



IWCA Boston Workshop

19-20 October 2015

Programme

Venue: The Fairmont Hotel, Copley Plaza, Boston

Sunday 18 October

17.00 – 19.00 Duck Tour of Boston

20.00 Panoramic dinner at Top of The Hub restaurant

Monday 19 October

09.30 Welcome by IWCA Chairman and CEO

Mobile Matters:

09.45 – 13.15

Michael Becker, Managing Partner, MCordis

'Mobile Marketing State of the Union 2015, evolution and future trends'

David Schwind, Global Mobile Relations

'Direct Communication in Mobile: Best practices, Illustrated Examples of Success'

Kristine Newman, Mobile engagement, Cohn and Wolfe

'Content and Mobile Engagement: Best practices, Illustrated Examples of Success'

Coffee and Break out session

Mobile Panel discussion - *"What is the one tactic in mobile marketing that every marketer in the room should do tomorrow"*?

13.15– 14.30 Lunch

14.30 – 15.15 *'Case study – e-commerce activity launch'*

Tal Zamir, VP E-Commerce, Vivino

15.15 – 15.30 *'Drinks - company introduction'*

Michael Rogers, VP Customer Acquisition, Drinks

15.30 – 16.00 Coffee and networking

16.00 – 17.00 *"Case study - Digital channel challenges & successes"*

John Jordan, SVP Customer Experience and CCO, Total Wine and More



17.00 Closure of workshop day 1

17.15 – 18.00 Committee Meeting

20.00 Italian Dinner at Mamma Maria's

Tuesday 20 October

Customer Matters:

09.30 – 10.45 *'New media, social listening and how brands can learn and grow by hearing what their customers and prospects are saying'*

Caroline McDonough, Social Media Manager, Brand Content

10.45 – 11.00 Coffee and networking

11.00 – 12.00 *'The Expectation Economy – who is your customer?'*

Ian McCaig, CMO and Co-Founder, Qubit

12.00-12.30 Working groups: Consumer rules - List the key experiences you provide for your customers and identify the expectation gaps eg website/brochures/after sales etc.

12.30-13.00 Panel discussion chaired by Ian McCaig

13.15 – 14.15 Lunch

14.15 – 15.15 *'Case study - Promoting large scale consumer events via social media'*

Tyler Balliet, President, Second Glass

15.15 – 16.00 *'When You Care Enough to Ship the Very Best:*

Understand what happens to your precious cargo, connect with your customers, create brand value and build market share'.

Robin Grumman-Vogt, COO, E-Provenance

16.00 – 16.15 Coffee

16.15 - 17.00 *'Case Study: Coravin'*, Greg Lambrecht, Chairman, Coravin

17.00 – 17.30 Workshop Round Up

17.30 Closure of Workshop Day 2 by Chairman

20.00 Dinner at Boston Institution, The Oyster House