



Request For Proposal

Speakers for Workshop Sessions

January 17-18, 2018
Hilton Concord Hotel, Concord, CA

The goal of the DTC Wine Symposium Workshop Sessions is to provide a practical counterpoint to the more blue sky approach of the keynote sessions, offering attendees experience-based insights, data and tangible ideas that they can implement immediately. The quality of the Workshop Sessions is defined by useful content, specific examples with quantifiable data, and the presenters' public speaking skills.

Public speaking offers personal and professional development benefits including opportunities to:

- Showcase your skills and position yourself as an expert in DTC to other professionals and executives from around the country.
- Present your company/brand as a case study and best-in-class example of DTC strategies and practices.
- Network with other thought leaders in the field and build your contact list.
- Foster inspiration and innovation to overcome shared challenges and move the industry forward.

1. WORKSHOP TOPICS

#1: Implementing Customization in Wine Clubs

You've heard it again and again... customizable wine clubs bring increased revenues and member retention, are a great sales tool, and so on. But how are people doing this and is it for you? In addition to discussing forecasting challenges and fulfillment options, this session will explore creative ideas to make customization within your club shipments a reality.

>> **Audience:** DTC/Wine Club managers looking for ways to add value and update the traditional wine club model; Managers who are looking for ways to manage and enhance customization workflows.

#2: 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 how DTC is working for people using 3rd party partners that complement traditional DTC channels. Think Winc, Vino Volo, and other retail wine clubs and DTC outlets. Join us to discover the successes and challenges of DTC without the winery!

>> **Audience:** Sales managers interested in leveraging alternative or 3rd party channels apart from wholesale.

#3: Value-based Marketing: Showing your customer what counts!

With so many great wines and wine regions, what sets you apart from the crowd? Consumers today have endless wineries to choose from, and their expectations are shifting toward brands that support worthy causes,

and reflect their own values. Go beyond simple donations, and build positive social impact and philanthropy into your business model to accomplish a community goal. This panel will explore how you can develop a strategy around giving to grow your social initiatives and engage your consumers (and employees!) through core values, philanthropy and community engagement. Your consumers will fall in love with your brand's goodwill and become your biggest promoters.

>> **Audience:** DTC managers, Marketing Managers, GM/Owners looking for marketing activities that support community building.

#4: 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 three winery managers are collecting, managing and using data to build 360-degree customer views and campaigns that support both front-of-house and behind-the-scenes administrative teams.

>> **Audience:** DTC Sales Managers looking for practical ways to capture and utilize sales and customer data to develop relationships and increase sales.

#5: Oh, Ship! Creating Effective Shipping Strategies to Increase DTC Sales

With consumer expectations swiftly headed towards more convenient (and less expensive!) options for purchasing wine, what can wineries do to make their shipping policies more competitive? This group of panelists will share keys to developing cohesive shipping strategies that support both club members and casual/first-time buyers. Industry reports, cost analysis information and measures of success will be presented.

>> **Audience:** DTC Managers of wineries who offer shipping. Managers looking for ways to optimize shipping rates and boost sales without compromising margins.

#6: 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 panel will discuss how different tactics on the web helped them achieve goals (higher online sales, more visitation, greater brand exposure) and will share advice on how any winery on any budget can get started.

>> **Audience:** DTC Managers interested in learning more about web operations; Digital/e-commerce managers seeking updated best practices.

#7: You've Got Mail: Email Marketing 2.0

The rules have changed! With the amount of emails customers wade through on a daily basis, it's more important that your messages come through loud and clear. Our panel of experts discuss new best practices for constructing clear and effective email communications that get noticed (and opened!), drive customers to your website and convert those clicks into sales.

>> **Audience:** Digital/Email Marketing Managers, DTC managers looking to drive sales direct sales through email.

#8: Reading Between the Digital Lines: Case Studies on Facebook Ad Strategy

Facebook not only provides a digital platform to support and tell a brand's story, but it also provides new ways of advertising and targeting a brand's consumers. In this Workshop, our panel of experts will discuss case studies that use ONE free and powerful tool available to everyone: Facebook. Participants will gain a better understanding of how to utilize some of the more advanced tools that Facebook provides, to increase ticket sales to events, target specific consumer demographics, and engage their audience among other strategies.

Potential Case Study Topics:

Facebook Pixels - Learn how to retarget your ads to make the greatest impact. What information can be learned from implementing this simple code on your website?

Choosing Ad Creative - Which types of ads perform the best on Facebook and how can this help increase web traffic, page likes, online sales etc.

Facebook Audiences - Why should you create custom and lookalike audiences for your campaigns and what are the benefits of transferring lookalike audiences to other ad accounts?

>> **Audience:** Digital Marketing, Social media managers interested in driving sales and brand lift using social media.

2. REQUIREMENTS FOR PROPOSAL

- **Present existing systems and experiences.**

Submit a written outline of your proposed presentation and be prepared to discuss it during a phone interview with the Workshop Sessions Chair and Committee members. Your presentation should provide the following:

- **Key Learning Objectives.** Clearly describe how your presentation will help attendees including philosophies, methodologies and examples. Include leading-edge or innovative content such as emerging trends, critical issues, systems and/or technology.
- **Practical Application.** Provide 2-3 key take-aways that can be used by attendees in their day-to-day work, describe how ideas and methods can be transferred for use by others, and/or offer how-to insights to improve performance. Think of your experience as a case study.

- **Submit biography and photo.**

Include a short biography (less than 200 words) and headshot photograph (shoulders and above, color, in a .jpg, .tif or .gif file format). By submitting this image you grant us the right to use your image for promotional purposes.

- **Adhere to all deliverables and due dates.**

You will be required to submit electronic deliverables, attend presentation dress rehearsals, and adhere to planning and event dates and deadlines set by the DTCWS Steering Committee.

- The DTCWS Speaker e-Agreement must be completed by **September 15, 2017**. Click on this link to complete the agreement online: <https://goo.gl/forms/s1wshfBev8bX9pZy2>.
- Workshop panel planning sessions via phone October-November. **TBD by each workshop's Moderator.**
- Draft of presentation is due **October 15, 2017**.
 - PowerPoint draft and/or Word doc bullet points okay. The point is to make sure we're on track with overall content richness and points of differentiation among speakers.
- **Participation in two dress rehearsals is mandatory;** if you know you cannot participate in both rehearsals, please do not submit a proposal.

- **Wednesday, November 8, 2017:** First version of your presentation will be presented live to members of the DTCWS Steering Committee at Benson Marketing Group offices in Napa. Speakers located outside the North Bay may participate via phone conference.
- **Tuesday, January 9, 2018:** Finished version of your presentation will be presented live to members of the DTCWS Steering Committee at Benson Marketing Group offices in Napa. Speakers located outside the North Bay may participate via phone conference.

3. SPEAKER BENEFITS

We offer the following benefits for confirmed Workshop Speakers:

- Complimentary registration to DTCWS 2018 on January 17 & 18, a \$650 value.
- One night stay at Hilton Hotel, Concord, CA, a \$200 value. The DTCWS Steering Committee manages the room block.
- Reimbursement for mileage to and from event at federal mileage allowance rate. (Air travel will be determined on a case-by-case basis.)

It is possible that the Steering Committee may cancel a workshop session during the planning period (no later than the first rehearsal) based on interest and/or ability to recruit speakers. These benefits are only offered to confirmed speakers who deliver their presentations at the event.

Please submit all materials via email to:

Laila Subaie
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