

IWCA Hamburg Workshop and General Assembly

23-24 April 2018

Programme

Sunday 22 April

15.45 – 17.30 Private tour of Elbe Philharmonic Hall

18.30 IWCA Committee Meeting

20.00 Welcome dinner at classic Hamburg restaurant, Witwenball

Monday 23 April

Workshop Day 1

Venue: 25 Hours Hotel, Hafen City

09.30 Welcome and introduction by CEO

09.45-13.15 Morning session with presentations and group tasks: 'Shaping future commerce and how to sell more digitally: Case Studies, Digital Trends and Actionable Insights' Hugh Fletcher and Naji El Arifi, Salmon

13.15 – 14.30 Lunch

14.30 – 15.30 *'Thinking outside the Bottle,'* Amelia Singer, Wine Educator, Consultant and TV presenter

15.30 – 15.45 Coffee Break

15.45 – 16.30 *'Wine is Personal – Ultimate Individualisation',* Andrew Stead/David Thatcher, Direct Wines

16.30 Closure of Workshop day 1

18.30 Elbe river tour from International Maritime Museum followed by dinner at Fischereihafen fish restaurant with winemakers

Tuesday 24 April

Workshop Day 2

Venue: 25 Hours, Hafen City

09.30 – 09.35 Welcome and introduction to day 2 by CEO

09.35 – 10.30 Dr Jannika Bock, Head of Measurement and Attribution, Google Germany

10.30 – 13.00 Mini Workshop: Packaging and Design Innovation, James Harmer and Nicki Sherlock, Touch Design

- Sustainability & ethics

- Experience & New Occasions

- E-commerce and packaging technology

13.00 - 14.15 Lunch

14.15 – 14.45 Member Presentation, Daniela Zeller, Hawesko and Michele Contartese, Castello di Meleto

14.45 – 15.15 Member Presentation, Emmanuelle Romeu, Baron Philippe de Rothschild

15.15 – 15.30 Coffee Break

15.30 – 16.30 IWCA General Assembly

16.30 Workshop closure by CEO and Chairman

20.00 Dinner at Contemporary German Restaurant, Henricks