



2018 DTC Wine Symposium Sponsor Session Topics to Cover Data Driven Decision Making, Digital Marketing, Compliance and More

Napa, CA, November 15, 2017 – The Steering Committee for the 11th annual Direct to Consumer Wine Symposium is pleased to announce the Sponsor Session topics for the summit taking place January 17-18, 2018, at the Hilton Concord Hotel in Concord, California. www.dtcwinesymposium.com

DTC Successes and the Data Driven Strategies Behind Them, Presented by WISE

Three winery leaders—from wineries of different sizes and ownership structures—will share lessons learned and tools used to move the needle in the increasingly competitive DTC space. Learn how they have used data to drive their DTC strategy, including bottom up budgeting, designing better guest experiences, increasing customer satisfaction, and making effective staffing and incentive compensation decisions. Speakers:

- Carol Reber, CMO, Duckhorn Wine Company
- Mike Reynolds, President, HALL Wines
- Devin Joshua, General Manager, Judd's Hill Winery
- Moderator: Lesley Berglund, Co-founder and Chairman, WISE

How to Survive in the New Retail Age, Presented by WineDirect

Wineries face a major challenge keeping up with rapidly-rising consumer expectations related to their ecommerce experience. The good news is that consumers are eschewing big box stores in favor of small, boutique, authentic experiences. This session will share insights on how wineries can prepare for these monumental shifts and be optimally positioned for growth. Speaker:

- Jim Agger, VP of Marketing & Business Development, WineDirect

Winning Social Marketing Strategies & Tactics for Driving Sales, Presented by Astra Digital Marketing Services

In a changing digital landscape, you can't be reactionary. This session covers how to achieve success in the dynamic DTC channel by leveraging important social media platforms. Key takeaways will include how to improve results leveraging data hygiene, Facebook advertising, and conversion and statistical tracking. Speakers:

- Ron Scharman, CEO, Astra Digital Marketing Services
- Ryan Neergaard, Director of Business Development & Social Media, Astra Digital Marketing Services

Sell Compliantly, Sell Successfully, Presented by ShipCompliant by Sovos

Succeeding as a DTC seller begins with a firm grasp of the compliance rules that underpin the DTC market. Compliance can be hard, but understanding the landscape allows teams to effectively train staff and handle customer questions. Sovos' regulatory expert will delve into the regulatory environment, explaining what rules exist, how they affect your business, and how to sound like an expert when a customer asks why they can't ship wine to their home in Utah. Speaker:

- Alex Koral, Industry Outreach Advisor, ShipCompliant by Sovos

Winery Reservations Management, Metrics & Money, Presented by eCellar

More wineries today are implementing reservations in their DTC efforts to help increase meaningful traffic into their tasting room, reduce costs and boost profits. This panel of experts from established wine brands will discuss their logic and workflow surrounding their winery's reservation systems, recency-frequency-monetary (RFM) metrics that guide their inbound/outreach decisions, and pitfalls that may come from restricting visits to reservation only. Speakers:

- Tracy McArdle, General Manager, Jessup Cellars, Handwritten & Humanitas
- Neil Bason, General Manager, Goosecross Cellars
- Malani Anderson, Director of Hospitality, Turley Wine Cellars

Additional details about the Sponsor Sessions and the rest of the DTC Wine Symposium 2018 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. Early bird discounts end December 7.

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