



IWCA Tuscany Workshop

23-25 April 2012

Draft Programme

Monday 23 April

10.30 Depart Hotel by bus

11.00 Classic Tuscany cooking class and wine matching Volpaia/ Badia di Castelbuono followed by lunch

16.00 Return Meleto

16.30 IWCA Committee Meeting

17.15 IWCA General Assembly

18.30 Tour of Meleto castle and wine tasting

19.30 Drinks reception followed by medieval banquet and entertainment

Tuesday 24 April

Workshop Day 1: The Stables

7.00 – 8.30 Discover Chianti walk through Castellare hills

09.30 Welcome and introduction by Chairman and CEO

09.45 – 11.15 Guest speaker, Guy Levine, CEO, Return on Digital

'Digital Devastation and Social Media: Keeping your competitors at bay'

11.15 – 11.30 Coffee break

11.30 – 12.15 Members' working groups – How to stay ahead

12.15 – 13.00 Digital forum chaired by Guy Levine

13.00 – 14.30 Lunch

14.30 – 15.30 Member presentation and case studies

'The role of e-mail in building sales with existing customers'

15.30 IWCA Chairman

'IWCA: Strategy for the future '

16.00 IWCA CEO

'Hong Kong and China Fact Finding Mission: Overview'

16.30 Closure of day 1

18.00 Tour of Chianti Classico: Winetasting

19.30 Dinner at Officina della Bistecca

Wednesday 25 April

Workshop Day 2: The stables

7.00 – 8.30 Discover Chianti walk through Castellare hills

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

09.40 Guest speaker, Simon Dodd, Founder, Digger_Agency

'Building personal relationships with your customers using multiple mediums'

11.00 Coffee and networking

11.15 – 12.15 Member Presentation and case studies

'How to get customers to trade up using new media channels'

12.15 – 13.15 Working groups: design a campaign

13.15 – 14.30 Lunch

14.30 – 15.30 Member presentation

'Recruitment: A multi-channel approach'

15.30 – 15.45 Coffee

15.45 – 16.45 Open panel discussion chaired by Sophie Jump

16.45 Closure of workshop by Chairman

18.00 Depart Meleto for guided tour of Siena followed by dinner

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20 February 2011