

IWCA Dubrovnik Workshop

8-9 April 2019

Draft 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

19.30 Welcome dinner in Old Dubrovnik

Venue: Arsenal TBC

Monday 8 April

Workshop Day 1

Venue: Dubrovnik Hilton Imperial

09.30 Welcome and introduction by CEO

09.40 - 11.00 Guest Speaker, Ben Benrubi, VaynerMedia, *'Work That Social Media.'*

11.00 – 11.30 Guest Speaker, Aidy Smith, *'Rocking on Instagram'*

11.30 – 12.15 Coffee and break out session

12.15 – 13.00 Live critique session with Ben Benrubi and Aidy Smith

13.00 – 14.30 Lunch

PM Member presentations



17.00 IWCA Committee Meeting

19.30 Winemakers' traditional Croatian dinner in rural, riverside restaurant

Venue: Konavoski Dvori

Tuesday 9 April

Workshop day 2:

09.30 – 10.45 Guest speaker, Joe Fattorini, The Wine Show, *'The Consumer isn't a moron, she's your wife!'*

10.45 – 11.30 Coffee and break-out sessions, Consumer profiling

11.30 – 12.30 Open Panel discussion

12.30 – 14.00 Lunch

14.00 – 14.45 Guest Speaker, Diana Isac, Winerist, *'Driving sales through wine tourism'*

14.45 – 15.30 *'The Big issues'* by Robert Joseph

15.30 -16.00 Coffee and Networking

16.00 – 17.00 *'Your Big Issues'*, chaired by Robert Joseph

17.00 Closure of workshop by CEO

19.00 – 19.45 Guided Tour of Old Dubrovnik town

20.00 Dinner in Old Dubrovnik Town

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11 January 2019