



IWCA Autumn Sessions Via Zoom 19-20-21 October 2020

Programme

Monday 19 October

15.00 – 15.45 Members' Matters: Covid 19 Experience Share – The new landscape (new competition/new opportunities and changes in consumer behaviour) Introduction by Chairman followed by Sofa Session

15.45 – 16.15 Managing Customer Service and Operations from Home; A Practical Insight
Gis Collard, Managing Director, Wine of The Month Club

16.15 – 16.45 Cybersecurity Awareness Month: Trends, Threats, and Considerations for Direct Marketers
Anna Collard, Managing Director, KnowBe4 Africa

16.45 – 17.00 Hair and Make-Up Break

17.00 – 17.30 Brave New World; Making Home Work
Steve Ingham, Global CEO, Michael Page

17.30 – 18.00 Sofa Session – Open discussion

Tuesday 20 October

15.00 – 15.45 Sofa Session: Logistics and Operations Matter:
i. Reaction to the covid-19 crisis; the issues. ii. Levels of service iii. Protection and warehouse operations. iv. Looking forward – 2020 and beyond

16.00 – 17.30 One Step Beyond: COVID 19: Adaptation and Adjustment through Technology, Innovation and Reaching the 'New' Consumer

Naji El-Arifi, Head of Innovation, Wunderman Thompson Commerce

James Poulter, CEO, Vixen Labs

Paul Mabray, CEO, Emetry

Polly Hammond, Managing Director, 5 Forests

James Harmer, Planning and Innovation Strategy Leader, Cambridge Design Partnership

Kevin Shaw, CEO and Founder, Stranger and Stranger

Simon Mayhew, Head of Online Retail Insight, The Institute of Grocery Distribution

Panelists

Illy Jaffar, Managing Director - Kinetic Creative Communications

Liam Hirt, Director - Circumstance Distillery

Robert Joseph, Consultant

Lucy Auld, Head of Marketing – Freixenet Copestick (tbc)

17.30 – 17.45 Hair and Make Up break

17.45 – 18.15 In is the New Out – Food for Thought

Rob Macfarlane, Managing Director, Donald Russell

Wednesday 21 October

15.00 – 16.00 Building your Club Community Virtually: Creating the Experiential

Illy Jaffar, Managing Director, Kinetic Creative Communications

16.00 – 16.30 Communications and Technology, Back to The Future

Felicity Carter, Editor, Meiningers Wine Business

16.30 – 16.45 Hair and Make Up

16.45 – 17.30 The Issues: Sustainable Wine: The Consumer Cares

Tobias Webb, Founder, Sustainable Wine

Adrian Bridge, CEO, Fladgate Partnership

Bruno Le Breton, Owner, BLB Vignobles

17.30 – 18.00 IWCA General Assembly: Our Future

Organisers

Co Chair: Bruno Le Breton

Co Chair: Sophie Jump

Facilitator: Morgane Le Breton

Technicians: Jessica Parker, Sam Creer

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