



IWCA New York Workshop

22-23 October 2018

Draft Programme

Sunday 21 October

13.45 – 16.30 Architectural Institute boat tour of Manhattan Island

19.30 Welcome dinner

Monday 22 October

Workshop Day 1

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

09.30 Welcome and introduction by CEO

Driving Sales through Data and Analytics

AM Guest speaker, Paul Mabray, MD Emetry, 'Transforming the Wine Industry through Technology: Better Consumer Insights'

AM Guest Speaker, Amy Gros, Founder WineSleuth.com, 'Wine Buying Made Personal using Rock Solid Wine Data'

12.45 – 14.15 Lunch

PM Member Presentations/Case Studies

PM Round up Panel session

17.00 Closure of Workshop Day 1

17.00-18.00 IWCA Committee Meeting

19.30 High Life on the High Line – Dinner

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

Data, Marketing, You and your Customer

AM Guest Speaker, Michael Becker, Founder Identity Praxis, 'Development & Strategy-empowering the personal information economy'.

AM DMA Panel Presentations, 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

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12 June 2018