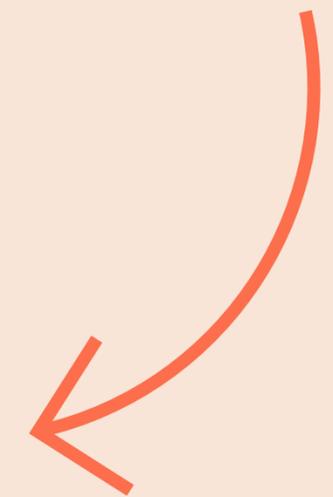




Hosting an Event



CHARITY
TRADE
PROMO



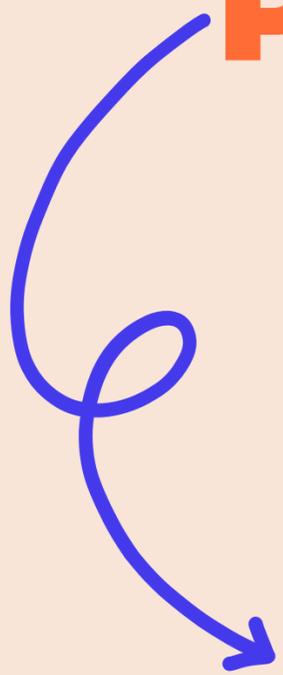
LINDSEY JOHNSON

Lush Life 

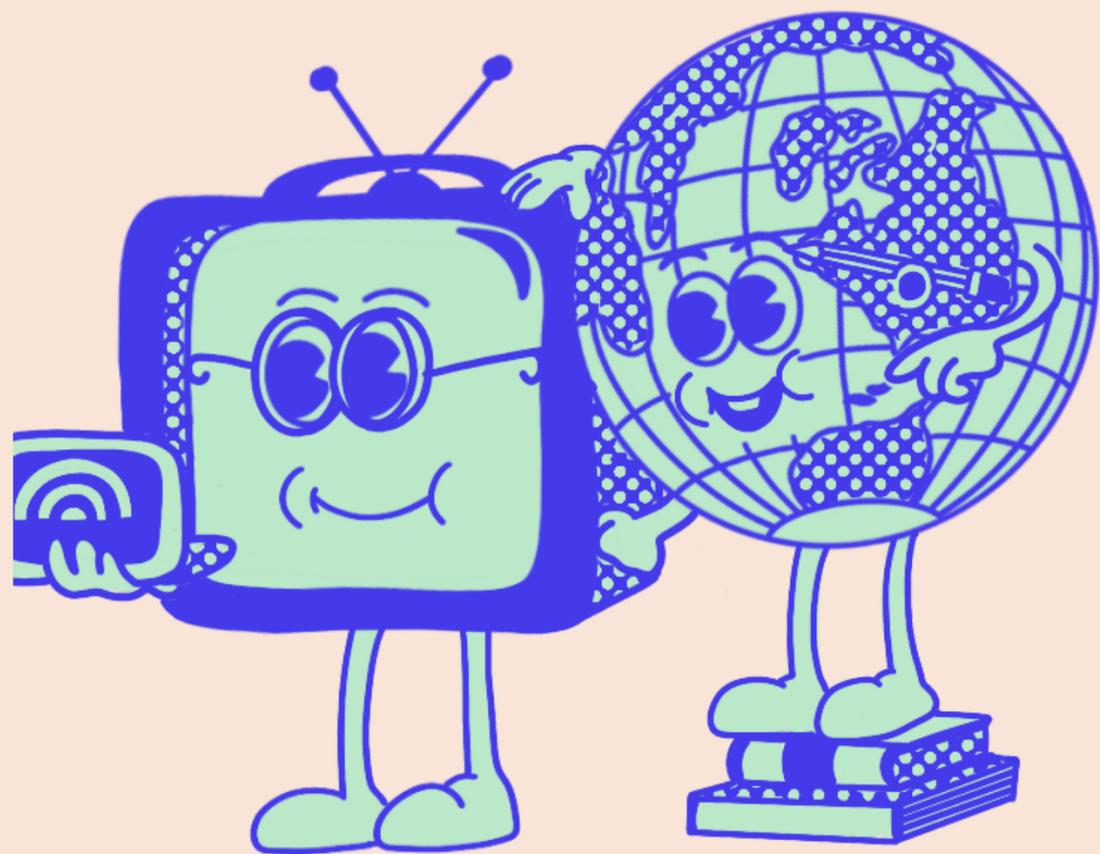


GRAB MY PRESENTATION HERE:

DOWNLOAD AND FOLLOW ALONG



Scan This



SHARE WITH YOUR FRIENDS!



WHO AM I?

1982. BORN IN NYC, LIVED ALL OVER THE COUNTRY. PARENTS ARE A SOCIAL WORKER AND A TECH SALES PERSON. (NO, THEY DON'T OWN CAMP AND I'M NOT A BOURBON HEIRESS.)

2004. BACKGROUND: BROADCAST JOURNALIST, ADVERTISING/MEDIA CREATOR, BARTENDER

2006. BEGAN LUSH LIFE TO HELP ADVOCATE FOR BARTENDERS WORKING FOR LITTLE TO NO CASH AT EVENTS. WE SUBSIDIZED THIS WORK THROUGH PHOTO/VIDEO CREATION.

2010. FOUNDED PORTLAND COCKTAIL WEEK AS A BARTENDER CENTRIC EVENT THAT REMOVED THE COST OF ENTRY TO THE EVENT IN AN EFFORT TO DEMOCRATIZE EDUCATION IN OUR INDUSTRY.

2012. FOUNDED CAMP RUNAMOK AS A PLACE TO ENCOURAGE COMMUNITY BUILDING AND OFFER HANDS ON SPIRITS EDUCATION.

2020. OPENED EXPO, A COCKTAIL BAR IN LOUISVILLE, KY WHERE I LIVE.

2022. DIAGNOSED WITH ADHD. WHY DO I MENTION THIS? 1. I KNOW SO MANY OF YOU ARE NEURODIVERGENT. 2. THIS IS MY PLEA TO HOLD QUESTIONS UNTIL THE END. I WILL GET DISTRACTED BY YOUR SMART QUESTIONS!

Lindsey Johnson
LUSH LIFE PROD.

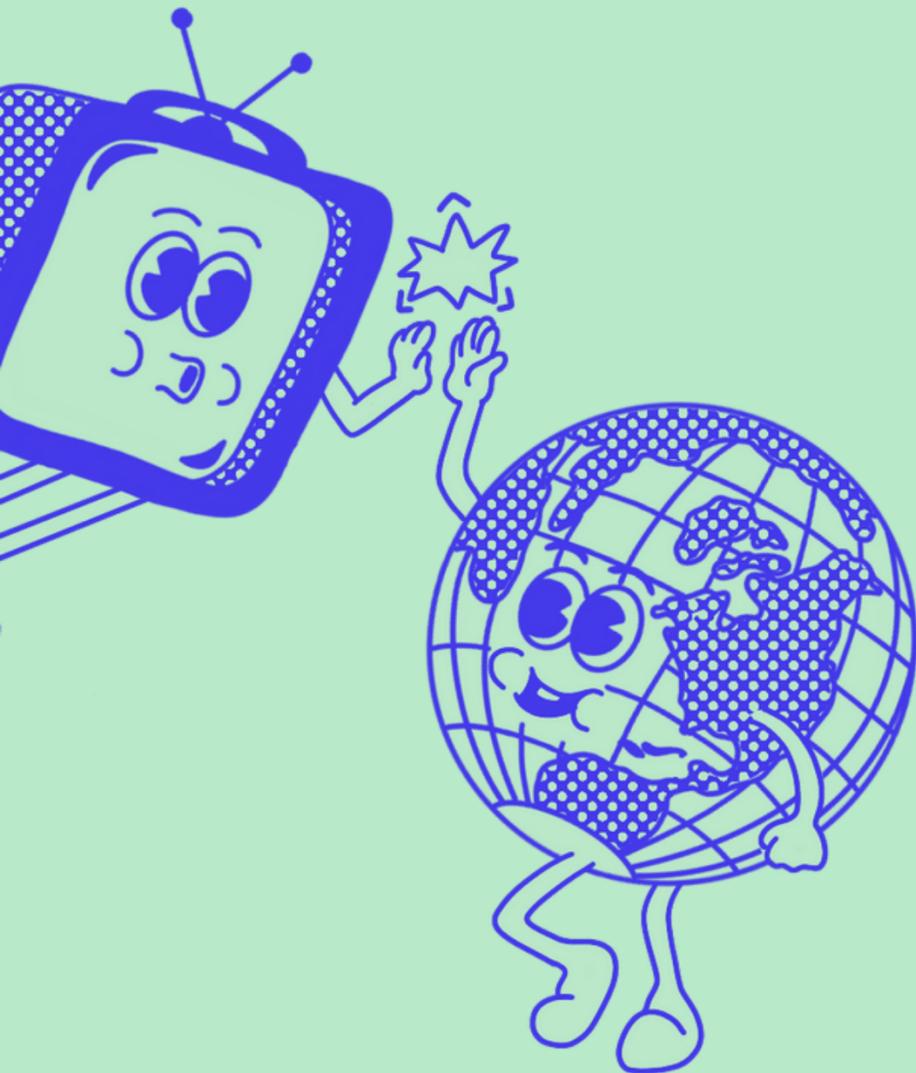


Founder/CEO Lush Life, Owner Expo

ANATOMY OF AN EVENT

LET'S GET THE BASICS DOWN *

BEFORE YOU GET STARTED, YOU HAVE TO ANSWER THESE QUESTIONS:



- **ETHOS: WHY ARE YOU HOSTING THIS EVENT?**
- **LOCATION: WHERE WILL THE EVENT BE?**
- **ACTIVITIES: WHAT IS GOING TO HAPPEN AT THIS EVENT?**
- **GUESTS: WHO IS COMING TO THIS EVENT AND HOW ARE YOU GETTING THEM THERE?**
- **SPONSORSHIP AND FINANCIAL CONSIDERATIONS: HOW IS THIS GETTING COVERED?**

WHY ARE YOU HOSTING THIS EVENT?



HERE ARE SOME QUESTIONS TO FIND YOUR WHY:

- Where did the idea for this event come from?
- What about this event is exciting to you?
- You want to raise awareness and money for a charity you believe in. That's a given. But, what motivates you or connects you to this cause?
- Do you have a personal tie to any part of the event or charity?
- Do you believe in the cause? Why?
- Will it benefit you or your community? How?
- IT'S OK IF YOUR PRIMARY CONSIDERATION IS NOT ALTRUISTIC.

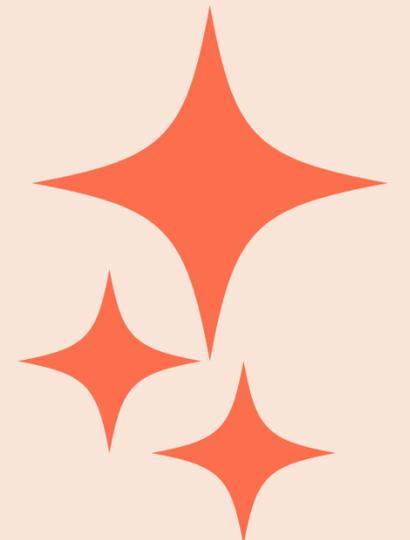
WRITE DOWN A FEW SENTENCES TO ALIGN YOUR THINKING WITH YOUR WHY. USE THIS AS A LENS TO VIEW EVERY CHOICE YOU MAKE FOR THIS EVENT.

CASE STUDY: BARMAN'S FUND



WHAT IS IT?

- BARTENDERS DONATING FUNDS TO CHARITY BY TAKING THEIR TIPS FROM ONE SHIFT TO BUY SUPPLIES FOR DESIGNATED CHARITIES.
- OVER \$200,000 RAISED IN 5 YEARS
- WHY DOES IT EXIST?
- FLOYD FELT COMPELLED TO NOT JUST DONATE MONEY BUT CONNECT WITH THE PEOPLE WHO NEEDED A HAND. SO, HE CREATED THIS FUND AND INSPIRED HUNDREDS OF SHIFTS FOR GOOD.



CASE STUDY: PORTLAND COCKTAIL WEEK

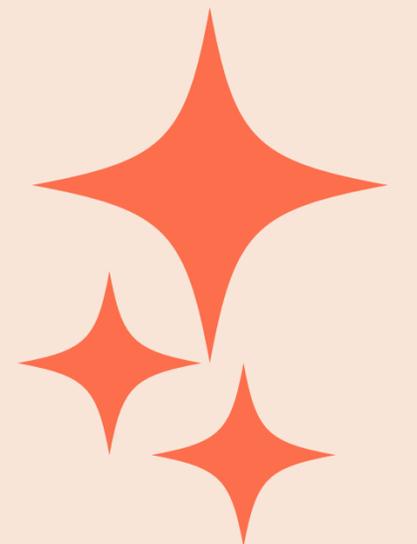


WHAT IS IT?

- Portland Cocktail Week is a trade-only festival designed to equip bartenders with the tools they need to take the next steps in their career.

WHY DOES IT EXIST?

- Back in 2009, there weren't many places for bartenders to network and learn, and most of those options were VERY expensive.
- We designed Portland Cocktail Week to be completely free to bartenders in an effort to democratize education and connect marginalized communities -- most of which were (and still continue to be) left out of the major education-focused events.



When and Where

MAKE OR BREAK
DETAILS

WHEN SHOULD YOU HOST YOUR EVENT?

- CHECK LOCAL CALENDARS TO SEE IF THERE ARE ANY OTHER EVENTS HAPPENING.
- SEND POTENTIAL DATES TO STAKEHOLDERS AND VOLUNTEERS.
- WILL PEOPLE BE IN A CERTAIN NEIGHBORHOOD THAT DAY?



FIND A PARTNER

NOT JUST A
VENDOR



SIZE

HOW MANY ARE YOU
PLANNING TO HOST?



LOCATION

EASY TO ACCESS, EASY TO FIND



BUDGET

CAN YOU AFFORD THIS
SPOT?

Compliance



This is the most important part. If you violate any laws, you can lose your license, the license of the venue, and accrue fines for your brand partners. One big mistake here can make or break your event.

Here's the bad news: every single state in the US has different rules and laws, and you are absolutely subject to all local ordinances and laws. Not knowing the laws isn't an excuse in any city or state.

- **Licensing**

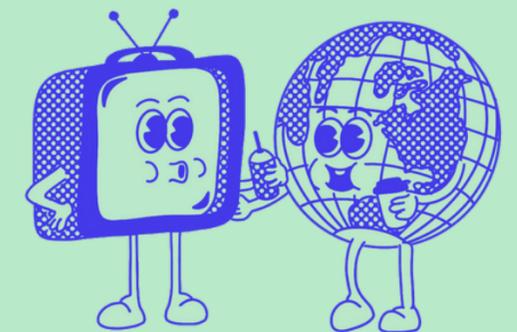
- Do you need a TSL (Temporary Sales License)?
 - Can your venue provide?
 - Should you bring in a licensed caterer?
 - Should you get your own catering license?

- **Alcohol**

- How are you getting your product? This decision can add incredible expense to both you and your sponsors, so investigate best practices in the city where you're hosting!
- Buybacks vs. Donation
 - Donations are typically only legal if you are associated with a charity, and all donations must go through their EIN.

- **Compliance Agents and Distributors**

- Believe it or not, these are your best friends in determining viability for any of these plans.
- Test your plan with a local sales/distribution pro. They usually know the laws!
- If you have a state run agency that is willing to work with you (shout out to Oregon!), talk directly with them. They will be a huge help!



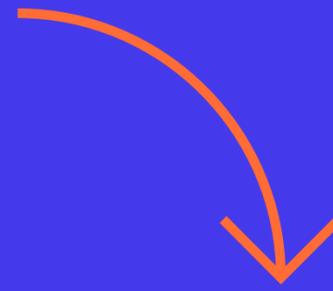
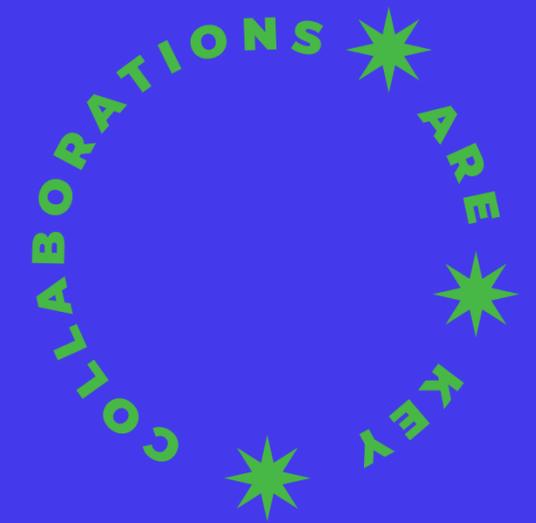
Guests: Who's Coming?

Audience



- **Who are you targeting?**
 - Get specific! The more detailed you are in your vision, the more you can design the event for your guests!
- **How are you reaching out?**
 - Media Partners
 - Social Media
 - Word of Mouth
 - Fliers
- **Accommodations**
 - Regardless of your targeting, make sure you're making your event accessible for all people. Consult AMA guidelines.
- **Transportation**
 - Do you need to provide transportation?

Marketing and Media Sponsorships



Partnerships aren't required, but they definitely help get the word out about your event.

- **Social Media**

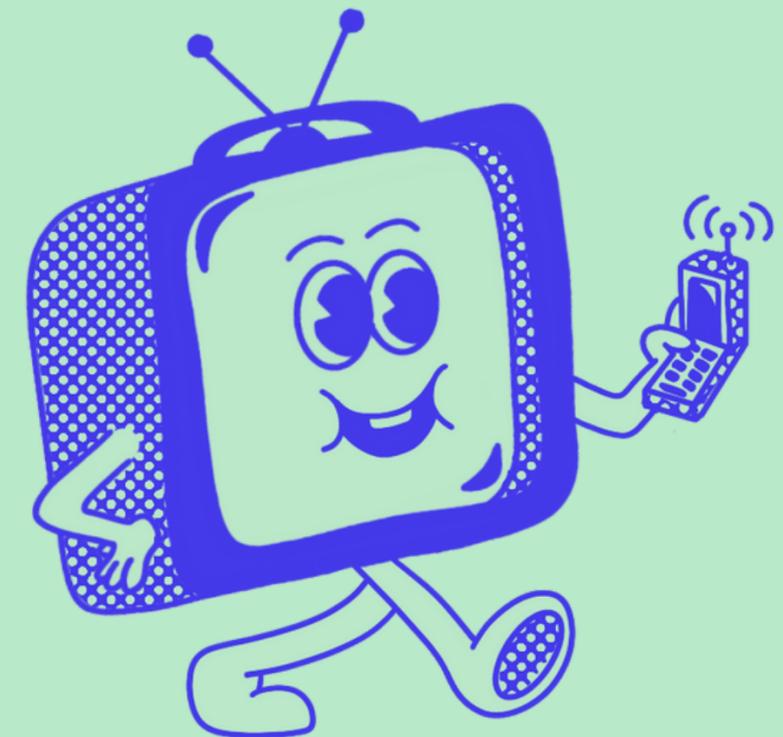
- This IS required. You need to build a social media presence for your event. People expect to be able to find you on major platforms.
- Select platforms by analyzing your audience. Where do they get social?

- **Charity Partner**

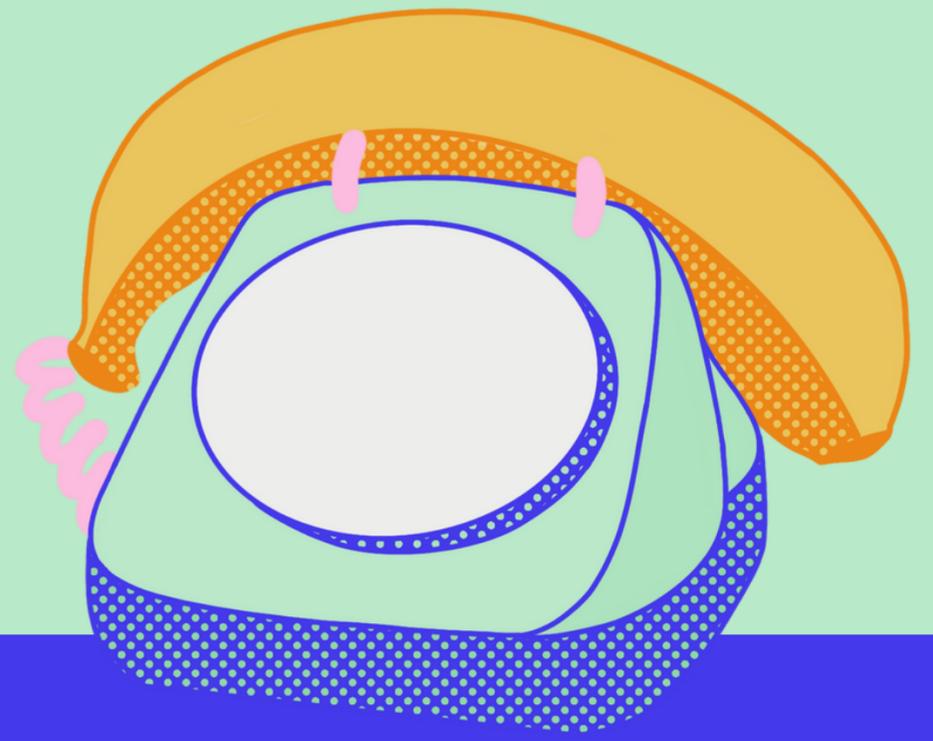
- Charity Partners can be a great conduit to get the word out!
- As part of your agreement, negotiate social pushes on their channels.
- Make sure this charity can work with you. Many charities cannot publicize any events including alcohol.

- **Media Sponsorships**

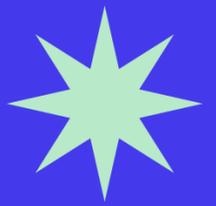
- Partnering with one media outlet can be beneficial if you negotiate them leveraging their social networks to get out the word.
- Seldom will media have budget to support the event, but they may have resources ie. photography, features, newsletter placement, social media mentions.

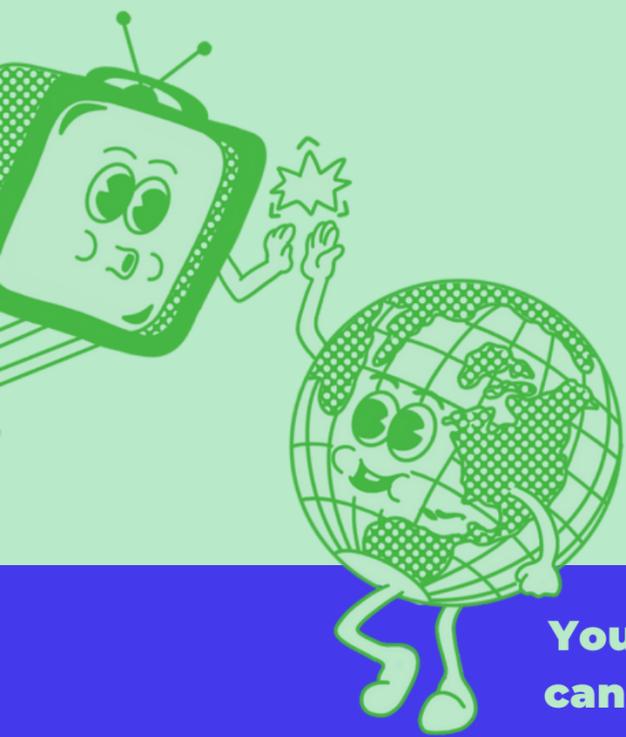


MAKE A PLAN!

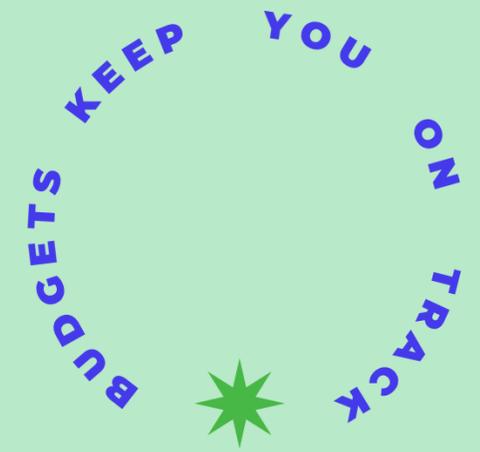
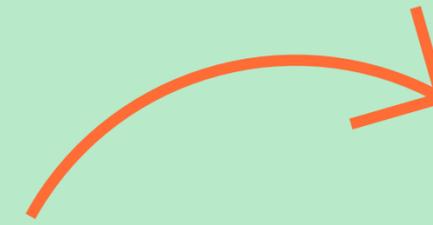


Budgeting & Planning





Financial Considerations



You have a time, a place, an audience all worked out. Now, it's time to dig into a budget! Of course, you can always start here, but I find that all of the other information is required to get to a realistic number.

- **Start with the Big Ticket Items**

- Venue
- Staffing
 - Paying Yourself
 - People Working the Event
- Compliance/Licensing
- Food
- Entertainment
- Decor
 - Rentals
 - Custom Signage
 - Custom Decor Pieces
 - Photobooths/Step and Repeats

- **Travel**

- This can often be a massive expense. Decide what travel you're covering and for whom.

- **Business Expenses**

- Insurance
- PR
- Office Supplies
 - Printing

- **Media Creation**

- Photography
- Videography

- **Social Media**

- Strategy/Costs



Working with Brands



Events are **VERY expensive to put together**, and a partnership with a brand can be a great way to **cover costs while offering value to your sponsor**. But, these relationships can be tricky on both sides.

Here are some best practices:

- **Walk in with a Plan**

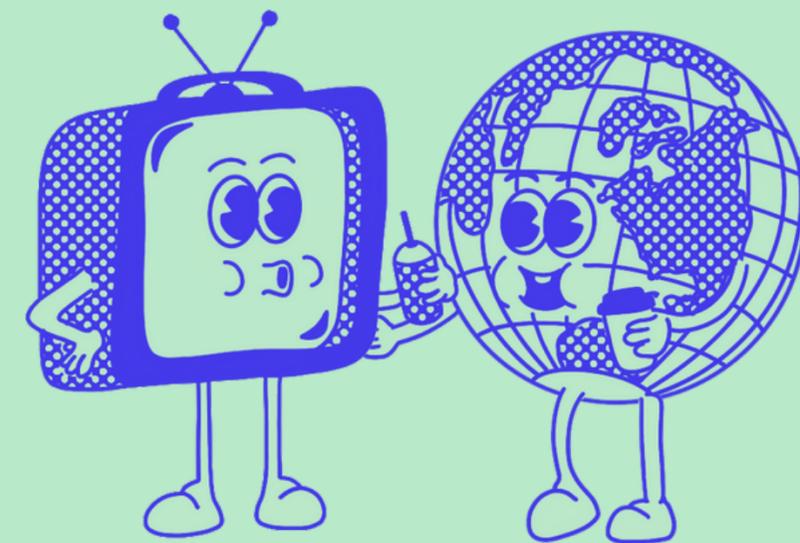
- Write down a comprehensive plan that includes:
 - Event Name (if the event name doesn't match the brand, they may pass)
 - Event Mission
 - Location
 - Number of Projected Guests
 - Drink Plans/Serves (this can be flexible, but show your expertise!)
 - Estimated Product Request
 - Budget Request (if applicable)
 - A List of Post-Event Deliverables

- **Be Patient**

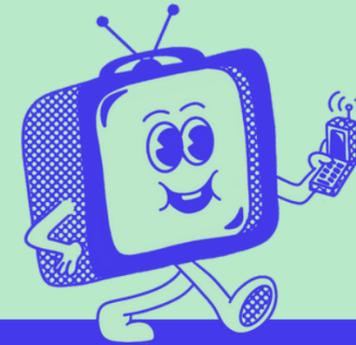
- Most of the brand partners you'll be talking with get hundreds of requests each month! It may take some time to get a response.
- You may not get a response at all.
 - 17 years in, and I still get ghosted at a rate of 5:1!

- **Be Clear**

- Cover as many details as you can and share places where you are flexible.
- Share all costs up front, so there are no surprises.



Pitches: Emails, Decks, and Phone Calls



GET READY TO TALK!

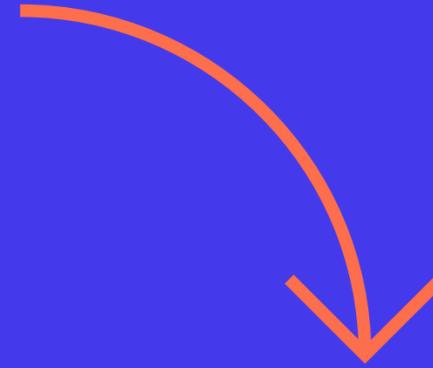
Pitching is a time-intensive and communication heavy process. Depending on the asks for your project, there are a few ways to go about pitching.

- **Do you need a pitch deck?**
 - Probably, yes. Pitch decks are how big companies communicate, and a comprehensive and thoughtful pitch deck will get your project to the top of the pile.
 - Pitch decks can take a lot of time to make and may require a graphic designer to match the aesthetics of the event and the brands you're pitching. This can get expensive, but is usually worth it!
- **Can I just email my pitch without a deck?**
 - Absolutely! If you would rather send an email with all of the details mentioned previously, this can definitely work.
 - The downside? Your pitch might not get the same level of attention.
- **Plan on spending roughly 3 hours on the phone for every \$10,000 you need to raise. That's an average based on our experience at Lush Life, and will likely be higher if you're just starting out.**
 - For every 3 hours you spend on raising that money, expect to spend 5x that amount of time pitching, talking, and working with people who ultimately won't participate.



Want to see our decks?

SHARING IS CARING



★ [Camp Runamok 2023](#)

★ [PDXCW 2023](#)

Product and Drink Requests

DETAIL
SOLID MATH
CLARITY

As beverage professionals, here's where you can shine! You can develop interesting and delicious recipes and know exactly how much of each product you will need for your event. This is a massive point of differentiation from pitches from fashion, music, sports, etc.

- **How should you deliver your product request?**

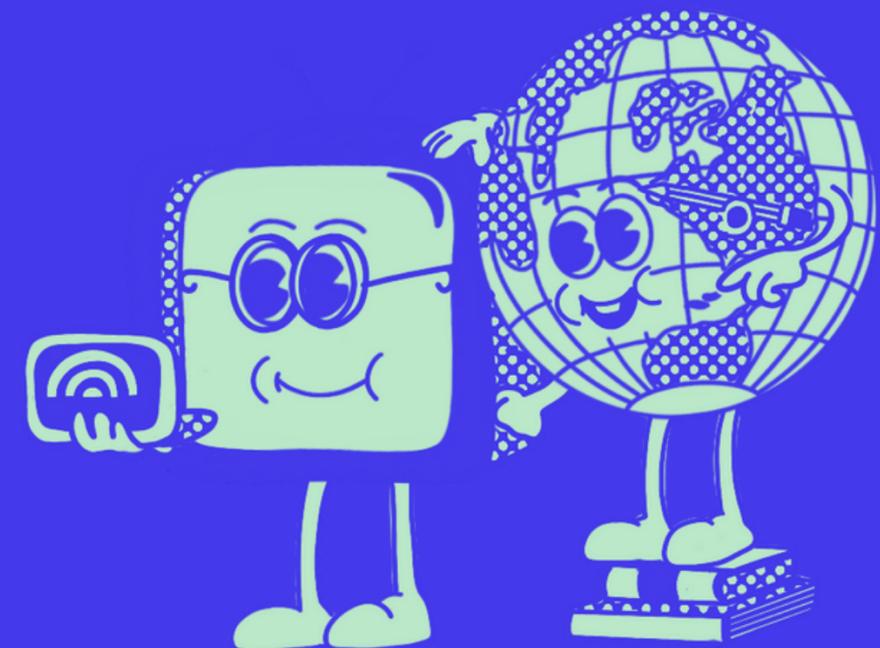
- Give context! Share your recipe and vision for the drinks in which you plan to use the product.
 - Share as many details as you have!
 - Where will the bar be located?
 - Who will be serving the drink?
 - What room is there for branded POS, signage and banners?

- Create a clear spreadsheet that lists:

- Product Name and Marque
- Bottle Size
- Number of Bottles

- **Delivery Plan and/or Instructions**

- How is this product getting to the venue?
- If the product is being delivered, list:
 - Contact Name
 - Address and Name of Location
 - Contact Phone Number
 - Delivery Windows



Recapping The Event

For brand, charity, and media partners, this is the single most important thing you can do! A recap should clearly outline the success of the event while honestly sharing results with your partners. Any partner who contributed product, services, or money should get a recap.

Here are some things we recommend sending in your recaps:

- A 2-3 Paragraph Description of the Event
 - Overview of the Event
 - Number of Overall Guests
 - Number of Drinks Served
 - Money Raised for Charity (if applicable)
 - Any Success Metrics or Set KPIs
- Recipes for All Drinks Served (by brand)
 - Full Recipe Including ALL Ingredients Used
 - Photograph of the Drink (with and without the bottle)
 - Biography of the Bartender Who Designed the Drink
- 10 Clear Photos of the Event Showing What You Told



Some final thoughts:

RUNNING EVENTS IS ENTIRELY ABOUT COMMUNICATION.

You need to get ready to spend time on the phone, answering emails, and talking about the exact same thing for hours at a time. If you aren't great at communication, bring someone onto your team who is!

EVENTS ARE VERY EXPENSIVE. YOU NEED TO KNOW WHERE THE MONEY IS COMING FROM BEFORE YOU GET STARTED.

Events are often not profitable for years. You need to make sure you're carefully budgeting to ensure you're not coming out of pocket to make this event happen. If you partner with brands, you are on the hook to deliver what you promised, and if you do not carefully budget, you may have to spend your own money to deliver.

RECAPS AND PHOTOS ARE NECESSARY TO HOST THE EVENT AGAIN. NON-NEGOTIABLE.

contact me:

lindsey@lushlife productions.com

