

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 22nd 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 9th 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
45, Rockefeller Plaza

Tuesday 23 October

Workshop Day 2

Venue: Gansevoort Hotel Meat Packing District, 18 9th Avenue

09.30 Welcome and introduction to day 2 by CEO

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

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

AM Break Out Groups and Plenary Session

13.00 - 14.15 Lunch

PM Member Presentations/Case Studies

17.00 Workshop closure by CEO and Chairman

18.00 Tour of Whitney Museum

19.30 New York New York – Dinner