

IWCA Dubrovnik Workshop

8-9 April 2019



List of Delegates

Attendee	Company	Position	Country
Arsen Mkrtchyan	Areni Viticulture	CEO	Armenia
Bruno Le Breton	BLB Vignobles	Owner	France
Benno Greter	Schuler St JakobsKellerei	Project Manager China and Wine Shops	Switzerland
Carlo Galimberti	Vinoselección	International Manager	Spain
David Thatcher	Direct Wines	CEO	UK
Emmanuelle Romeu	Baron Philippe de Rothschild	Direct Sales Director	France
Guy Parent	The Opimian Society	General Manager	Canada
Jakob Schuler	Schuler St JakobsKellerei	Owner	Switzerland
Jennifer Ryan	The Opimian Society	Manager, Marketing and Membership Experience	Canada
Joanne Paquet	The Opimian Society	Senior Advisor to the Board	Canada
Johnny Wheeler	Mr Wheeler	Chairman	UK
Larry Dutra	Vinesse Wines	Founder and CEO	USA
Luis Sequeira	The Fladgate Partnership	Sales Director	Portugal
Manuel Hevia	Vinoselección	General Manager	Spain
Mike Pullevich	Pullevich Vineyards	Director	Croatia
Morgane Le Breton	BLB Vignobles	Communications and Marketing Manager	France
Nikolas von Haugwitz	Hawesko	Member of the Board	Germany
Noé Magnus	Magnus Wijnen	Online Marketing Manager	Belgium
Patrizio Massaro	BLB Vignobles	Marketing and Export Sales Director	The Netherlands
Paul Busby	Laithwaite's Wine	Marketing Director	UK
Sophie Jump	IWCA	CEO	UK
Stéphane Kaloudoff	Sociedade da Mesa	CEO	Brazil
Stephanie Morton-Small	Finca Decero	Chief Commercial Officer	Argentina
Witoslaw Stepien	Dom Wina	Marketing and PR Director	Poland

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Working Groups: Day 1

1. "Biodynamics is principally a useful marketing tool"
2. "The best use of wine is as cost-neutral marketing for high-margin visitor experiences"
3. "Whatever wine you make, what matters is what is outside the bottle"
4. "Most of the pleasure of wine is made by the retailer"

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Emmanuelle Romeu	Baron Philippe de Rothschild	Direct Sales Director	France
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Luis Sequeira	The Fladgate Partnership	Sales Director	Portugal
Manuel Hevia	Vinoselección	General Manager	Spain
Guy Parent	The Opimian Society	General Manager	Canada
Michael Pullevich	Pullevich Vineyards	Director	Croatia
Paul Busby	Laithwaite's Wine	Marketing Director	UK
Morgane Le Breton	BLB Vignobles	Communications and Marketing Manager	France
Nikolas von Haugwitz	Hawesko	Member of the Board	Germany
Patrizio Massaro	BLB Vignobles	Director Marketing and Export Sales	The Netherlands
Noé Magnus	Magnus Wijnen	Social Media Director	Belgium
Stéphane Kaloudoff	Sociedade da Mesa	CEO	Brazil
Stephanie Morton-Small	Finca Decero	Chief Commercial Officer	Argentina
Witoslaw Stepień	Dom Wina	Marketing and PR Director	Poland
Jennifer Ryan	The Opimian Society	Manager, Marketing and Membership Experience	Canada

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Working Groups: Day 2

How can traditional Direct Wine Sellers retain loyalty against competition from wineries selling direct to consumers - via the platforms.

If online retailing increasingly takes over from bricks & mortar, how will direct sellers use experiential marketing to acquire and retain customers

How will direct selling wine merchants compete with the simplicity for consumers buying wine through Amazon, Instagram, Facebook, Alexa, Siri - and simply by scanning labels and clicking on 'Buy'?

Given the growth of online/offline hybrids like 1919 in China and the new Naked Wines model how will pure online businesses survive? Or will they have to adapt?

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Stéphane Kaloudoff	Sociedade da Mesa	CEO	Brazil
Johnny Wheeler	Mr Wheeler	Chairman	UK
Stephanie Morton-Small	Finca Decero	Chief Commercial Officer	Argentina
Morgane Le Breton	BLB Vignobles	Communications and Marketing Manager	France
Emmanuelle Romeu	Baron Philippe de Rothschild	Direct Sales Director	France
Patrizio Massaro	BLB Vignobles	Director Marketing and Export Sales	The Netherlands
Larry Dutra	Vinense Wines	Founder and CEO	USA
Guy Parent	The Opimian Society	General Manager	Canada
Carlo Galimberti	Vinoselección	International Manager	Spain
Jennifer Ryan	The Opimian Society	Manager, Marketing and Membership Experience	Canada
Witoslaw Stepień	Dom Wina	Marketing and PR Director	Poland
Paul Busby	Laithwaite's Wine	Marketing Director	UK
Nikolas von Haugwitz	Hawesko	Member of the Board	Germany
Bruno Le Breton	BLB Vignobles	Owner	France
Benno Greter	Schuler St JakobsKellerei	Project Manager China and Wineshops	Switzerland
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Luis Sequeira	The Fladgate Partnership	Sales Director	Portugal
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