



## **Your One-Stop Shop for 2017 DTC Services: The DTC Wine Symposium**

Six Sponsor Sessions, Demos and Trade Show Underscore Symposium's Usefulness to Wineries

**Napa, CA, January 2, 2017** – The 2017 Direct to Consumer Wine Symposium is pleased to announce this year's Sponsor Sessions and demonstrations, bringing a mix of unlikely insights, new tools and refined best practices to wineries. The annual summit, now in its 10<sup>th</sup> year, takes place January 11-12, 2017 at the Hilton Concord Hotel. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

"Each year we expand the ways our sponsors participate in and contribute to the Symposium. It is far more than just a meet-and-greet tradeshow," said Stephanie Friedman, 2017 chair and director of consumer sales and marketing for Gary Farrell Winery. "If you want to learn about the latest innovations and best practices, or to find new service providers, this is the time and place."

Sponsor Sessions and demos include:

### **Day 1: January 11**

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#### **Unlikely Lessons from More Than \$1 Billion in DTC Wine Sales, with WineDirect**

What is the one thing you should do in 2017 to increase your wine club retention? What about the single most impactful email you should send? Which piece of hardware should you get rid of to dramatically grow your email list and online sales? When it comes to questions like these, there's no shortage of opinions. So we turned to our data, collected from over \$1bn in DTC wine sales from 1,500+ global wineries. In this session we'll share our most surprising and unusual findings. If you're looking for actionable ideas that will help you grow your DTC business in 2017 and beyond, this session is for you.

Additionally, WineDirect and Vin65 will conduct consultative demos in the Baldwin Room at the Hilton Concord. Whatever your goals for 2017, speak to the WineDirect and Vin65 team to learn how their tools can help you achieve them. Book your free, one-on-one consultation at <http://vin65.com/DTCWS>

#### **Revolutionizing Profitability, with ACHWorks**

Learn how adding another payment option for your club offer or new release program can increase profitability, reduce member attrition, and appeal to Millennials all while saving your staff time by avoiding credit card defaults. Hear industry experts talk about how ACH payments have revolutionized other industries—payroll, insurance premiums, car loans, etc. — and how those lessons apply to the DTC wine sales channel. This session will discuss how Millennials are

making buying decisions that differ from prior generations, the life time value of club membership as well as nuts and bolts of ACH payments.

**Measuring & Driving Great Guest Experiences, with WISE Academy**

Differentiating your brand and building brand ambassadors is pivotal to your guest experiences and the service you provide. Superb service is a fluid process that while choreographed and rehearsed is never complete. It's a work in process that demands continual improvements. In this session, help your team become a better learning organization by providing them tools to help them evolve and provide superb service.

**Retail Sales Tax and Regulations for Wineries with SOVOS ShipCompliant**

Sales and use tax regulations are ever-changing and growing increasingly complicated. Compliance is especially tricky for wineries due to unique circumstances. Our expert panel will do a regulatory "deep dive" on updates around the country and explore the special circumstances and differences for wineries. Join us to get ahead of the changing sales and use tax regulations!

**Wine Without Borders: The Next Generation of International DTC, with BlackSquare Inc.**

International DTC is more than shipping a case of wine every so often to a customer in a different country—it's about enabling an entire new channel to grow and prosper. Learn about the complexities of today's market of exporting, regulations, duties and shipping and get ready for a revolution in selling wine without borders.

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**Day 2: January 12**

**Charges Driving Innovation: The FedEx Perspective**

Dramatic technological changes are impacting the marketplace, customer experience and demand and customer psyche. The proliferation and growth of e-commerce is being spurred on by new technology and customer capabilities. Artificial intelligence combined with natural language is the next stage of the digital revolution. FedEx brings a unique perspective to these macro topics that will affect each business, and drive the need to innovate.

Additionally, FedEx will conduct demos of their services in the Tilden-Chabot room at the Hilton Concord. Engage in hands on and face-to-face demonstrations with the tools and resources that can make your DTC program more profitable & efficient. Topics include web integration, Ship to Hold at Location, Advanced International Solutions, the Wine Institute Alliance Program, Enhanced Labeling options, in-transit shipment monitoring and temperature control.

**Become a CRM Powerhouse: Advanced Tactics to Sell More Wine, with eCellar and WISE Academy**

eCellar will present a working definition of Customer Relationship Management (CRM) as it relates to the wine industry. Key topics will include RFM (Recency, Frequency, Monetary Value) and LTV (Lifetime Value), and how these topics apply to multiple sales channels including the Tasting Room, Wine Club, eCommerce, Allocation and Reservations. From theoretical best practices and experience, tactical examples will be demonstrated live, empowering attendees with takeaways to become a CRM Powerhouse!

**Register Today**

More details on the 2017 Direct to Consumer Wine Symposium may be found at <http://dctwinesymposium.com/>. Online registration is available at <http://dctwinesymposium.com/register/>. Discounts are available for organizations that purchase multiple tickets.

**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.dctwinesymposium.com](http://www.dctwinesymposium.com)

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