

# IWCA Paris Workshop

18 – 19 April 2016

## Programme

### Sunday 17 April

*Hotel Pont Royal, 7, rue de Montalembert, 75007 Paris*

17.00 – 18.30 Riverboat tour on the Seine

20.00 Dinner at Alcazar Restaurant, 62, rue Mazarine 75006 Paris

### Monday 18 April

*Venue: La Maison des Polytechniciens, 12, rue de Poitiers, 75007 Paris*

09.00 Café and croissants

09.30 Welcome by IWCA Chairman and CEO

*09.45 – 17.00 Marketing in the Mobile age - Digital, Social and Mobile Strategic Planning:  
Working day with MCordis*

1. Introduction: digital disruption and opportunities

- Behavioural change/Technology changes/Social media/The marketing response

2. Understanding the mobile consumer

3. Driving awareness & consideration through mobile

- Mobile search/Activating tradition media/Mobile advertising

4. Social Media

- What are the key platforms?/How are consumers using them?/What are the opportunities for brands?/What does a good social strategy look like?

5. Digital commerce

- Ecommerce & Mcommerce

## 6. Digital content

- What makes great storytelling? /Content centred marketing

## 7. Pulling it all together – Top 10 Takeaways

- Creating a strategy for mobile/short, medium and long term actions

17.15 – 18.00 Committee Meeting

20.00 Classic French dinner at La Rotonde with wines by Baron Philippe de Rothschild  
*105, Boulevard de Montparnasse, 75006 Paris*

## **Tuesday 19 April**

09.15 Onwards café and croissants

09.45 Introduction to day 2 by CEO

09.45 – 11.00 Guest Speaker, Henri de Maublanc, President, Aquarelle

*'The move from bricks to clicks - logistics and international expansion'*

11.00 – 11.30 Guest company presentation, Ari Gorenstein, Co-founder Evino

11.30 – 12.00 Coffee and networking

12.00 - 12.30 Member Case Study Presentation: Frank Ianni, CEO, Opimian

*'Strategic planning in the Canadian market'*

12.30 – 13.00 Guest company Presentation: Bart Van Moorsel, Magnus Kwaliteitswijnen

13.00 – 14.30 Lunch and networking

14.30– 15.00 Member presentation: Carlo Galimberti, Vinoselección

*'International Expansion – Managing Growth'*

15.00 – 15.45 Member Case Study Presentation: Larry Dutra, CEO, Vnesse

*'Top Learning in the Direct Wine Selling Business: 3 more years on!'*



15.45 – 16.15 Coffee and networking

16.15 – 17.15 IWCA General Assembly

17.15 Closure of Workshop by Chairman

21.00 Michelin star gourmet dinner at l'Atelier de Joel Robuchon



IWCA, April 2016