



# WINE INDUSTRY IMPACT CONFERENCE

*Dare to be noticed!*

Orange, New South Wales – 17-18 September, 2019



DAY 1 – TUESDAY 17 SEPTEMBER	
TIME	PROGRAM
0900	REGISTRATION & BUSINESS ZONE NETWORKING
1030	<b>MC INTRODUCTIONS &amp; WELCOME</b> Traci Ayris, Vislex Media Solutions
1040	<b>Australian Cellar Door &amp; DTC Wine Sales Report Summary</b> Sandy Hathaway, Wine Australia Direct to consumer (DTC) wine sales are vitally important to the profitability of Australian wineries, and it all starts in the cellar door. Sandy will present the draft results of Wine Australia's second comprehensive survey of winery DTC and Cellar Door sales channels, including a comparison with last year's results and international benchmarking, and will report on how wineries can use the information to make informed business decisions.
1100	<b>Keynote Presentation: Your down-to-earth guide to wine stardom</b> Felicity Carter, Meininger's Wine Business Magazine In a crowded market, how do you make your wine brand stand out, particularly if you don't have a big marketing budget. Knowing how the media works, and what audiences are looking for, can help your brand take its place among the stars.
1145	<b>Built it... And they came!</b> Geoff Krieger, Brokenwood Building a world-class winery hospitality venue isn't for the faint-hearted; aside from (relatively) deep pockets, stamina, persistence, and an unwavering vision of what success looks, you'll also need a passionate team and a great story. Follow the Brokenwood adventure from hobby winemaker to Ultimate Winery Experiences of Australia!
1215	LUNCH & BUSINESS ZONE NETWORKING
1315	<b>Embrace your online pillars of passion</b> Melissa Laurie, TripAdvisor Gain valuable insights into 2019 global trends from the world's largest travel site and find out what's really influencing the current state of travel. What's more, learn how to connect with the modern traveller and their desire for new experiences.
1400	<b>It's a data-full world! Using data to drive business decisions and increase sales</b> Lesley Berglund, WISE & Andrew Kamphuis, Commerce7 Data, data everywhere! In a world with an abundance of information metrics, what data is driving ecommerce, club and cellar door sales? Discover the key insights into how major US brands are leveraging their data to grow their sales and what DTC metrics matter most.
1445	BREAK & BUSINESS ZONE NETWORKING
1515	<b>The Art of Influence – Panel Session</b> Drew Lambert, Wine Wankers   Felicity Carter, Meininger's Wine Business Magazine Trish Barry, Mastermind Consulting   Fabien Laine, Creative Fabien What does 'influence' really mean in the context of traditional and modern media? How important are 'influencers' and what value do they bring to the conversation? And what role do brand owners play? Hear our expert panel discuss the fine 'art of influence' in a digital age.
1610	<b>In Craft we Trust</b> Matt Jones, Four Pillars Gin Join Matt Jones, co-founder and brand director at Australia's fastest-growing and most popular craft spirit makers, Four Pillars Gin, as he makes the case for building your business around your craft.
1700	NETWORKING DRINKS
1900	GALA DINNER HOSTED BY ORANGE REGION VIGNERON'S ASSOCIATION



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DAY 2 – WEDNESDAY 18 SEPTEMBER	
TIME	PROGRAM
0800	REGISTRATION & BUSINESS ZONE NETWORKING
0830	CONCURRENT BREAKOUT SESSIONS
	<p><b>BREAKOUT 1: STORYTELLING</b></p> <p>You have to pour your wines at a wine tasting, one among many producers. Or you're asked to speak at a wine dinner to an audience who have heard it all before. How do you grab and hold their attention and make them remember your brand? How do you tell your story to a journalist – or write it up for your website. How do you train your staff to tell your story, so they will pass it on to your customers in the most compelling way possible? Learn the tips and tricks to identify and shape an unforgettable story.</p> <p><b>MODERATOR:</b> Traci Ayris, Vislex Media Solutions</p> <ul style="list-style-type: none"><li>• <b>What's your story? Unlock the hidden power of great storytelling</b> Felicity Carter, Meininger's Wine Business Magazine</li></ul>
	<p><b>BREAKOUT 2: DIGITAL MARKETING</b></p> <p>The social media landscape continues to evolve. Platforms are constantly tweaking their algorithms; consumers are more aware of their privacy settings and it's harder than ever to get cut through. However, it's still the place where consumers are spending time, and where strong brand endorsements can take place with word of mouth referrals. But how to do you make sense of the changing landscape? In this workshop, discover practical tools, tips and case studies to effectively market your brand via social media.</p> <p><b>MODERATOR:</b> Marianna Sigala, University of South Australia</p> <ul style="list-style-type: none"><li>• <b>Rethinking Digital &amp; Social Media: Using the platforms effectively to tell your brand stories</b> Trish Barry, Mastermind Consulting</li></ul>
	<p><b>BREAKOUT 3: VISITOR ATTRACTION STRATEGIES</b></p> <p>Tourism Australia is attracting high value visitors to our shores but that's only one part of the equation: understanding their universe is a necessary prerequisite to meeting their needs. Learn management techniques for developing an appropriate attraction strategy and hear true stories about the experiences of Australian and international millionaires who visit our wineries – and what they really want.</p> <p><b>MODERATOR:</b> Kate Shilling, Ultimate Winery Experiences Australia</p> <ul style="list-style-type: none"><li>• <b>Just like us, but different: Attracting high value Australian and global travellers</b> Rob Geddes MW, Geddes a Drink</li></ul>
1000	BREAK & BUSINESS ZONE NETWORKING
1030	CONCURRENT BREAKOUT SESSIONS
1030	<p><b>BREAKOUT 4: CELLAR DOOR &amp; CUSTOMER ENGAGEMENT</b></p> <p>Delivering an exceptional experience requires more from your frontline staff than just product knowledge. It's the cumulation of the small things during the service interaction that engenders loyalty and ultimately dictates whether you sell plenty of wine and create a loyal fan base. Revive your enthusiasm in this practical session that provides a how-to guide for surprising and delighting your customers.</p> <p><b>MODERATOR:</b> Kate Shilling, Ultimate Winery Experiences Australia</p> <ul style="list-style-type: none"><li>• <b>How to give a \$hit about your visitors by making every service interaction count</b> Clare Burder, Vintuition &amp; Robin Shaw, Wine Tourism Australia</li></ul>



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DAY 2 – WEDNESDAY 18 SEPTEMBER (continued)	
TIME	PROGRAM
	<p><b>BREAKOUT 5: ONLINE REVIEW STRATEGIES</b> Recent research reveals that significant numbers of Australian wineries are failing to leverage online review platforms to effectively promote their brands and attract the right customers. Learn the tips and tricks to maximise value from your TripAdvisor listing page, plus analyse what people are saying about you on various platforms – and what to do about it.</p> <p><b>MODERATOR:</b> Traci Ayriss, Vislex Media Solutions</p> <ul style="list-style-type: none"><li>• <b>It's Written in the Stars! How to use traveller reviews to drive business</b> Melissa Laurie, TripAdvisor</li></ul>
	<p><b>BREAKOUT 6: BRANDING BOOTCAMP</b> Maverick brands understand the 'law of sacrifice.' In this session learn why you need to stop copying everyone else and identify your what makes you truly remarkable. Drawing on global case studies and extensive experience transforming tourism businesses across Australia, you'll walk away with a renewed sense of your brand's purpose and a blueprint for action.</p> <p><b>MODERATOR:</b> TBC</p> <ul style="list-style-type: none"><li>• <b>Unleash your inner Maverick and become the brand you always wanted to be</b> Charlotte Prouse, Destination Marketing Store</li></ul>
1200	LUNCH & BUSINESS ZONE NETWORKING
1245	CONCURRENT BREAKOUT SESSIONS
	<p><b>BREAKOUT 7: WINE CLUB AND DIRECT TO CONSUMER STRATEGY</b> The cellar door is at the heart of your DTC strategy. In this hands-on session, you'll discover best practices in wine club management and structure, how to sign up new members, extend member retention, drive more engagement and design team incentives that reward success. Be prepared to leave with a written strategy!</p> <p><b>MODERATOR:</b> Robin Shaw, Wine Tourism Australia</p> <ul style="list-style-type: none"><li>• <b>Build an effective DTC channel that maximises wine club sales &amp; member engagement</b> Lesley Berglund, WISE</li></ul>
	<p><b>BREAKOUT 8: DIGITAL CONTENT CREATION</b> Content may be king, but how do you adapt the conversation and for each audience? This session will show you how to create and target content, decide what is relevant for each platform, how to engage efficiently and effectively using mixed media and develop strategies that allow you to curate an authentic message every time.</p> <p><b>MODERATOR:</b> Charlotte Prouse, Destination Marketing Store</p> <ul style="list-style-type: none"><li>• <b>Master the three C's of Digital Marketing: Content, Conversations &amp; Curation</b> Fabien Laine, Creative Fabien</li></ul>
	<p><b>BREAKOUT 9: SALES &amp; MARKETING</b> In this hands-on session you'll use a range of self-analysis tools to undertake an online brand awareness and brand voice assessment then create a simple one-page sales and marketing plan to ensure your offer is heard – and understood – by your target audience.</p> <p><b>MODERATOR:</b> TBC</p> <ul style="list-style-type: none"><li>• <b>Brand Voice: Are people really hearing your message?</b> Darren Oemcke &amp; Sean Jolley, Hydra Consulting</li></ul>



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## DAY 2 – WEDNESDAY 18 SEPTEMBER (continued)

TIME	PROGRAM
1415	<p><b>Keynote: Reboot your Thinking!</b> Nick Bowditch, Entrepreneur, storyteller, marketer, mental health advocate</p> <p>Based on his best-selling book, <i>Reboot your Thinking</i>, Nick Bowditch, global social media and storytelling thought leader, will challenge you to turn your 'flaws' into Superpowers. Drawing upon his own successful work and personal transformation, Nick will share the steps he employed to overcome challenges and become fit, healthy, strong and resilient. His presentation will surprise, move, entertain and above all, convince you to take immediate action to create your own IMPACT.</p>
1500	CLOSING REMARKS FROM OUR SPONSORS & HOSTS
1515	EVENT CONCLUDES

