



IWCA WORKSHOP PROGRAMME

BARCELONA 6-8 APRIL 2011

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Venue: Gran Hotel Central, Via Laietana 30, 08003 Barcelona.

Programme

WEDNESDAY 6 APRIL

10.00 Depart Hotel by bus

11.00 Arrive Miguel Torres Winery, Pacs del Penedes

11.00 - 11.45 Tour of the Winery

11.45 - 13.00 Presentation by Miguel Torres on environment and sustainability: philosophy, strategy and projects

13.00 – 15.30 Tasting and lunch in Mas Rabell de Fontenac

15.30 Return Barcelona

20.45 Depart hotel on foot for dinner: Paella by the Port, La Mar de Bo Restaurant, Edificio Palau del Mar, Port Vell

THURSDAY 7 APRIL

Workshop Day 1:

Venue: Forum Meeting Room

10.00 Welcome and introduction by CEO

10.15 – 11.15 Guest speaker, Marc Sorli, Director, Globally and Louis De Rohan, Managing Director, LDR London
'Social & Digital Media: New Media, New Marketing'

11.15 – 11.30 Coffee break

11.30 – 12.15 Members' working groups – Build a social media campaign to target specific objectives using a 'live' example.

12.15 – 13.15 Members' campaign presentations, Globally's solutions and open panel discussion, chaired by Marc Sorli and Louis de Rohan

13.15 – 14.30 Lunch and networking

14.30 – 15.30 Guest Speaker, Robert Joseph, Director, Do I Like It?
'Message on a bottle.'

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15.30 – 16.00 IWCA Direct Marketing Awards: launch by David Tromans, Communications Manager, WSTA

16.00 – 16.15 Coffee break

16.15 – 17.15 Member presentation: Pierre Chanzonkov, General Manager, Opimian
'Opimian and its customer relations: a unique model'

17.15 Closure of day 1 of workshop by Sophie Jump, IWCA CEO

17.30 Committee Meeting

20.45 Depart Hotel on foot for Catalan wine dinner at Monvinic, Wine Culture Centre, Diputacio 249

FRIDAY 8 APRIL

Workshop Day 2:

Venue: Forum Meeting Room

10.00 – 10.05 Introduction to day 2 by Sophie Jump, CEO, IWCA

10.05 – 11.30 Guest speaker, Ryan Opaz, Director, Catavino
'Assertiveness versus Passivity: Use the internet to make your brand unforgettable'

11.30 – 12.00 Coffee Break

12.00 – 13.15 Member Presentation: Manuel Hevia, Managing Director, Vinoseleccion
'Vinoseleccion case studies'

13.15 – 14.30 Lunch and networking

14.30 - 15.30 Member presentation: Bruno Le Breton, Patrizio Massaro, BLB Vineyards and Alexander Gottardi, Sankt Urban.

'Case study: The launch of a brand – from product design to market development'

15.30 – 16.00 Coffee Break

16.00 – 16.30 Open panel discussion chaired by Sophie Jump

16.30 – 16.45 Workshop conclusions and recommendations

16.45 Closure of workshop by Chairman

21.00 Depart Hotel for tasting dinner at Restaurant Gresca, Carrer de Provença, 230

For further information

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Useful links:

<http://www.grandhotelcentral.com/>

<http://www.internationalwineclubsassociation.com>