



# IWCA New York Workshop

22-23 October 2018

## Draft Programme

### Sunday 21 October

13.45 – 16.30 Architectural Institute boat tour of Manhattan Island  
*West 22<sup>nd</sup> Street, Chelsea Piers, Pier 62*

19.30 Welcome dinner at City Vineyard  
*233 West Street, Pier 26*

### Monday 22 October

#### ***Workshop Day 1***

*Venue: Gansevoort Hotel Meat Packing District, 18 9<sup>th</sup> Avenue*

09.30 Welcome and introduction by CEO

*Data, Marketing, You and your Customer*

Guest Speaker, Michael Becker, Founder, Identity Praxis, *'The Rise of The Personal Information Economy – Implications and Actions'*

Guest Speaker, Michael Heintz, *'Optimizing B2C, B2B, and Me2B Engagement in the Connected Age'*

Guest Speaker, Paul Mabray, MD, Emetry, *'How the new Subscription Economy will change wine clubs today and into the future'*

Break-out sessions followed by panel discussion

13.15 – 14.30 Lunch

14.30-15.30 Guest Speaker, Jamie Ritchie, Global Head of Wine Sothebys,  
*'Overview of the US Auction Scene'*

15.30 – 16.00 Member presentation, Hortense Bernard, Millésima USA, *'The Issue of Legality in the US market'*

16.00 – 16.30 Coffee and Networking

16.30 - 17.00 Member presentation, Adrian Bridge, The Fladgate Partnership  
*'Climate Change Leadership - The Porto Protocol'*

17.00 Closure of Workshop Day 1

17.00 - 18.00 IWCA Committee Meeting

20.00 Mediterranean meets Rockefeller dinner at Limani restaurant  
*45, Rockefeller Plaza*

## **Tuesday 23 October**

Workshop Day 2

*Venue: Gansevoort Hotel Meat Packing District, 18 9<sup>th</sup> Avenue*

09.30 Welcome and introduction to day 2 by CEO

09.40 - 11.00 Guest Speaker, Russel Miller, RBC Capital Markets, *'Social Media and the Wine Category – an International Outlook'*

11.00 – 11.30 Coffee and networking

11.30 – 12.30 Guest Speaker, Amy Gross, Founder VineSleuth.com,  
*'Personalizing your marketing message using data science and artificial intelligence to increase retention and sales'*

Break Out groups and Plenary Session chaired by Amy Gross

13.15 - 14.30 Lunch



PM Member Presentations/Case Studies

Stéphane Kaloudoff, CEO, Sociedade da Mesa

Clifford Collard, Managing Director, Wine-Of-The-Month Club

17.00 Workshop closure by CEO and Chairman

18.00 Tour of Whitney Museum

19.30 New York New York dinner at Gramercy Tavern

*42 E, 20<sup>th</sup> Street*



*4 September 2018*