



## **DTC Wine Symposium 2020: Sessions Reflect Challenges, Opportunities**

*Save \$50 or \$75 on Early Bird Registrations Before December 13*

**Napa, CA, December 10, 2019** – With more Workshop Sessions than ever, the 13th annual Direct to Consumer Wine Symposium will address core challenges that DTC managers face in 2020. The annual summit on DTC sales and marketing, presented by Free the Grapes!, takes place January 22-23, 2020, at the Hilton Concord Hotel in Concord, California. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

The Steering Committee's goal with Workshop Sessions is to offer experience-based insights, data, and tangible ideas that can be implemented immediately. For complete descriptions, speaker names and titles, please visit the Program page: <https://dtcwinesymposium.com/program/>

Confirmed session titles:

1. Is the Traditional Tasting Room the Next 'Blockbuster'?
2. Customer Service in the Digital Age
3. Hospitality & the Experience Overload
4. Passport Events Evolved
5. Leveraging 3-Tier to Drive DTC Success
6. Generational Marketing, Targeting & Segmentation
7. Digital Marketing: Using Social Media and Digital Ads to Move the Needle
8. Staying Legal in a Digital World
9. Finding Success in Wine Club Growth
10. Send Better Email
11. Putting it all Together: Choosing, Optimizing Your Marketing Channels Based on the Customer Journey

In addition to Workshop Sessions, the summit will include the return of the popular Town Hall-format discussion forums. The Round Table Session idea, first introduced last year, will also return. These group discussions, organized by table, will cover topics such as tipping, urban tasting rooms, hiring, customer segmentation, etc. Both formats allow registrants to share ideas and solutions with their peers.

### **Early Bird Registration Discounts Expire Friday, December 13**

Save \$50 per registration (\$650), or \$75 on each multi-registration from the same company (\$625) before the early bird discount expires at midnight December 13. <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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