



IWCA WORKSHOP PROGRAMME SOUTH AFRICA 7-12 NOVEMBER 2011

IWCA SOUTH AFRICA WORKSHOP 7 - 12 NOVEMBER 2011

MONDAY 7 NOVEMBER

AM: Participants arrive Lion Sands private game reserve, Kruger

12.30 Welcome cocktail and lunch

15.00 Game Drive

19.30 Fireside dinner in the Lion Sands Boma

TUESDAY 8 NOVEMBER

06.00 Game Drive

Workshop Day 1: Lion Sands Meeting Room

10.00 Welcome and introduction by Chairman and CEO
Tele Sales and Marketing – Panel and Open Forum

10.15 – 11.00 Member speaker, Tai Collard, CEO, Wine of The Month Club
'Call centre operations: Telesales – in and out: A management experience'

11.00 – 11.45 Member speaker, Simon McMurtrie, Global CEO, Direct Wines
'Telemarketing: An international experience'

11.45 – 12.45 Coffee break and members' working groups

12.45 – 14.00 Buffet lunch on the terrace

14.00 – 14.45 Working Group Presentations and Open Forum

14.45 – 16.00 Consultant speaker, Robert Joseph, Director, Do I Like it
'Know Thy Enemy'

16.00 - 16.15 IWCA Direct Marketing Awards, Finalists campaign presentation
Opimian: 'Join a wine lover' members get members recruitment programme

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

17.00 Game Drive

20.00 Riverbed Sabi Sands dinner at Lion Sands

WEDNESDAY 9 NOVEMBER

06.00 Game Drive

Workshop Day 2: Lion Sands Meeting Room

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

10.05 -10.45 IWCA Direct Marketing Awards, Finalists campaign presentations

- Tanya Kelly, Direct Wines: Multi-channel campaign to drive engagement, sales and profit from previous customers
- Lukas Haeuserman, Schuler Weine: Launch of DEPURO sub-brand to attract new customers and increase sales to current customers

10.45 – 11.30 Guest speaker, Andre Morgenthal, Communications Manager, Wines of South Africa 'Sustainability and the environment: The South African model'

11.30– 11.45 Coffee Break

11.45 – 12.30 Tasting with Andre Morgenthal, Communications Manager, Wines of South Africa 'Young Guns: The new South Africa'.

12.30 – 13.45 Buffet lunch on the Terrasse

13.45 – 14.30 Member Presentation, Xavier Kat, Managing Director, Okhuysen 'Company overview and Case Study'

14.30-16.15 Strategy session chaired by Robert Joseph 'The Industry issues: Born Direct - Know thy enemy'

Working groups session:

Competitors to established direct wine sellers include:

- Supermarkets (esp. Tesco) launching online wine clubs with wide premium ranges
- New online companies specialising in offering wide ranges sourced directly from wholesalers (e.g. Slurp, WinesDirect, YourFavouriteWines) and focusing on clubs and company schemes
- New online companies specialising in Daily Deals (e.g. Lot18, Cinderella)
- Wholesalers launching retail businesses (e.g. Matthew Clarke and Symingtons in the UK)
- Wineries developing direct selling operations (e.g. Mike Ratcliffe at Vilafonte in SA)

The task lies in coming up with strategies to counter some or all of these (you decide which are the greatest threat) and any other new challenges that have not been included here.

Working group presentations and Open Forum

16.15-16.45 'The IWCA: Future Strategy'

Introduction by Chairman, Jakob Schuler and Proposed Chairman 2012, Xavier Kat

Open discussion

16.45 Direct Marketing Awards 2011 Trophy presentation and closure of workshop by Chairman

16.45 IWCA committee meeting

18.00 Game Drive followed by Trails camp bush dinner

THURSDAY 10 NOVEMBER

06.00 Game Drive

10.30 Depart Lion Sands for Mpumalanga Airport

13.15 – 15.55 Mpumalanga - Capetown

20.30 Winemaker's dinner at Balthazar Waterfront Restaurant, Cape Town

FRIDAY 11 NOVEMBER

09.00 Peninsula Tour and Cape Point vineyard visit

12.30 Visit, Tasting and lunch in Steenberg Vineyards, Constantia

16.00 Visit and tasting at Klein Constantia

20.30 Winemaker's dinner in Capetown Beach Restaurant

SATURDAY 12 NOVEMBER

10.30 Visit, tasting, lunch and whale watching, Sumaridge Estate, Hemel-En-Aarde Valley, Hermanus

15.30 Vineyard Visit, Waterkloof, Stellenbosch

20.30 Dinner in downtown Cape Town