

South Africa Wine Business Workshop 2019



Rationale

Your wine brand is the only thing standing between your intended success and being traded as a commodity.

But how do you build a wine brand profitably in 2019?

What audiences should you be talking to now, how should you engage with them, how do you select and manage channels of distribution, how do you set priorities and how do you ensure that everything you do and every sale you make builds on all else that you have done?

That is the focus of this year's workshop.

Building World Class Wine Brands

This program has been created especially for South African wineries. The focus is on building your skill set in order to grow your business's profitability.

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 worlds most successful brands, regions and wine producing countries. We'll shine the light on the secrets of success. Our aim is to get you thinking about the practical application for your business, to help you see the future with greater clarity and have you walk away with a well-formed plan for addressing your most profitable opportunities.

WBS Principal and your Program Presenter, Peter McAtamney, has 30 years wine industry experience. Over 1100 people have attended Peter's workshops during WBS' 16 years of operation. He spent 5 years teaching Marketing and Strategy as part of the Uni. of Technology, 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. Peter has sold wine in 45 countries and managed strategy for some of the world's most successful brands

Wine Business Solutions



South Africa Wine Business Workshop 2019

A Two Day Intensive Workshop - The Devon Valley Hotel, Stellenbosch

Wine Business Solutions



Day 1 - Monday 15th of April 2019

8.45 - 9.00 Coffee and Introduction

9.00-10.30 Building World Class Wine Brands

- How are wine brands built?
- Global best practice
- What approach is right for my business?

10.45-12.15 Distribution Channel Selection

- Getting the channel mix right
- Managing sales channels optimally
- Maximising sales and brand awareness

12.15 – 1.00 pm Lunch

1.00 – 3.00 Export Marketing

- Should I be exporting and to which markets?
- How to build a brand in international markets.

3.15-5.00 Distribution Management

- Picking the right partners
- Managing distributor relationships
- Optimising performance

Day 2 - Tuesday 16th of April 2019

9.00-10.30 Managing Direct Business

- How to maximise engagement and retention
- Managing local and international direct sales
- Optimising direct channels including online retail

10.45-12.15 Communication Strategy

- Developing cut through communication strategy
All the latest tools, tips and technology (to make your life easier / improve the customer experience).

12.15 – 1.00 Lunch

1.00 - 3.00 Developing Excellence

- The Key to brand building success
- Optimising your resources and processes
- The most important mistakes to avoid

3.15 – 5.00 Getting it done

- How to prioritise what matters most
- Resourcing opportunity and making it happen
- Managing and Measuring Performance.

Please register at our web site or register using this form for the
South Africa Wine Business Workshop - R7000 per person

Name: _____

Visa / MasterCard

Expiry Date ____//____

Title: _____

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