

South Australia Business Bounce Back Program 2020



Rationale

With key markets starting to recover after a challenging year, you'll want to be in the best possible position to bounce back.

We'll look at how Direct, Domestic and International markets have changed, using our comprehensive research.

We'll look at where the best emergent opportunities are and how to position your business to take full advantage.

We'll then help you develop a one page strategic plan in order to set out clearly, how your business capitalises.

The Business Bounce Back Program

This program has been created especially for SA wineries. The focus is on building your skill set in order to grow your wine business leveraging all that we have learnt from working with clients through this crisis.

WBS Workshops are designed to present you with global best practice, along with the tools and technology you'll need to develop cut through strategy and plan for winning execution.

We examine the most successful practices and strategies adopted by wine businesses across the globe in all routes to market to help you maximise sales and secure customer preference.

WBS Principal and your Program Presenter, Peter McAtamney, has been running workshops in South Australia for over a decade. Over 1300 people have attended Peter's workshops during WBS' 17 years of operation. He spent 5 years teaching Marketing and Strategy as part of the UTS, Sydney MBA Program. His experience, insight and unique focus on wine business success make him an in demand speaker at wine events the world over.

Wine Business Solutions



SA Business Bounce Back Program 2020

A Two Day Intensive Workshop– Rooftop Majestic Hotel, Adelaide

Wine Business Solutions



Day 1 - Wednesday 28th of October 2020

8.45 - 9.00 Coffee and Introduction

9.00-10.30 Coming Out of COVID

- How the world has changed
- Where the best opportunities are
- How you can capitalise

10.45-12.30 World Beating Strategy

- Understanding your Potential
- Understanding your Audience
- Creating Killer Strategy.

12.30 – 1.00 pm Lunch

1.00-3.00 Building from the Base

- Concentric Brand Building
- Leveraging Local Loyalty

3.15-5.00 Improving Customer Engagement

- Growing your Customer Base
- Developing an Integrated Communication Strategy
- Next Level Marketing
- Optimising Digital

Day 2 - Thursday 29th of October 2020

9.00-10.30 Leveraging Latest Technology

- All the latest Tools, Tips and Technology (to make your life easier / improve the customer experience)

10.45-12.30 The State of the DtC Art

- Global best practice in Digital Sales.
- Setting up your Theatre to Sell
- How to Maximise Engagement and Retention
- Extending Direct across Channels and Markets

12.30 – 1.00 Lunch

1.00 - 3.00 Growing your Business

- How to Choose your Distribution Channels
- How to Evaluate Markets
- Selecting and Managing Distributors

3.15 – 5.00 Getting it done

- How to Prioritise what Matters Most
- Resourcing Opportunity
- Managing and Measuring Performance.

Please register at our web site or register using this form for the
SA Business Bounce Back Program - \$995 per person

Name: _____ Visa / MasterCard Expiry Date ____//____
Card Number: _____
Title: _____ Company: _____ Cardholder's name:
Telephone: _____ Cardholder's Signature.....
Email: _____

Or I have EFTed \$995 to Wine Business Solutions Westpac swift WPACAU2S A/c no 032062 278725 ☐ (tick)

Email scan to peter@winebusinesssolutions.com.au

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