

# ***Building a Better Wine Business 2025***

**A Two Day Intensive Workshop - Deveon Vally Hotel**



## **Rationale**

Success in business and in life is all about making better decisions.

In this workshop, we will identify the most critical decisions every wine business makes.

We will examine the alternatives and likely consequences of each key decision.

We'll provide a strategic decision making framework to support your Business Optimisation Plan.

We'll show you how to align your offer, resources and processes with your most profitable opportunity.

## **Building a Better Wine Business**

This program has been created especially for South African wineries. The focus is on building your skill set in order to grow your wine business profitably and sustainably.

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 wine businesses, regions and wine producing countries globally, we'll discuss key success factors and identify opportunities no one is fully exploiting currently.

WBS Principal and your Program Presenter, Peter McAtamney, has 40 years wine industry experience. Over 1800 people have attended Peter's workshops during WBS' 22 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 presenter and wine business advisor the world over.

Wine Business Solutions



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## **A Two Day Intensive Workshop - Devon Valley Hotel**



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### **Day 1 - Monday 28th of July 2025**

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8.45 - 9.00 Coffee and Introduction

9.00-10.30 **Choosing your Customer**

- Who is your best potential customer?
- How has the context changed?
- Where does your best opportunity now lie?

10.45-12.15 **Aligning Your Offer**

- The critical nature of pricing.
- Achieving offer alignment.
- Brand, branding, and brand building.

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12.15 – 1.00 pm Lunch

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1.00 – 3.00 **Managing Partners**

- Choosing the best importer, distributors and others brand building partners.
- How to optimise your relationships with them.

3.15-5.00 **Empowering your People**

- Cultivating high performance culture.
- Developing leaders from within.

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### **Day 2 - Tuesday 29th of July 2025**

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8.45 - 9.00 Coffee and Introduction

9.00-10.30 **Leveraging Latest Technology**

- All the latest technology (to make your life easier and improve user experience).
- Using AI and others tools to optimise performance.

10.45-12.15 **Optimising Communication**

- Integrated Communication Strategy.
- Creating a clear, singular, focused message.
- Reinforcing reputation through repetition.

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12.15 – 1.00 Lunch

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1.00 - 3.00 **Developing Excellence**

- Keeping clarity, focus and discipline.
- Optimising your resources and processes.
- Becoming 'World Class'.

3.15 – 5.00 **Getting it Done**

- How to prioritise what matters most.
- Resourcing opportunity.
- Managing and measuring performance.

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**Please register at our web site South African Wine Business Workshop - \$A650 per person**

**Or EFT R7500 per person to Wine Business Solutions Westpac, Burwood, NSW, Australia.**

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**For more information or to confirm EFT contact**

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