



## **IWCA Montreal Workshop**

**4-6 November 2013**

### **Programme**

#### **Sunday 3 November**

19.30 Gastronomic Quebecois Dinner, Europea  
1227 de La Montagne

#### **Monday 4 November**

09.45 Welcome by chairman/introduction by CEO

10.00 – 11.30 Guest Speaker, Andrea Simmons, Marketing Director,  
Integration New Media  
*'Getting the most out of your digital marketing solutions'*.

11.30 – 12.00 Coffee and networking

12.00 – 12.30 John Jordan, SVP Total Wine, Company  
*'Company Presentation'*

12.30-12.45 Brief for working groups

12.45 – 14.15 Lunch

14.15 – 15.15 Working Groups (including coffee break)

Topic: Digital marketing platforms:

- i. List and evaluate the performance of each of the digital platforms you use. SWOT analysis.
- ii. List the key challenges, current and future, that your digital marketing strategies present to your overall business/marketing strategies.

15.15 – 16.00 Working group presentations and brainstorm –  
Recommendations list.

16.00 – 16.30 New member presentation, Richard Bowden, The Fladgate  
Partnership

*'Developing the club concept'*

16.30 Day 1 workshop closure

(16.30 – 17.30 IWCA Committee Meeting)

19.30 Canadian wine tasting and dinner at Bistrot L'Entrepoint, hosted by  
award winning winewriter, Tony Aspler

4622 Ave de l'Hotel de Ville

## **Tuesday 5 November**

09.45 – 11.15 Guest Speaker, David Coletto, CEO Abacus Data

*'Unlocking the Mystery of the Millennial Generation'*

11.15 -12.15 Coffee and working groups

12.15 – 13.00 Working group presentations chaired by David Coletto

13.00 – 14.15 Lunch

14.15 – 15.15 Guest speaker, Richard Cohene, Marketing Director, Beyond  
The Rack

*'Case study: Strategies for building a successful online sales platform'*

15.15 – 15.30 Coffee

15.30 – 16.30 Member Presentation, Larry Dutra, Vinesse

*'Top learnings in the business – 3 years on'*

16.30 – 17.00 Round up and IWCA AOB

19.30 Dinner at Club Chasse et Pêche – Lambert Vincent

423, rue Saint Claude

## **Wednesday 6 November**

09.30 depart hotel by bus

11.30 – 14.30 Tour, tasting and lunch at Chapelle Ste Agnes

PM return Montreal – Shopping and visits

19.30 Casual dinner and Jazz – Modavie

1, Rue St Paul Ouest

