



## **Workshop Topics to Feature Case Studies, Practical Recommendations at 2018 DTC Wine Symposium**

*Topics Include 3<sup>rd</sup> Party Sellers, Club Customization, Social Media Compliance, Facebook Advertising*

**Napa, CA, October 30, 2017** – The Steering Committee for the 11th annual Direct to Consumer Wine Symposium is pleased to announce the workshop topics for the summit taking place January 17-18, 2018, at the Hilton Concord Hotel in Concord, California. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

Full Workshop Session descriptions and speakers are identified on the event website, and here is a synopsis:

### ***Implementing Customization in Wine Clubs***

Customizable wine clubs can generate increased revenues and extend member retention. But how are people actually doing this and is it right for your winery? In addition to discussing forecasting challenges and fulfillment options, this session will explore creative ideas to make customization a reality.

### ***Reading Between the Digital Lines: Tips & Tricks for Facebook and Instagram Ad Strategy***

Facebook provides a powerful, evolving set of ad tools for targeting wine consumers and prospects. This panel will present specific case studies demonstrating these advanced tools, including how to target custom audiences to optimize and increase reach, how to create the ideal bidding strategy to lower CPM and, finally, how to customize content by platform and your objectives to improve ROI.

### ***Non-Traditional DTC Sales Channels: Going Outside the Winery***

We often think of DTC sales as across the bar, through the club, e-commerce or at an event. Here, we dive into whether third-party services are right for your brand. Moderated by Samantha Osborne of eBay, learn about strategies for moving the needle outside the “regular” DTC channels.

### ***The 360 Degree Customer View: Leveraging Customer Touchpoint Data to Deliver Exceptional Customer Service***

Wine consumers want more high-touch experiences and meaningful interactions between visits. Learn how winery managers are collecting, managing and using data to build 360-degree customer views and execute campaigns that support both front-of-house and behind-the-scenes administrative teams.

### ***Staying Legal with Social Media***

As social media channels become more important to DTC communications, how do you keep your social media program both effective and legal? If you re-tweet a post from a retailer or restaurant, is that

considered a “thing of value” by alcohol regulators? Led by Tracy Genesen, VP and General Counsel, Wine Institute, this session will explore legal questions and recommend guidelines.

***Winery Mystery Shopping Unwrapped***

This behind-the-scenes peek at mystery shopping will offer a candid dialog among real life mystery shoppers and wineries who have hired secret shoppers. You’ll hear first-hand about why they are hired, how they score, key findings & trends, and how to train staff to sell more wine, convert wine club sales and better connect with guests during and after the visit.

***Does Your Tour & Tasting Program Compete in the Experience Economy?***

Attendees will learn how to design winery tour logistics and the customer experience, differentiate your tour, and leverage wine club sign-ups and online sales. Perfect for small-to-medium sized independent or family wineries, this session will be appropriate even for the big kids.

***Home Sweet Homepage: Optimizing Your Website to Achieve Results***

Often, the website is the first controlled interaction a winery will have with potential customers. Consider it your virtual tasting room - how do you curate your content and lead them through their journey? This Workshop will share tactics to help achieve higher online sales and visitation, as well as greater brand exposure.

Additional details about the program is at <http://dtcwinesymposium.com/program/>

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**About the Direct to Consumer Wine Symposium**

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! The event has raised more than \$1 million for Free the Grapes’ PR campaign, and the Coalition for Free Trade’s legal work (CFT “retired” in 2014 after achieving its goals). These two groups have worked closely with industry representatives and regional associations to streamline onerous regulations and to increase the number of legal states from 17 to 44, which represent nearly 94% of the US population. The DTC Wine Symposium is the primary fundraiser for Free the Grapes! and provides funding to continue its role streamlining regulations, opening new states and defending existing statutes which support legal, regulated DTC wine shipments.

To register, visit [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com). Early bird discounts end December 7.

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