DTC Wine Symposium 2020 Announces First Slate of Workshop Sessions

Topics Include Leveraging 3-Tier System, Generational Marketing, Digital Strategies, and More

Napa, CA, October 1, 2019 – The Steering Committee for the 13th annual Direct to Consumer Wine Symposium is pleased to announce the initial set of Workshop Session topics for the summit taking place January 22-23, 2020, at the Hilton Concord Hotel in Concord, California.
www.dtcwinesymposium.com

Workshop Sessions offer experience-based insights, data, and tangible ideas that can implemented immediately from speakers who are experienced professionals in wineries, wine industry suppliers and associations. Additional Workshop Sessions, Sponsor Sessions and Keynote speakers will be added to the event's website as they are confirmed.

Here is a synopsis of the confirmed sessions, and view the Program page on the website for speakers:

Leveraging 3-Tier to Drive DTC Success
Historically the 3-tier and DTC channels have operated independently, sometimes even viewing each other as competition, but there are opportunities for a symbiotic relationship between the two. This session will share real examples of effective strategies that benefit both 3-tier and DTC sales and marketing.

Generational Marketing, Targeting & Segmentation
There's increased attention on capturing the Millennial market while simultaneously engaging Baby Boomers and the overlooked Generation X. This panel will share how they use generational psychographics to segment their approach to product development, customer relations, and communications.

Digital Marketing: From Social to Sales
To grow retail traffic and e-commerce sales, forward-thinking wineries must consider the powerful tools now available. This panel will share how social media and other proven digital tools can drive DTC sales as well as expand customer audiences. It will include detailed examples and case studies of successful digital strategies—such as social media and retargeting tools—from multiple companies.

Staying Legal in a Digital World
As social media channels become more important, keeping your social media program both effective and legal are critical for compliance and success. This annual update from Tracy Genesen, Vice President and General Counsel at Wine Institute, will outline restrictions and recommend guidelines to help you stay legal online.

Finding Success in Wine Club Growth
Membership programs provide a sustainable revenue stream, which means club conversion is paramount to a winery's success. This session explores how wineries can differentiate their club, gain a competitive advantage, and continue to grow with tangible, repeatable, and adaptable strategies.

In addition to these thought-provoking workshops, the Symposium will also host the popular "Town Hall" open discussions and the Round Table Networking format introduced at last year's summit. Additional details about the program—including moderators and speakers—is available at http://dtcwinesymposium.com/program/.

Register before December 13 and save $50 at https://dtcwinesymposium.com/.

About the Direct to Consumer Wine Symposium
The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! Now in its 13th year, the summit on DTC sales and marketing has raised more than $1.2 million for Free the Grapes' PR campaign, and the Coalition for Free Trade's legal work (The CFT "retired" in 2014 after achieving its goals). These two groups have worked closely with industry lobbyists and regional associations to streamline onerous regulations and to increase the number of legal wine shipping states from 17 to 45, which represent 95% of the US population. The DTC Wine Symposium is the primary fundraiser for Free the Grapes!, providing funds for its campaign to engage wine lovers and the media in its support of consumer choice using legal, regulated direct-to-consumer wine shipping.

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