

## WFA Wine Industry Tourism Toolkit

# Developing your theme checklist

Use the following checklist to discover your theme and apply it to your business, region or site. Interesting themes translate readily into compelling presentations, brochures, trails, panels and stories.

### Discovering your 'take home' message

There are 3 key steps:

1. Decide on your **broad** topic area. Is it your winery, cellar door or region?
2. Narrow it down to a **specific** topic: what aspect of the (winery / cellar door / region) are you going to deal with first?
3. Next is your **theme** – the central message tailored to your audience, expressed in full sentences.

### To develop your theme

Answer these questions by completing the sentences:

1. Broad topic: "Generally, I want to tell my visitors about \_\_\_\_\_

\_\_\_\_\_."

2. Specific topic: "At its most specific level, however, I want to tell my audience about

\_\_\_\_\_  
\_\_\_\_\_."

3. Theme: "After hearing my presentation (or visiting my region/winery/cellar door etc), I want my audience to know (appreciate/ understand/ believe) that\_ \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_."

**Remember:** You are trying to avoid the 'so what' or 'whatever' reaction, so what do you really, really, passionately want them to know/understand/feel?

“When it comes to my topic, I think it is really, REALLY important for visitors to understand that

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Don't squander the moment!

- Your theme (T) always comes first - this is the big message or story
- Once you have developed your primary theme develop 4 or fewer sub-themes (t1 + t2 + t3 + t4). These are the smaller ideas or messages that help tell the big message or story (T).  $T = (t1 + t2 + t3 + t4)$
- Now make it relevant and enjoyable or entertaining or engaging for your visitor/ audience

### In summary

A theme expresses a **whole idea** about a topic:

- ✓ They are expressed in full sentences.
- ✓ Complete sentences have a subject and a verb.
- ✓ The sentence ends with a full stop.
- ✓ It doesn't ask a question – the title may ask a question, but not the theme.
- ✓ It can be a long sentence or several short sentences which are related conceptually – especially if it is a complex theme.
- ✓ It can be a small theme or a big theme.

It's easy to write a boring theme. Writing a strong theme takes time and practice, yet anyone can do it with a little practice. Harness other people's creativity - involve others in your thematic thinking!