

WINE INDUSTRY IMPACT CONFERENCE PROGRAM

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TIME	DETAILS
0800	REGISTRATION & BUSINESS ZONE NETWORKING
0855	MC INTRODUCTIONS Traci Ayris – Vislex Media Solutions
0900	WELCOME Jo Collins, Executive Director – Agriculture, Food & Wine, PIRSA
0905	Dr Violet Lazarevic, Endeavour Drinks Group How The Future Wine Consumer Will Impact Your Sales Targets The future consumer has high expectations of the brands they connect with and expects you to know all about them. Utilising innovative global examples, Violet will help the wine community understand how to meet the challenges presented by an increasingly savvy and constantly changing consumer base. <i>PARTNERED BY: BFL - Barrel Equipment Finance</i>
0935	Peter Bailey, Wine Australia Australian Cellar Door & DTC Wine Sales Report Summary Direct to consumer (DTC) wine sales are vitally important to the profitability of Australian wineries, and it all starts in the cellar door. Peter will present the results of Wine Australia's first comprehensive survey of winery DTC and Cellar Door sales channels and report how wineries can use the information to make informed business decisions.
0950	Sandra Hess, DTC Wine Workshops Your Roadmap to Direct Wine Sales Success How is consumer demand shaping the way winery producers leverage technology, talent and tools to remain competitive? Recognised International expert Sandra Hess will share best practices, case studies and proven methodologies from wine producers across the US as it relates to direct wine sales and consumer engagement strategies. <i>PARTNERED BY: MGA Insurance Brokers</i>
1035	Q&A Panel Session (subject to time available)
1045	MORNING TEA & BUSINESS ZONE NETWORKING

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1115	CONCURRENT WORKSHOP SESSIONS WORKSHOP 1 (Cellar Doors) “CLOSE ENCOUNTERS OF THE INNOVATIVE KIND” WORKSHOP 2 (Visitor Experience) “NOT THE USUAL SUSPECTS” WORKSHOP 3 (Data Insights & Analytics) “WINE-E”
1245	LUNCH BREAK & BUSINESS ZONE NETWORKING
1330	CONCURRENT WORKSHOP SESSIONS WORKSHOP 4 (Customer Engagement) “BEYOND THE BRICKS & MORTAR” WORKSHOP 5 (Online Sales Strategies) “TERMS OF ENGAGEMENT” WORKSHOP 6 (Interactive Marketing) “BACK TO THE FUTURE”
1500	AFTERNOON TEA & BUSINESS ZONE NETWORKING
1530	Charlotte Prouse, Destination Marketing Store New Global Travel Trends & How They Will Impact Your Business Fresh from the world’s leading tourism and travel thinktank, New York’s SKIFT forum, Charlotte will share the latest consumer behaviour research and how you can apply the findings to visitor attraction and retention strategies. <i>PARTNERED BY: Chinese Language & Cultural Advice</i>
1600	Dan Sims, Revel Global – Wine Drinker Evangelist Why I’m So F---ing Excited About Wine Right Now! Is this the ultimate golden age for the global wine industry? Dan thinks it is. Dan’s ventures have captured the attention of wine buyers everywhere and his passion and motivation will inspire you to supercharge your own direct to consumer journey. <i>PARTNERED BY: Cellar Link Marketplace</i>
1630	CLOSING REMARKS
1700	EVENT CONCLUDES

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