

Gather

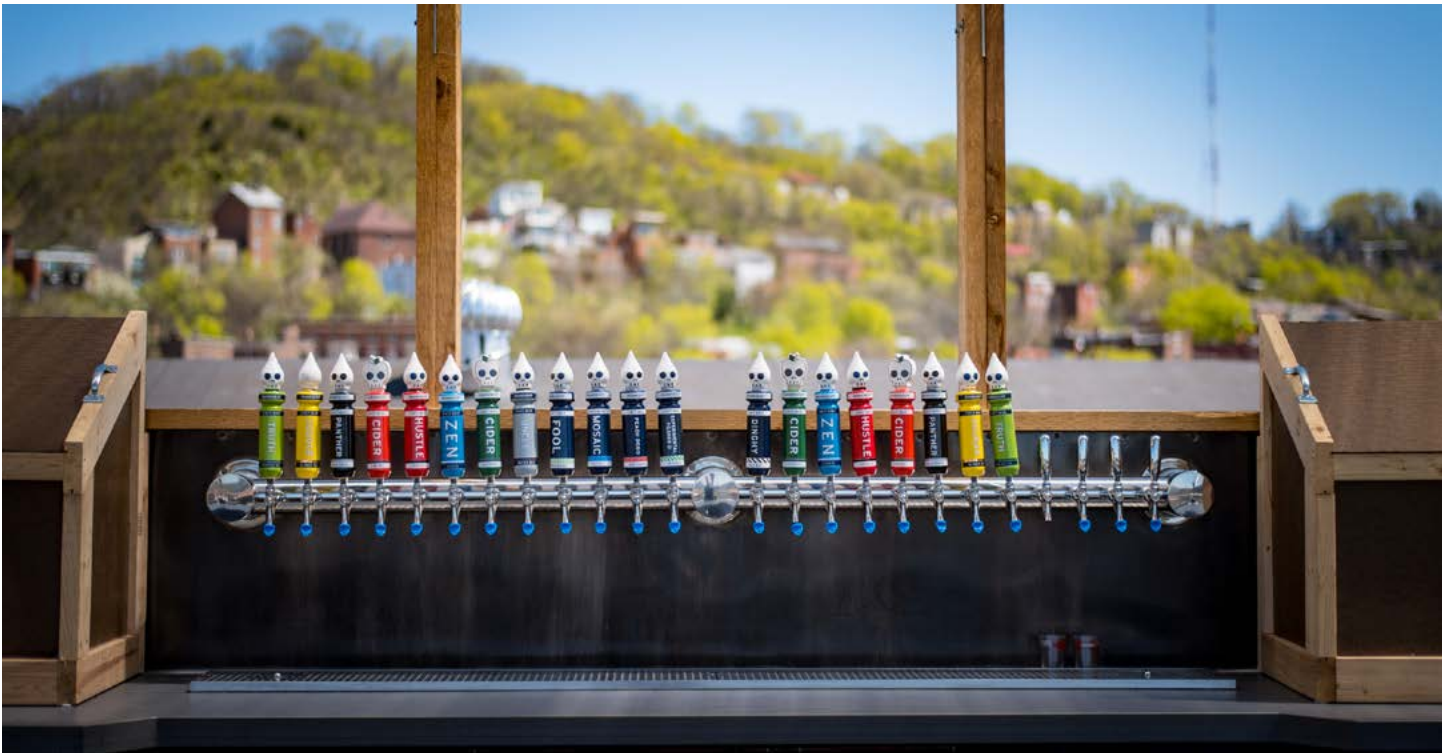


Rhinegeist Brewery

Case Study 15

“When I started using Gather, it just made sense. **It allows me to rent rooms, create proposals and contracts, and easily handle financials and event details.**”

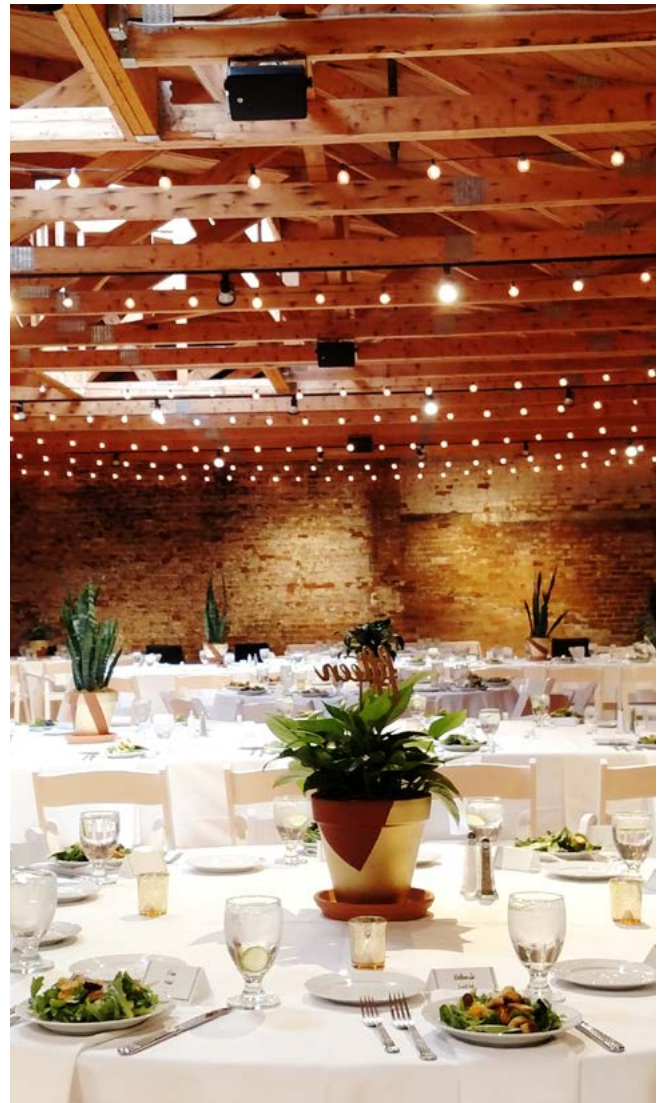
– Chelsy Kokenge
Private Events Manager



The History of Rhinegeist Brewery

Based in Cincinnati, Ohio's historic Over-the-Rhine Brewery district, Rhinegeist Brewery crafts curated batches of flavorful beer inside a former Moerlein bottling plant from the late 1890s. Business partners Bob Bonder and Bryant Goulding took their beverage-industry expertise (Bonder's in coffee and Goulding's in West Coast beer distribution) and transformed the original 25,000-square-foot defunct warehouse space into a thriving brewery, complete with a selection of housemade beers and ciders, retail, games, and tours. **They recently expanded their brewing capacity, added a rooftop bar and of course, two private event spaces, which now gives them roughly 150,000 square-feet of space.**

Rhinegeist hosts public and private events, both onsite and off-site, for an array of special occasions; from charity events and yoga classes to corporate soirees, weddings, and everything in between. To manage the growing demand from customers to hold events in their taproom, Bonder and Goulding brought on Chelsy Kokenge to run their private events. **In search of an event management software that didn't require paying for features that Rhinegeist didn't need, Chelsy found Gather.**



To help streamline their growing events business and meet their industry-specific needs, Rhinegeist Brewery turned to Gather to...

Help Grow Their Private Events Business

Rhinegeist hired Chelsy to help manage their expanding event spaces. Due to the wealth of event requests to rent out their public taproom, Rhinegeist expanded into the building next door and transformed it into a large event room. **As part of her task to create an events program from the ground up – including layout ideas, design and pricing structures – she employed Gather to help her grow and establish a successful events business.**



75%
increase in
booking speed

Maintain an Organized Events Operation

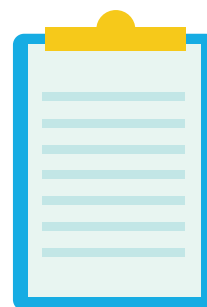
Before Gather, Chelsy was managing events at her previous job through a handful of manually updated spreadsheet, document, file-sharing and Google Drive programs. Once she began working at Rhinegeist and booking events, she researched different programs and found that most of what she encountered offered many features she didn't need. **She says Gather was not as overwhelming and was geared more towards what she was looking for in a software program.**



Overall
communication
is now
10x
faster

Create an Easier Booking Process

For contracts, Chelsy used to manually type in all client information for each event, print and file signed documents, run credit cards for deposits, then copy and send clients their receipts. One of her favorite features of Gather is the process of sending paperwork such as contracts and invoices. **She says the simplicity and ease of booking makes sending proposals to potential clients a smooth and straightforward process that saves more time than employing paper contracts and an in-house POS.**



Now spend
25%
less time processing
event documents

Gather

Learn more at gatherhere.com