

# “Marketing and Event Management for the Wine Industry”

Lisboa 14 e 15 de Abril 2014

# Introduction

Under the current scenario of sales, consumption trends and world economy, it has become a necessity for the wine industry to implement new marketing and promotional techniques as well as innovative events.

In a market with so much competition and a very unfavourable economic situation, it is crucial for wineries, distributors, retailers, sommeliers and other professionals of the industry to improve the way in which wine is promoted in order to increase consumption and boost sales.

Marketing and promotion are one of the weakest points of the wine industry in Portugal and Europe. In order to improve sales, the industry must realize that consumption needs to increase and the number of people that engage into wine.

Another of the weak areas of the industry are events that can reach potential consumer and boost consumption. Most wine events rely on guided tastings, wine fairs, competitions and sampling. These events, although necessary for the industry must be improved to make them more entertaining and appealing. The wine industry also has to develop new types of events directed to potential consumer.

Taking the above into consideration, Academia do Vinho, in association with Chrand Management has developed a course that focuses in improving the mentioned areas. The programme takes into consideration the current economical scenario and the demands of the market. With the help of Chrand the seminar offers marketing and event management strategies taken from the world of sport, music and entertainment applied to the wine industry.

# The Organizers

CHRAND Management, specializes in the design, development and organization of events in music, sports, gastronomy and wine. Our services also focus in marketing and promotion at a corporate level. Our experience working in over 50 cities around the world spans more than 20 years.

We have managed concerts with Sting, Tom Jones, Enrique Iglesias and Pink Floyd; sporting events with Agassi, Edberg and Sánchez Vicario; tournaments such as the World Cup of Indoor Trials and Davis Cup; conferences with Al Gore, Kofi Annan and Francis Ford Coppola. We have also managed some of the most important events of the wine industry. Chrand also specializes in organizing experiences, trips, corporate hospitality and tailor made private events which are unique, exclusive and rare.

**Academia do Vinho** is a portuguese APP for Wine & Spirit Education Trust, with a partnership with The Wine Academy in Spain, in charge of organizing activities related to wine and gastronomy. It specializes in wine education for professionals and enthusiasts. It has also been responsible for creating and managing some of the most important events of the industry such as Winefuture in Rioja and Hong Kong, as well as three editions of the World Conference on Climate Change and Wine.



# The Faculty

## Pancho Campo

- CEO for Chrand Management and founder of The Wine Academy. Former tennis professional and Olympic participant who has an 25 years of experience organizing events at the highest level.
- Although no longer a member of the Institute Master of Wine, Pancho was the first Spaniard to become Master of Wine. He founded Winefuture Rioja and Hong Kong as well as the World Conference on Climate Change & Wine.
- Expert in event management and marketing.
- He has helped numerous brands to promote their products internationally: ICEX, Freixenet, Torres, Perelada, DO Campo de Borja, DOCa Rioja, DO Rías Baixas, Gonzalez Byass, DO Jerez, Araex, and many other wine names.
- He has worked in sponsorship, marketing and events for Adidas, Reebok, Pepsi Cola, Nokia, Jaguar, Krug, Carrera and Coca Cola amongst others.



# Topics

1. Session 01 – Analysis of the wine industry
2. Session 02 – Basic marketing
3. Session 03 – Marketing for the wine industry
4. Session 04 – Organization and management of events
5. Session 05 – Management of wine events
6. Session 06 – Wine tasting – a practical case
7. Session 07 – Internet and Social Media
8. Session 08 – Sponsorship negotiation
9. Session 09 – Sales and promotions for Horeca
10. Session 10 – Practical sessions
11. Session 11 – Public speaking at presentations and tastings

# PROGRAM

## Day 1

- 09.30 – 10.00 – Presentation
- 10.00 – 11.15 – Analysis of the wine industry
- 11.15 – 11.45 – Coffee Break
- 11.45 – 13.00 – Basic marketing
- 13.00 – 14.00 – Marketing in the wine industry
- 14.00 – 16.00 – Lunch
- 16.00 – 17.00 – Event management
- 17.00 – 18.00 – How to organize tastings & wine events
- 18.00 – 18.30 – Coffee Break
- 18.30 – 20.00 – Neuromarketing

## Day 2

- 09.30 – 10.00 - Review
- 10.00 – 11.00 – Sponsorship
- 11.00 – 11.30 – Coffee Break
- 11.30 – 13.00 – Public speaking
- 12.30 – 14.00 – Horeca
- 14.00 – 16.00 - Lunch
- 16.00 – 17.30 – Practical work
- 17.30 – 18.30 – Review & Summary

# Goals

1. Learn the basic concepts of marketing and promotion .
2. Apply promotion and marketing techniques to the wine sector.
3. Plan, organize and manage effective events.
  1. Learn how to design and conduct tastings and similar events.
  1. Learn how to design a marketing and promotional campaigns.
  2. Learn improved sales techniques.
  3. How to improve sales in the Horeca sector.
    1. Learn public speaking techniques for conducting wine tastings, product presentations and conferences.
    2. Learn the latest trends in neuromarketing and its application to the wine industry.

# Dates, Location & Conditions

- Dates: April 14<sup>th</sup> and 15<sup>th</sup>
  - Location: Hotel to be confirmed in Lisbon center
  - Organizers: Academia do Vinho and Chrand Management
- 1. Prices**
    - 295€
    - Group discounts available.
    - The full payment should be done prior to the course.
    - Registrations will be considered confirmed only once payment is received
  - 2. The package includes**
    - 2 Day course – Approx. 15 hours
    - Audio – visual and educational material
    - Certification by The American College of Marbella



# Who should attend?

- Importers
- Winemakers
- Distributors
- Marketing staff
- Retailers
- Export personnel
- Wine shops
- Wine communicators
- Organizers of wine fairs and events
- Horeca - Restaurants, hotels, etc.
- Sommeliers

# Contact

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