



## Workshop and General Assembly 2023

Evora, Alentejo 17-19 April

### ***Draft Programme***

#### *Sunday 16 April*

18.30 Welcome drink on the Terrace

Albergaria do Calvario, Dos Lagares 3

20.00 Best of Alentejo produce dinner

Origens, R. de Burgos 10

#### *Monday 17 April*

09.30 – 16.30 Design Thinking Workshop day: The Future Shopper curated by Naji El Arifi and Michael Gagliuffi, Wunderman Thompson, covering:

- Changing Consumers, Changing Behaviours
- 'Service-led' Brands and Marketplaces Are Winning
- Fighting Back Against Marketplace Dominance
- Omni-channel & Getting the Experience Right
- Social Commerce
- Product & Consumer Digitization
- Sustainability
- New Channels, Technologies, And the Future

16.30 – 18.30 Visit and tasting at Cartuxa winery

20.00 Winemakers' dinner at PipaRoza  
Alarcova de Baixo 19

#### *Tuesday 18 April*

10.00 - 11.30 Vinhos de Alentejo, Evora  
Rua 5 de Outubro, 88

- Overview of the region with a focus on sustainability project
- Wine tasting covering Alentejo's 8 DOC's

12.30 – 15.45 Visit, tasting and lunch at Heredade do Esporão

15.45 Depart for Alqueva Dam lake

16.15 – 17.30 Barge trip on the water

17.45 - 18.30 Tour of historic medieval walled city of Monsaraz and its castle

18.30-19.30 Sundowners in Monsaraz

19.30 – 21.30 Dinner in Monsaraz

21.30 Return Evora

*Wednesday 19 April*

09.30 – 12.30 Members' Only information share – each member to give a 15-20 minute presentation on business developments, including a case study on a selected campaign/promotion

12.30 – 13.15 Presentation on Fundação Eugénio de Almeida and visit to the Palace and library, Pátio de São Miguel

13.15 – 14.30 Lunch

14.30 – 15.00 Presentations/workshop round up

15.00 – 16.00 IWCA General Assembly and Committee election

17.00 – 18.30 Guided tour of Evora walled city and monuments

20 Dinner A Bruxa d'Evora  
Rua 5 de Outubro 86

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V 25 January 2023