



DTC Wine Symposium Announces Keynotes:

Chatbots Examined, DTC Data Parsed, State Laws Explained, Motivations Explored

Napa, CA, November 19, 2019 – The DTC Wine Symposium has announced four confirmed keynote presentations for the wine industry’s national summit on direct to consumer sales and marketing, scheduled for January 22-23, 2020 at the Hilton Concord Hotel in Concord, California.

www.dtcwinesymposium.com

“Conversational Bots for Brands: How the rise of chatbots is fueling everything from lead generation to relationship marketing,” Seth Greenfield, CEO, imperson. Seth will present the latest developments in the Chatbot revolution including how voice activated bot experiences on websites, smart speakers and social create opportunities to grow business and better understand consumer behavior.

“Where the DTC Market is Trending,” Andrew Adams, editor, Wine Analytics Report; and Larry Cormier, General Manager, Sovos ShipCompliant. Andrew and Larry will share key findings from the to-be-published 2020 DTC Wine Shipping Report, a collaboration of Wines & Vines Analytics and Sovos ShipCompliant. This year the presentation will uncover long-term trends and present new research findings on core DTC consumers.

“Real Wine Consumers in real time,” From CRM systems to winery events, and from social media strategies to pricing incentives, we are all trying to form successful relationships with our consumers. This moderated focus group panel of knowledgeable wine consumers will provide their thoughts on what marketing works and what doesn’t, how they choose wine clubs, what motivates them to buy and continue to buy, and other important questions.

“State of the States: A legislative update on DTC legislation,” Steve Gross, Vice President, State Relations, Wine Institute. Steve will present his annual update on state legislative wins, future priorities and implications for winery compliance in 2020.

For more information on topics and speakers, and to register, visit the event website, <https://dtcwinesymposium.com/>

Early bird discounts end December 13.

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 popular 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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