



Tripleseat Guide to Creating a Brewery Events Standard Operating Procedure (SOP) Document

IMPORTANT

The information provided in this document is intended as general guidance and not legal advice. Brewery owners and operators should consult with legal professionals or industry experts to ensure compliance with local laws, regulations, and licensing requirements when organizing events and implementing specific practices.

This list is certainly a partial list of everything that your brewery, brewpub, or taproom may want to include in your SOP. This list is intended as a template to use as a foundation to build upon based on your unique offerings, space, and needs.

PURPOSE

An SOP outlines the guidelines and procedures to be followed for planning, organizing, and executing in-house and private events effectively and efficiently. It ensures that events are conducted in a structured manner, meeting all necessary requirements and achieving the desired outcomes.

SCOPE

An SOP should apply to all in-house and private event planning and management activities within the brewery or event management team.

Responsibilities

Clearly define the roles and responsibilities of the team members involved in event planning and execution, including the event coordinator, logistics manager, marketing team, bar staff, brewers, etc. Assign specific tasks and establish communication channels for effective coordination.

Define Objectives

In-house events - Clearly define the objectives and desired outcomes of the event.

Determine the target audience and establish key performance indicators (KPIs) to measure success.

Private events - Clearly define the event type and the level of support that will be needed.

Budgeting

In-house events - Develop a detailed budget plan, including estimated costs for food & beverage, decorations, catering, marketing, staff, permits, and other relevant expenses. Monitor the budget throughout the event planning and execution phases.

Private events - Determine the host's total event budget and how the budget will be allocated.

Event Timeline

Create a comprehensive timeline that includes all critical milestones before, during, and after the event.

Stakeholder Communication

Establish effective communication channels with all stakeholders, including hosts, sponsors, vendors, speakers, and participants. Provide regular updates, instructions, and information regarding the event.

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Event Execution

Logistics and Setup - Coordinate all logistical aspects, such as setup, food stations, seating arrangements, signage, lighting, sound systems, and audiovisual requirements. Ensure all equipment is tested and in working condition before the event.

Event Management - Maintain a detailed event schedule of what is expected to happen and when.

Staff Management

Provide clear instructions and roles to all staff members. Assign responsibilities for tasks such as attendee assistance, crowd management, bar staff, on-going cleanup, etc.

Marketing for In-house Events

Execute marketing and communication plans to promote the event before, during, and after. Utilize various channels such as social media, email campaigns, press releases, and advertisements to reach the target audience and generate interest.

Evaluation and Feedback

Collect feedback from the host and participants. Analyze the feedback and identify areas for improvement. Conduct a post-event evaluation meeting to discuss key takeaways and recommendations for future events.

Documentation and Reporting

Maintain detailed documentation throughout the event planning and execution phases. Keep records of budgeting, contracts, permits, participant lists, marketing materials, evaluations, and any other relevant documents. Prepare comprehensive event reports, including financial summaries, attendance statistics, feedback analysis, and lessons learned.

By using this guide to create your SOP for events within your brewery or brewpub, you can ensure that events are organized professionally, meet the desired objectives, and provide a positive experience for participants and stakeholders.

Interested in learning more about how Tripleseat can help you host and manage events at your brewery?

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