following:

- "Save the Date" card
- Invitation
- Personal phone calls
- Email
- Text messages

Collateral

Further promote your personal brand with the following:

- Wine bottle labels
- Wine bag/tote hang-tags/stickers
- Water bottle labels
- Thank you cards
- Post event pictures on social media

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.