



## 2017 DTC Wine Symposium Announces Workshop & Schedule Details

*Two-day annual program brings industry together for spotlight on \$2 billion sales channel*

Napa, CA, November 14, 2016 – The Steering Committee for the tenth annual Direct to Consumer Wine Symposium is pleased to announce the schedule for the 2017 summit taking place January 11-12, 2017 at the Hilton Concord Hotel. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

“Each year the DTC Wine Symposium strives to provide attendees actionable insights into our industry’s dynamic \$2 billion sales channel,” said Stephanie Friedman, 2017 chair and director of consumer sales and marketing for Gary Farrell Winery. “Our two-day program is chalk full of insightful keynotes, applicable workshops and roundtables, as well as our popular town hall series and trade show. It’s our view if you work for a winery in the DTC channel, you cannot afford to miss this symposium.”

### Day 1: Wednesday, January 11, 2017 Schedule Highlights

Registration for Day 1 of the 10<sup>th</sup> annual Direct to Consumer Wine Symposium kicks off at 12 noon followed by an afternoon of workshops, and the programs’ popular town hall style interactive sessions as well as breakout sessions with sponsors. The symposium’s popular Trade Show will be open for attendees to speak directly with the industry’s top service providers and vendors. The afternoon concludes with a wine reception offering participants a chance to network and share experiences with attendees, speakers and sponsors.

12:00-4:00 p.m.	Registration
1:00-6:30 p.m.	Trade Show
1:15-5:15 p.m.	Afternoon Workshop & Town Hall Sessions
	Workshop Session: <i>Creating the DTC Dream Team – and Keeping Them!</i>
	Workshop Session: <i>DTC Beyond California: What’s Happening with the “Other 10%”</i>
	Town Hall Interactive Discussion: Wine Club Topics
	Town Hall Interactive Discussion: Tasting Room Topics
	Sponsor Sessions to be announced.
5:15-6:30 p.m.	Wine Reception
6:30 p.m.	Day 1 Concludes

## Day 2: Thursday, January 12, 2017 Schedule Highlights

Thursday's full-day program begins with four keynote speeches highlighting the opportunities and challenges ahead for the wine industry. Afternoon workshop sessions break into 'news you can use' moderator-led panel workshops covering popular topics with recommendations attendees can immediately apply in their day-to-day work. The Trade Show floor will be open all day from 8 a.m. to 5 p.m. Finally, a festive wine reception concludes the 10<sup>th</sup> annual symposium. A complimentary Continental breakfast and buffet lunch is included in registration.

7:30 a.m.-12 p.m.	Registration
7:30-9:30 a.m.	Continental Breakfast
8:00 a.m.-5:00 p.m.	Trade Show
8:30 a.m.-12:15 p.m.	Morning Session: Keynotes
	<i>Global Consumer Trends and DTC Marketing</i> Lulie Halstead, CEO, Wine Intelligence
	<i>State of the States: A Legislative Update for 2016 and 2017</i> Steve Gross, Vice President, Wine Institute
	<i>2016: A DTC Year in Review</i> Kent Nowlins, VP Producer, ShipCompliant
	<i>Applying Digital Marketing Innovations: Social Video and People-based Marketing</i> Drew Huening, Director of Strategy, Planning & Optimization, Omnicom Media Group
12:15-2 p.m.	Lunch and Trade Show
2-4:15 p.m.	Afternoon Workshop Sessions
	<i>Leveraging Metrics: What, Where, When and How?</i>
	<i>Reservations Revealed: An Investigative Discussion</i>
	<i>Private Client Sales – The Art of White Glove Customer Service</i>
	<i>Enhancing Your Digital Marketing Efforts</i>
	For speakers and session descriptions, visit <a href="http://dctwinesymposium.com/program/">http://dctwinesymposium.com/program/</a>
4:15-5 p.m.	Wine Reception
5 p.m.	Conclusion of 2017 DTC Wine Symposium

### Register Today

For the Symposium Schedule and Program descriptions visit <http://dctwinesymposium.com/schedule/> and <http://dctwinesymposium.com/program/>. Online registration is available now at <http://dctwinesymposium.com/register/>. Early Bird pricing is \$495 for a 2-day pass, \$175 for Day 1 only, or \$370 for Day 2 only. If more than one person from an organization attends, each 2-day ticket is only \$465, a \$30 savings. Visit [www.dctwinesymposium.com](http://www.dctwinesymposium.com) for additional program and speaker updates.

**About the Direct to Consumer Wine Symposium**

The wine industry's national summit on direct marketing and sales is presented by and is a fundraiser for Free the Grapes! After 9 years, the event has raised more than \$1 million for the PR campaign of Free the Grapes' and the legal work of the Coalition for Free Trade, which "retired" in 2014. These two groups have worked closely with industry representatives and regional associations to streamline onerous regulations and increase the number of legal shipping 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! [www.freethegrapes.org](http://www.freethegrapes.org) [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

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