

IWCA Dubrovnik Workshop

8-9 April 2019

Programme

Sunday 7 April

14.30 – 16.30 Island boat trip

17.30 – 19.00 *'Indigenous Croatia and the modern interpretation'* - Overview and wine tasting with local experts

Venue: Dubrovnik Hilton Imperial, Salon Carraca

19.30 Welcome sea fresh dinner at Kopun restaurant in Dubrovnik old town

Monday 8 April

Workshop Day 1

Venue: Dubrovnik Hilton Imperial, Salon Carraca

09.30 Welcome and introduction by Chairman/CEO

Social Media: Deep Dive Session

09.45 - 11.00 Guest Speaker, Ben Benrubi, VaynerMedia, *'Social Media Deep Dive'*

11.00 - 11.30 Guest Speaker, Aidy Smith, Sypped.com *'Rocking on Instagram'*

11.30 - 12.15 Coffee and break out session, *'5 Campaigns on 5 Channels: Assess and critique'*

12.15 – 13.00 Open Panel discussion followed by Live Critique Session with Ben Benrubi and Aidy Smith

13.00 - 14.30 Lunch

14.30 - 16.30 Member presentations

Arsen Mkrtchyan/Benno Greter, Schuler

Manuel Hevia/Carlo Galimberti, Vinoselección

Morgane and Bruno Le Breton, BLB Vignobles, *'The Dry January Effect – Wine and Well Being and its Impact on our Relationship with our Consumers.'*

Larry Dutra, Vinesse

16.30 Closure of workshop day 1

17.00 IWCA Committee Meeting

19.45 Winemakers' traditional Croatian dinner in rural, riverside restaurant, Konavoski Dvori

Tuesday 9 April

Workshop day 2: Salon Carraca

09.45 - 11.00 Guest speaker, Joe Fattorini, The Wine Show, *'Behavioural Economic Insights: Consumers don't think how they feel. They don't say what they think and they don't do what they say – David Ogilvy.'*

11.00 - 11.45 Coffee and break-out sessions, 'Consumer profiling'

11.45 - 12.15 Open Panel discussion

12.15 – 12.45 Guest Speaker, Diana Isac, Winerist, *'Driving sales through wine tourism'*

12.45 - 14.00 Lunch

14.00 - 15.15 *'The Big issues – Social Commerce'* by Robert Joseph

15.15 - 15.45 Coffee and Networking

15.45 - 16.45 *'Your Big Issues – Open Panel Discussion'*, chaired by Robert Joseph

16.45 Closure of workshop by CEO/Chairman

19.00 – 19.45 Guided Tour of Old Dubrovnik town

20.00 Seaview dinner in Dubrovnik old town harbour at Arsenal Restaurant

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