



IWCA New York Workshop

22-23 October 2018

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 Winery
155, Varick Street, SoHo

Monday 22 October

Workshop Day 1

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

09.30 Welcome and introduction by CEO

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

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

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

Presentations followed by plenary discussions

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 9th Avenue

09.30 Welcome and introduction to day 2 by CEO

09.45 - 11.45 Guest Speaker, Nik Modi, RBC Capital Markets, *'Imagine 2025: What if..?'*

Break out groups and plenary session chaired by Nik Modi

11.45 – 13.15 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



14.30 – 16.30 Member Presentations/Case Studies

Stéphane Kaloudoff, CEO, Sociedade da Mesa

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

Guy Parent, General Manager, Opimian

16.30 Workshop closure by CEO and Chairman

20.00 New York New York dinner at Gramercy Tavern

42 East, 20th Street



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