



# IWCA Bilbao Workshop

16-18 October 2017

## Draft Programme

### Sunday 15 October

21.00 PM Welcome fish and seafood dinner at Karola Etxea at Puerto Viejo

### Monday 16 October

#### ***Workshop Day 1***

*Venue: Gran Hotel Domine, Bilbao*

*10.00 - 13.30*

*Guest Agency, 'Expanding your audience through social media. Case study: innovation through Instagram.'* Carlitos y Patricia

*Guest Speaker, Stephane Tillement, Wine Paths: 'Developing a Business Platform: A look at the luxury wine tourism and travel industry'*

*Guest speaker presentation, 'Case Study: developing your business through SEO/SEM'* Nico Bour, Founder, Uvinum tbc

*13.30 Lunch and networking*

*14.30 – 17.00*

*Member Presentation: Case Study: the implementation of learning/s from a previous workshop*

*Challenges Corner: Member break out sessions followed by group presentations.*

*17.00 – 17.45 Committee Meeting*

*19.00 Rioja: Presentation, mini wine fair and winemakers' dinner in Bilbao hosted by the Consejo Regulador de Rioja*



## **Tuesday 17 October**

### ***Trip to the Vineyards***

11.00 López de Heredia Viña Tondonia visit and tasting

13.00 CVNE visit, tasting and lunch

16.30 Tour and tasting at Vivanco Wine Experience

21.30 Winemakers' dinner at Yandiola

## **Wednesday 18 October**

### ***Workshop day 2***

10.00 – 13.30

Guest speaker, Jesus Sanchez Lado, Correos: *'Moving into the Digital Age: Applying Internet technology to a traditional enterprise with a look at future innovations'*

Guest speaker presentation, *'Logistics Matters'* Jonathan Harclerode, CEO, Bottle Books

Member Presentation: Case Study: the implementation of learning/s from a previous workshop

13.30 - 14.30 Lunch and networking

14.30 – 17.00

Member Presentation: Case Study: the implementation of learning/s from a previous workshop

Challenges Corner: Member break out sessions followed by group presentations.

21.00 Michelin dinner tbc

26 July 2017