



## IWCA NEW YORK WORKSHOP

**18-21 October 2010**

**Venue: The Hudson Hotel, 356W 58th St, NYC**

### **MONDAY 18 OCTOBER**

- 10.00 Depart Hudson Hotel by bus
- 11.30 Visit Direct Wines, Norwalk, Connecticut followed by tasting and lunch at Strada Restaurant
- 15.00 Return Hudson Hotel
- 19.00 Welcome in Hudson Library bar
- 19.30 Depart hotel by foot for dinner at 44 ½ Hells Kitchen

### **TUESDAY 19 OCTOBER**

#### ***Workshop Day 1: One-to-One Marketing***

#### ***Venue: Hudson Room***

- 09.30 Welcome and introduction by CEO
- 09.45 – 11.00 Guest speaker, Kristine Van Dillen, Director, VP Global Accounts, GEM Strategy  
'Breaking Ground in Mobile Marketing'
- 11.00 – 11.15 Coffee break
- 11.15 – 12.15 Member presentation, Tai Collard, Managing Director, Wine of The Month Club  
'A case study: One to One marketing operations'
- 12.15 – 13.00 Members' working groups – panel preparation
- 13.00 – 14.15 Lunch and networking
- 14.15 – 15.30 Guest Speaker, Sherry Scapperotti, President, PlusMedia  
'Direct response marketing through insert and print media - Case studies through various sectors'
- 15.30 – 16.00 Open panel discussion chaired by Sophie Jump
- 16.00 – 16.15 Coffee break
- 16.15 – 17.00 Guest Speaker, Jim Trezise, President New York Wine and Grape Foundation  
'Uncork New York: Vines, Wines, and Economic Impact'
- 17.00 Closure of day 1 of workshop by Sophie Jump, IWCA CEO
- 17.30 Committee Meeting
- 19.30 Depart Hotel for dinner at Beacon Restaurant

## WEDNESDAY 20 OCTOBER

### *Workshop Day 2: One-to-One marketing*

#### *Venue: Hudson Room*

09.30 – 09.35 Introduction to day 2 by Sophie Jump, CEO, IWCA

09.35 – 10.50 Guest speaker, Doug Steinberg, Creative Director, Thread marketing

'Conversations across Communities: A case study'

10.50 - 11.15 Coffee and calls

11.15 – 12.15 Member presentation, Larry Dutra, CEO Vinesse

'The 17 Biggest Things I Have Learned in 17 Years in This Crazy Business'

12.15 – 13.00 Members' working groups – panel preparation

13.00 – 14.15 Lunch and networking

14.15 – 14.45 New member introduction, Matt Wood, VP Direct to Consumer Marketing, Foley Family Wines

14.45 – 15.15 New member introduction, Darlyne Miller, Direct to Consumer Manager, Cameron Hughes Wine

15.15 – 15.30 Coffee and Calls

15.30 – 16.00 Open panel discussion chaired by Sophie Jump

16.00 – 16.30 Workshop conclusions and recommendations

16.30 – 16.45 Closure of workshop by Chairman

19.30 Depart Hotel for dinner at Vice Versa Restaurant

## THURSDAY 21 OCTOBER

09.00 Depart Hotel for Long Island by limousine

11.00 Visit and tasting with Peconic Bay Winery with Jim Silver

12.30 Visit and tasting with Bedell Cellars with Trent Preszler

13.30 Lunch at Love Lane Kitchen, 240 Love Lane, Mattituck

15.00 Visit and tasting at Macari Vineyards with Alexandra Macari

16.30 Return NYC, Hudson Hotel

### **For further information**

contact Sophie Jump, CEO:

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### **Useful links:**

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

<http://www.internationalwineclubsassociation.com>

