



# IWCA Hamburg Workshop and General Assembly

23-24 April 2018

## Draft Programme

### Sunday 22 April

16.00 Private tour of Elbe Philharmonic Hall

18.30 IWCA Committee Meeting

20.00 Welcome dinner at classic Hamburg restaurant, Witwenball

### Monday 23 April

#### *Workshop Day 1*

*Venue: 25 Hours Hotel, Hafen City*

*09.30 Welcome and introduction by CEO*

*09.45-12.45 Morning session with presentations and group tasks: 'Shaping future commerce and how to sell more digitally: Case Studies, Digital Trends and Actionable Insights' Hugh Fletcher and Naji El Arifi, Salmon*

12.45 – 14.00 Lunch

14.00 – 15.00 *'Connect to a wider audience online: Instagram, Facebook, U Tube,'* Amelia Singer, Wine Educator, Consultant and TV presenter

15.00 – 15.45 *'Wine is Personal – Ultimate Individualisation',* Andrew Stead/David Thatcher, Direct Wines

15.45 – 16.15 Coffee and Networking

16.15-17.15 IWCA General Assembly

18.30 Elbe river tour followed by dinner at Rive fish restaurant with winemakers

## **Tuesday 24 April**

Workshop Day 2

*Venue: 25 Hours, Hafen City*

09.30 – 09.35 Welcome and introduction to day 2 by CEO

09.35 – 10.30 Dr Jannika Bock, Head of Measurement and Attribution, Google Germany

10.30 – 12.00 Guest Agency, *'Building Brand Equity and Differentiation through Package and Design'* James Harmer and Nicki Sherlock, Touch Design

12.00 – 12.30 Coffee

12.15 – 13.00 Case Study, *'Cutting out the middlemen: From the Vineyard Direct'* Gavin Quinney, Chateau Bauduc tbc

13.00 - 14.15 Lunch

14.15 - 15.00 Member Presentation, Hawesko

15.00 - 16.00 Challenges Corner break-out sessions

16.00 - 16.45 Group presentations and roundup

16.45 – 17.00 Workshop closure by CEO and Chairman

20.00 Dinner at Contemporary German Restaurant, Henricks

.....