



# IWCA London Workshop

24-25 April 2017

## Programme

### Sunday 23 April

19.30 PM Welcome dinner at Blandford Comptoir, 1 Blandford Street, Marylebone, London W1U 3DA

### Monday 24 April

*Workshop Day 1*

**Venue: The Sussex Cellar, Berry Bros and Rudd, No 3, St James Street, London SW1A 1EG**

#### ***Communications with the Modern Consumer***

09.00 Coffee and Croissants

09.30 Welcome by IWCA Chairman and CEO

09.45 – 10.15 *'BREXIT: The Challenges for the Industry,'* Miles Beale CEO, WSTA and Simon Stannard, European Affairs Director, WSTA

10.15 – 11.30 *'Global Market Trends and the Shift in Modern Consumer Behaviour,'* Robert Joseph

11.30 – 12.00 Coffee and networking

12.00 – 13.15 *'How to Seduce New Customers in 2017 Without Getting Them Drunk First,'* Guy Levine and team, CEO, Return

13.15 – 14.15 Lunch

14.15 – 16.30 The Challenge: Working groups followed by panel discussions, Chaired by Robert Joseph

16.30 Closure of workshop day 1

16.30 – 17.30 Committee Meeting at 67 Pall Mall



19.00 English Wine Tasting with Julia Trustram Eve, Marketing Director, English Wine Producers, Cabotte, 48 Gresham Street, London EC2V 7AY

20.00 Wine dinner at Cabotte

## **Tuesday 25 April**

### ***Building your business through your Brand***

09.00 Coffee and Croissants

09.30 – 11.00 *'Lose the Mystery, Keep the Magic'*, Sir John Hegarty, Hegarty Chamans/Bartle Bogle Hegarty

11.00 – 11.30 Coffee

11.30 – 12.45 *'Community Building through Campaigning and Connecting with your Customers' Values.'* David Angell, Wordsmith Digital

12.45 – 13.45 Lunch

13.45 – 14.45 *'Loyalty Programmes – A Business Opportunity for Wine Clubs'*, Mario Giuffra, CEO, Promotick

14.45 – 15.30 *'Responsible Wine Tasting - Sustainable Development Matters'*, Bruno Le Breton, BLB Vignobles

15.30 – 15.45 Coffee

15.45 – 17.00 Member case study presentations:

*'Case Study: Rich Content for Each Individual'*, Fabrice Bernard, Millesima,

*'Competition Everywhere – Some Thoughts on Future Growth'*, Christopher Maaß, Wein and Vinos

*'Case Study'*, Xavier Kat, Okhuysen

17.00 Round up and closure of workshop by Chairman

20.00 Classic English dinner at Rules, London's oldest restaurant  
*35, Maiden Lane, Covent Garden, WC2E 7LB*