



Visa Wellington On a Plate
10-26 August 2018
Event Host Guidelines

Visa WOAP at a glance

Visa WOAP isn't your typical food festival. For 17 days every August, Wellington's restaurants, venues, laneways and carparks are host to wild celebrations of food and beverage as we warm up winter with food-filled fun.

We invite you to take part in this annual food fest. Get to know our local suppliers and producers a little better, collaborate with fellow foodies or go crazy with creative, limited-time Dine Wellington set menus and Festival Dishes, burgers, cocktails, culinary events and pop ups - which we curate into a tasty programme and market to locals, nationwide and abroad.



8k+

Tickets sold
to Festival Events



17

Days



100+

Festival Events
across the
Wellington region



98%

Attendees
will return in 2018



60k+

Social and
eNewsletter
audience



400k+

Website visits

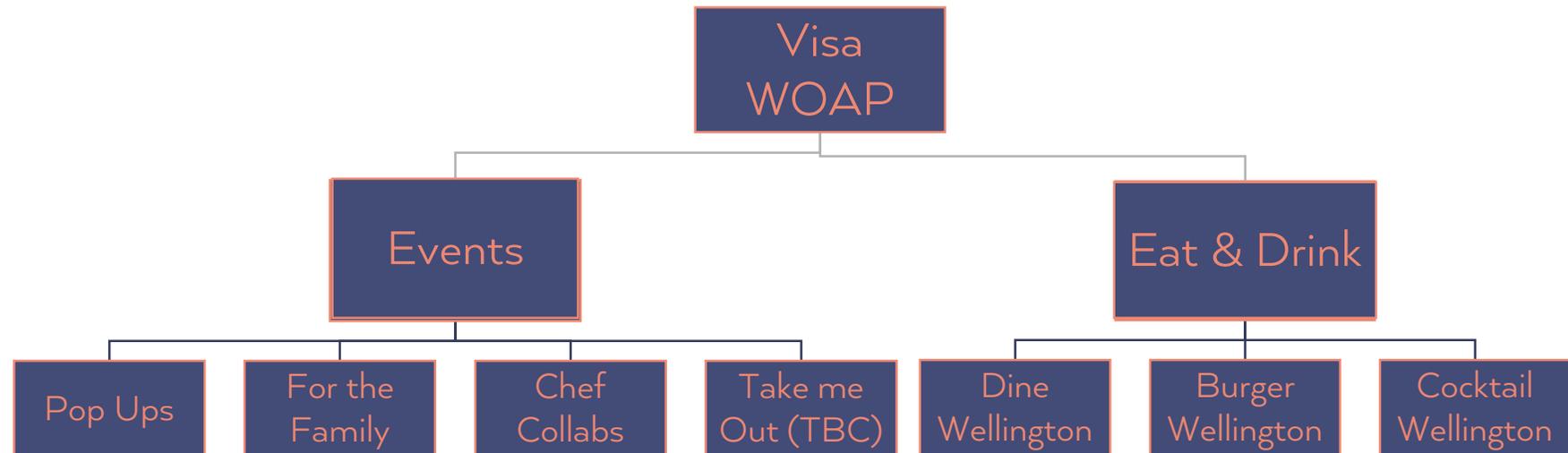


\$1m+

PR value



Festival Structure





2018 Theme - “PARTY”

Visa WOAP is turning 10 years old and we’re having a party to celebrate! The celebratory nature of food is universal. Every culture, religion, season, harvest, holiday, big occasions and life moments – they all bring people together over food. The greatest sign of friendship and connection – and the great leveller – is the sharing of a meal. Be inspired by Visa WOAP’s 10-year anniversary – think broadly and creatively on what a party, milestone or celebration means to you, your eatery or culture through your Festival Dishes, menus, events, burgers and cocktails.

Thought starters

- Birthdays at different ages
- The number “10”
- Dinner party: potluck, banquets
- Occasion: engagement, wedding, Christmas, New Year, baby shower, house warming, graduation, farewell, Easter, summer BBQs
- Milestones: an anniversary, historical moment in time, looking backwards or forwards
- Type: masquerade, ball, rave, concert, block, costume, garden, cocktail, tea
- Cultural: fiesta, Mardi Gras, Diwali, Thanksgiving, Matariki
- Mood: celebrating, and celebrating with the best things and people in life, unifying, bringing joy and fun, treating people, warm hosting.

NB: You don’t need to host a literal party! Be inspired by what celebrations mean to you.

Why host an event?

- Events are a chance for consumers to experience more than just a meal. Show off Wellington's creative culinary spirit and showcase ideas, venues, techniques, styles and more by offering one-off ticketed Events.
- Events selected to be part of Visa WOAP 2018 will be part of a nationwide multi-level marketing and communications campaign
- Dedicated listing on VisaWOAP.com (400k+ web visits and 1.5m+ pageviews in 2017)
- Listing in the programme guide (115k distributed nationwide)
- Potential exposure through VWOAP channels including social (47k+ audience), eNews (22k+ subscribers) and blog (77k visits in 2017)*
- PR opportunities across online, TV, social media, radio and print (242 stories across NZ & Aus in 2017)
- Previous participants (via annual survey) have stated an increase in reputation & attracting new cliental as benefits of hosting events.

**Festival Events highlighted on our channels and in pitches to media are editorially curated. This is based on quality of application, imagery and selection criteria. We encourage you to include a high res, quality image to improve the likelihood of being shared across Visa WOAP channels*

Anything Else?

- Visa, as our naming rights sponsor, encourage the use of paywave. New Zealanders make millions of 'contactless payments' and growing. For purchases up to \$80 there's no need for a PIN or signature, faster customer experience and less queues, safer perception (card stays in the consumer's hands), and reduced cash handling.
- If your event (e.g. Pop Up) offers this, there may be opportunities to be included in Visa-led nationwide marketing activity.

Event Selection Criteria

There is a cap of **110 events*** in the 2018 programme. Events must meet the below criteria:

- Created exclusively for Visa WOAP
- Incorporates the 2018 theme “PARTY” in some form
- Contributes to the Festival objective to tell the Wellington food story (highlighting our producers, suppliers or demonstrating the strength of our hospitality industry)
- Falls within the Visa WOAP festival period (10–26 August 2018) and located within the wider-Wellington region
- Is of a high standard and demonstrates best practice (risk management, bad weather plan, health and safety plan, responsible hosts etc)
- Uses the Visa WOAP ticketing system
- Prepared to provide two FOC tickets to Visa WOAP for promotional or auditing requirements (for events with 40 or more ticket inventory)
- Demonstrates or offers that which is different to business as usual

Event selection will be at the discretion of Visa WOAP and an industry-based curating committee. Due to the capped number of events, whilst submitted events may meet the criteria, not all submissions can fit within the cap. Completed submissions and those of the highest standard will be accepted. If successful:

- Must acknowledge connection to Visa WOAP (e.g. logo on menu, in consumer communications, in welcome speech)
- The details in the final application must match the Festival Event delivery
- It is the eatery or bar’s responsibility to ensure their VisaWOAP.com listing is up to date in the lead up to, and during the Festival

**We’re concentrating on high sales volumes for all programmed events as well as maintaining a high level of the quality of events on offer. Numbers exceeding this amount prove harder to sell tickets overall due to potential audience and consumer dollar. This number also allows our programme manager and events team to provide more dedicated support across a wider range of events.*

2018 Key Dates and Fees

Key Dates (NB: subject to change)

- 5pm, 31 Jan-8am, 6 March: Application portal open
- 6 March: Application fees due
- 6-12 March: Portal closed for editing and curating committee review
- 13 March: Final Festival programme selection
- 14-20 March: Portal open to successful applicants for final edits
- 21-26 March: Portal closed for final internal editing
- 27 March-4 April: Portal open for final listing approval only (NB: includes Easter Weekend)
- 5-24 April: Portal closed. Programme Guide & Website Design commences
- 26 April-1 May: Portal open for Programme Guide listing approval
- 2-8 May: Final changes and proofread
- 9 May: Programme guide to print
- 5 June: Programme launch and website live
- 6 June: Programme Guide available
- 10-26 August: 2018 Visa WOAP Festival

Fees

We are working through the fee structure and do not anticipate these will have any significant increases

How do I submit an event for 2018?

- The application portal (www.visawoap.com/dashboard) with 2018 applications will be available from 5pm, 31 January-8am, 6 March
- New to VWOAP or WCET events? Please create a login
- 2017 participants or those with existing accounts, use previous account details (reset your password if you have forgotten)
- There should only be one account per restaurant or event host
- VENUE: Add or edit venue details – you must enter or edit a venue to host your event(s)
- EVENTS: Complete the events application form to the best of your ability, which has two streams of information required:
 - Background (the information that tells us about you and your idea – the admin stuff!)
 - Listing content (the information that will be displayed to the consumer)
 - You can save your application and log in to add or edit information at any point until 8am, 6 March.
- Upload an image (NB: no logos or text, at least 1MB in size)
- Pay application fee* (refunded if unsuccessful)

Have an idea but unsure whether to apply or if it will work out?

Email our programme manager beth.brash@wcet.org.nz with any or all of your event ideas! We may be able to help make it come to life.

*The application fee provide the Festival with cash flow to enable marketing, PR and related activity such as website development to commence

Event Ticketing 2018

Ticketing is split into three phases:

- **Preferential ticketing**

limited inventory for Sponsors, Stakeholders and Friends of the Festival

- **Visa Pre-sale**

60% of tickets, purchased with a Visa card only

- **General sale**

remaining inventory for rest of public

Ticketing provider

We are working through the options with our ticketing provider on how we can better deliver a seamless experience for you, and for the customer. Watch this space!

Fees

We anticipate ticketing fees (booking and commission) to stay the same in 2018.

Pricing your event

We understand that it isn't easy to put on events whilst keeping the costs as low as consumers would like. Perception of value is key!

We want to ensure the Festival Events platform is not perceived as expensive, and alleviate when consumers think events are underdelivering on what they cost. As a Festival, we strive to ensure there is a broad range of events offered at all price levels (using rough pricing targets – see below).

PRICE PER PERSON	Pop Ups (pay on consumption)	\$1-\$49	\$50-\$79	\$80-\$119	\$120-\$149	\$150+
TARGET	Unlimited*	Unlimited*	20	30	20	15
* Unlimited pending the total events cap of 110 These are a guide, the final number of events in each price range category may differ slightly from this; but it will be our intention to keep as close to this as possible						

Perception of Value

What does a consumer consider when internally deciding whether or not to purchase a ticket at that price? Understanding the below will help us, and you, in selling your tickets:

- What does the ticket price get me?
 - How many courses?
 - Are drinks included or additional? If not – what will I spend over the evening?
 - Are non-alcoholic beverages available? Reflect this in the price to encourage sober consumers
 - Which (if any) dietary requirements does this meet?
- What is the total cost?
 - Only 16% attend events solo, the majority are with 2-3+. What is the total cost for a couple, family or group to attend? Add it up and make sure it is what you would feel comfortable paying.
 - Can you do group tickets?
- What are some examples of the menu? (Our editor may weave this into marketing, PR or the description)
- Any special guests present – and who are they?
- Consider ticketed pop ups/entry fee to manage demand. Does \$15 get a first drink free token?

What does this mean for you?

Don't let this stop you coming up with amazing Festival Event concepts. Let your imaginations run wild and keep delivering a fantastic range of events! In some cases, our Programme Manager will work through a revision in price, style, or format with you.



Learnings & Tips from 2017

What sold in 2017?

- 2 sessions / 25-40 pax per session if higher price point
- 2 sessions / 100-120 pax if low price point (\$40-80)
- Vegan or vegetarian
- Pop Ups for large groups
- Collaborations – chocolate & soda, beer & tea
- Communal eating styles (hangi, shared or family-style banquets)
- Heroing an unusual ingredient
- Hands on
- Not-your-usual venue
- Under \$50
- Nature, hiking or other element
- Spirits/cocktails

What are consumers asking for?

- Around work – e.g. breakfast or morning tea breaks
- Non-alcoholic based + affordably priced events: e.g. celebrating tea, soda
- Lower priced events:
 - casual events under \$50
 - mid-range around \$80
 - more options under \$100
- Vegetarian
- Shorter lunch events on a weekday (to fit into a lunch break)
- Maori/Pacific Island
- Festival vibe – communal, group style casual events
- Different areas of Wellington (e.g. Pop Ups on Lambton Quay during lunch, Kāpiti Coast, Hutt Valley)

What gets media/PR and social attention?

- New – some aspect hasn't been done before (venue, technique, theme, service, genre)
- Challenges perceptions
- Collaborations
- Events outside of Wellington city (in the regions)
- Established food personalities (national or international)
- Nostalgia
- Events that go beyond the experience of eating
- Interactive
- On trend – 'food that is hot right now'
- Heartfelt / human interest
- Visual impact – looks good on TV or online (interactive, dramatic)

Want to be mysterious?

- Having a mysterious event can be pointless if no one buys a ticket!
- Consumers generally interpret “secret” as low value or still being finalised – they want to make an informed decision.
- We recommend being as upfront as possible on what they will experience and enjoy at your event
- There are some instances where being mysterious can work in your favour – such as you have a big name involved that they trust, an exclusive, hidden venue etc
- We will be in touch if we think your event needs more detail in the description to help communicate the value.



Inspiration & Food Trends

FOOD TRENDS

- Special diets (gluten free, vegan, vegetarian, dairy)
- Plant butchery (plant-based “meat”) or alternative protein
- Food with a conscience / zero waste
- Korean
- Tropical (Filipino/Hawaiian/Samoan)
- Fermenting and pickles
- Instagram ready-food (think sushi people, rainbow bagels)
- Insects & bugs
- Raw foods
- Ramen / noodles
- BOWLS. Think rainbow, poke, Japanese, Vietnamese, smoothie, buddha
- Seaweed
- Healthy – detoxifying, high-protein, hangover cures
- Unhealthy – indulgence, donuts, pizza, all-you-can-eat

INSPIRATION

- Cult classics, nostalgic or pop culture themes (think Cobb n’ Co, Georgie Pie, Australian Women’s Weekly Birthday Cake cookbook, kids birthday parties (fairy bread, cheerio’s, pass the parcel), 70’s, Harry Potter, Alice in Wonderland (mini food))
- Heroing an unusual ingredient (e.g. octopus) or style (e.g. fermenting)
- Group Tickets

What would we like to see in 2018 that we think will sell?

- Having a great image!
- Whole family-friendly events (i.e. affordable early dinners that kids can also attend or short, daytime fiestas that are interactive – but as a family, not only kids focused)
- All-you-can-eat or bottomless style
- Collaborations with cool brands or chefs
- Low barrier of entry e.g. satisfying one of these:
 - Price
 - Time: a 1 hour hands-on class
 - Accessible: transport included
 - Dietary: non-alcoholic, dairy/vege/vegan/GF friendly
- Casual/family-style dining – good for groups
- Cult classics, nostalgic or pop culture themed
- Heroing an unusual ingredient or style
- A completely different take on your classic degustation or winemakers dinner
- Pop Ups