



## **IWCA Edinburgh Workshop**

### **27-30 April 2010**

*Venue: The Ballroom, George Hotel*

### **Programme**

#### **Tuesday 27 April**

12.15 Welcome in hotel lobby

12.45 Lunch in Stac Polly Scottish Bistrot

15.00 – 17.00 Guided tour of Edinburgh castle (depart from hotel)

17.30 – 18.30 IWCA Committee Meeting, Charlotte Suite, George Hotel

19.30 Meet in hotel lobby for dinner in Oloroso Restaurant

#### **Wednesday 28 April**

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

##### ***'Building, managing and developing your brand'***

09.30 Welcome and introduction by CEO

09.45 – 11.00 Guest speakers, Charlotte Priest and Amanda Slayton-Joslin, Directors, Honcho PR

*'Spreading the word – How to make your Press Relations work.'*

11.00 – 11.15 Coffee and calls

11.15 – 12.15 Member presentation, Lukas Hausermann, Marketing Director, Schuler St. Jakobszellerei

*'Case study: A brand is born: traditional and new marketing methods.'*



12.15 – 13.00 Members' working groups – panel preparation

13.00 – 14.15 Lunch and networking

14.15 – 15.15 Guest Speakers, Paul Miles, Managing Director and Kai Ivalo, Marketing Director, Scotch Malt Whisky Society

*'Managing your customer relationships and promoting loyalty.'*

15.15 – 16.00 Open panel discussion chaired by Sophie Jump:

*'How do you build, manage and develop your brand in keeping with increasingly demanding customer expectations?'*

16.00 – 16.15 Coffee and calls

16.15 – 17.15 IWCA General Assembly 2010

17.15 Closure of day 1 of workshop by Sophie Jump, IWCA CEO

19.00 Depart Hotel

19.15 Tasting and Gala dinner at Scotch Malt Whisky Society

\* Dress code: Smart casual



## **Thursday 29 April**

### ***Workshop Day 2:***

#### ***'Customer acquisition and retention schemes'***

09.30 – 09.35 Introduction to day 2 by Sophie Jump, CEO, IWCA

09.35 – 11.00 Guest speaker, Tom Cannavan, Wine-pages.com

*'Driving visitors to your website, keeping them there and collecting data - The role of content on your website.'*

11.00 - 11.15 Coffee and calls

11.15 – 12.00 Members' working groups – panel preparation

12.00 – 13.00 Open panel discussion chaired by Tom Cannavan

*'How does a multi-channel marketing approach work to recruit new clients in varying segments and keep them loyal to your brand? '*

13.00 – 14.15 Lunch and networking

14.15 – 15.15 Presentation, Paul Smyth, CEO, Mövenpick Wein

*'Customer management in the retail environment.'*

15.15 – 15.45 Coffee and calls

15.45 – 16.30 Workshop conclusions and recommendations

16.30 – 16.45 Workshop closure by Chairman

20.00 Depart Hotel for dinner at Fishers Bistrot



## **Friday 30 April**

09.00 Depart Hotel for Perthshire whisky discovery day trip

11.00 – 13.00 Visit and tasting at Aberfeldy Distillery, Aberfeldy with Brand Manager Peter Guthrie, accompanied by Gavin Smith, [whisky-pages.com](http://whisky-pages.com)

13.30 Lunch at Ailean Chraggan Scottish restaurant

15.30 – 17.00 Visit and tasting at Edradour distillery, Pitlochry with owner Andrew Symington

19.00 Return hotel

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Sophie Jump  
CEO, IWCA  
April 2010