

The poster features a large, dark, diagonal graphic element that serves as a background for the text. On the right side, there is a close-up photograph of a wine glass being filled with red wine, with the liquid captured in motion. The bottom left corner shows a photograph of a vineyard with rows of grapevines under a warm, golden light. The text is arranged in a clean, modern layout, with the main title in a large, bold font and the course details in a smaller font at the bottom.

**WINE
FUTURE
BUSINESS
SEMINAR**

WINE FUTURE BUSINESS SEMINAR

**Online course
June 21st to 25th, 2021**

**Digital Marketing, Social Media, Sales, Consumption
and Event Management for the Wine and Hospitality
Industries**

INTRODUCTION

Because the world is currently undergoing several crises, such as the pandemic, the economic recession and the climate crisis, the hospitality and wine industries should implement innovative marketing techniques, promotion and organization of events to improve consumption and sales.

It is crucial that wineries, distributors, importers, restaurants, hotels, retailers and sommeliers, as well as other professionals adapt to what we know as the new reality, with innovative forms of promotion and event management.

Spain Wine School, The American College in Spain and Chrand Events have created a course specifically designed to help the wine and hospitality industries, whilst adapting to the new demands of the market.



THE ORGANIZERS



We are proud to have organized the following events within the wine industry:

- **WineFuture 2021**
- **Climate Change Leadership Porto 2018 y 2019**
- **Winefuture Rioja 09 y Winefuture Hong Kong 11**
- **World Conference on Climate Change & Wine 2006, 2008 & 2011**
- **Barcelona Wine Festival and Madrid Wine Festival**

We have also organized events with recognized individuals like President Barack Obama, Robert Parker, Jancis Robinson, Al Gore, Kofi Annan, James Suckling, Miguel Torres, Michel Rolland and other important individuals in the wine industry.

We have also managed events such as the World Cup of Indoor Motocross, the Pro-Beach Soccer Tour, Davis Cup and tennis exhibitions with Stefan Edberg, Andrea Agassi and Pat Cash amongst many others.

We have promoted large concerts with Sting, Pink Floyd, Tom Jones or Enrique Iglesias amongst other artists.

The American College in Spain



ACS is the first American educational center in Andalusia. ACS is a Broward College International Center, the third largest university in Florida. It offers both a high school and university programs, allowing students to obtain their high school diploma, and complete two years of university before transferring to the U.S. to finish their last two years. The American College in Spain offers its academic recognition and issues the corresponding diploma recognition to participants in this course.

COURSE DIRECTOR

Pancho Campo

CEO for Chrand Events.

ATP tennis professional, former captain of the Chilean national Olympic tennis team in Barcelona 1992, and Davis Cup Captain for the Qatar Tennis Federation.

Founder of WineFuture 2021, one of the first virtual summits ever organized with over 100 international speakers.

Co-organizer of Climate Change Leadership summits that featured President Barack Obama as the keynote speaker and President Al Gore.

Founder of the Spain Wine School as well as Winefuture, Barcelona and Madrid Wine Festivals and the Climate Change & Wine World Conferences, that featured Vice-president Al Gore, Secretary General Kofi Annan and the leading wine authorities. Pancho holds an MBA by Universidad Juan Carlos I as well as a Certificate in Digital Marketing.

First Spanish Master of Wine who also attended courses on oenology, viticulture and marketing at the University of California Davis. Organizer of all Robert Parker tastings in Hong Kong and Rioja.

SPEAKERS AND GUESTS

David Furer

David Furer is an internationally recognized communicator, marketer, and event organizer working since 1991 with the world's most regarded and widespread centers for wine. Since, he's appeared in many US, British, and French drinks media outlets with reports and opinions, authored and contributed to several books, and trained professional sommeliers in the US and Europe. His work extends to planning and executing communications and marketing projects for numerous US, European, and South American organizations. Since 2003 he's created, organized, presented and hosted events of many types for trade and consumers in Asia, Europe, and his native US. David's hosted and coordinated content for the two most recent Wine Future, Climate Change Leadership Conference, Origins of Wine Civilization, and continues with the development of 2022's Green Wine Future.



Michael Wangbickler

President of Balzac Communications & Marketing



Michael Wangbickler is President of Balzac Communications. With nearly 30 years of experience in marketing and public relations, Mike is a trusted advisor and strategic consultant to his clients. Mike's strategic mind enables him to sort through the noise and find the best way forward. Before following his heart to wine country, Mike followed his head to Silicon Valley where he spent 8 fast-paced years in technology communications, where he caught the bug for following the latest trends in marketing tech.

Balzac serves multiple market segments (verticals). These include luxury beverages, travel, food, agriculture & land, health & wellness, and public policy/government.

Paul Mabray - CEO at Pix



Paul has been a powerful change agent in the wine industry for over 20 years. He began his career working in traditional three-tier sales and marketing with Napa Ale Works and later innovating direct-to-consumer sales and marketing models with Niebaum Coppola. Since then, he has been at the forefront of all major digital trends for the wine industry, working with WineShopper.com and Wine.com. He founded two companies that have significantly changed the US wine landscape for digital. First by introducing winery e-commerce with Inertia Beverage Group that transformed into WineDirect.com pioneering winery e-commerce and then again introducing social media and social customer relationship management with VinTank.com. He is considered the wine industry's foremost futurist and thought leader, harnessing the power and potential of digital tools and methodologies to move the industry into the future.

Gloria Vallés - CEO at Winestyle Group



Marketing oriented entrepreneur, she founded Wine Style Travel magazine and co-founded Can Bonastre Wine Resort. Strategic marketing specialist, she mastered growth hacking to take www.winestyletravel.com from zero to reaching 20 thousand unique users per month in less than two years, 85% of them being organic traffic, and 1 million people impacted via social media. Before that, she leaded the expansion of Can Bonastre Wine Resort, the first luxury Wine Resort in Spain offering wine tourism experiences for private and corporate clients.

Gloria studied at Stanford Business School and has been teaching marketing and communications at different universities since 2012. Nowadays she is a Marketing Associated Teacher at EAE Business School in Barcelona, and published the market research study SRC of the wine industry 2021.

The course also features appearances by CEOs and management of wineries, importers, distributors and retailers, as well as sommeliers, marketeers, directors of wine promotional bodies, wine personalities and writers who have extensive experience in wine tourism, marketing campaigns, organizations of trade fairs, sales, digital marketing, branding, labeling, etc.

COURSE CONTENT

- ▶ Session 1: Industry Analysis, Current State of the Market
- ▶ Session 2: Marketing for the Wine Industry
- ▶ Session 3: Social Media and Digital Marketing
- ▶ Session 4: PR, Communications and Media
- ▶ Session 5: Sales and Promotion in Hospitality
- ▶ Session 6: Online Sales
- ▶ Session 7: Event Management: in Person, Hybrid and Virtual
- ▶ Session 8: Sponsorship Negotiations
- ▶ Session 9: Data Research and Analytics
- ▶ Session 10: Wine Tourism
- ▶ Session 11: Labeling and Packaging
- ▶ Session 12: Neuromarketing

SUGGESTED SCHEDULE

Day 1

Session 0: Welcome & Introduction

Session 1: Industry Analysis: Current State of the Market

Session 2: Marketing for the Wine Industry

Session 3: Social Media and Digital Marketing

Day 2

Session 4: PR, Communications, Media

Session 5: Sales and Promotion in Hospitality

Session 6: Online Sales

Day 3

Session 7: Event Management: in Person, Hybrid and Virtual

Session 8: Sponsorship Negotiations

Day 4

Session 9: Data Research and Analytics

Session 10: Wine Tourism

Session 11: Labeling and Packaging

Day 5

Session 12: Neuromarketing

Session 13: with Special Guests

Closing Remarks





WHO SHOULD ATTEND?

- Winery management & staff
- Restaurant personnel
- Export staff
- Marketing staff
- Wine shops
- Communications professionals
- Trade fairs and event organizers
- Hospitality industry personnel
- Hotel staff
- Official organizations
- F&B Personnel
- Sommeliers
- University & Wine Students
- Importers & Distributors

OBJECTIVES

- 1▶ Analysis of the wine and hospitality industries to understand the current situation.
- 2▶ Understanding the consequences of the COVID-19 for the industry.
- 3▶ Familiarize with the basic concepts of marketing.
- 4▶ Obtain a better understanding of how to plan, organize and manage face to face, digital and hybrid events.
- 5▶ Obtain a better understanding of the consumer through neuromarketing.
- 6▶ Learn new strategies to increase consumption and improve sales.
- 7▶ Improve public speaking skills and presenting techniques to make better product presentations, tastings and sales events.
- 8▶ Learn strategies to improve wine tourism experiences.
- 9▶ Learn digital marketing and apply effective social media strategies to the wine industry.
- 10▶ Use data analysis and research to plan more effective marketing strategies.
- 11▶ Learn the latest online sales strategies.



COST OF REGISTRATION

1 ▶ Registration fee:

675 USD

We offer special rates for governing bodies, companies and private groups.

2 ▶ Tailor-Made Programs

This course can be adapted to the requirements, timings and budget of companies, wineries, governing bodies, restaurants and hotel chains. We have conducted several of these tailor - made courses for organizations in Spain, Portugal, Hong Kong, China and the USA.

3 ▶ The course registration fee includes:

18 to 20 hours of virtual live lectures

Diploma issued by The American College in Spain, in association with Chrand Events, FIU Chaplin School of Hospitality & Tourism Management, DF Consults, Blazac Communications, Pix and Winestyle Travel





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