

# Wednesday March 13

**8:15 – 9:15**

**Mike Veseth, The Wine Economist**

**Secrets of the World's Most Respected Wine Regions**

Wine economist Mike Veseth probes the world's most respected wine regions to uncover the secrets of their success and reveals how these secrets can be applied to wine regions around the world.

**9:25 – 9:55**

**Karen Thornton, AVA Program Manager**

**Avoiding AVA Petition Pitfalls**

This presentation will help applicants move through their application with a minimum of mistakes and resulting subsequent delays in the approval process.

**9:55 – 10:10**

**Jim Trezize, President, WineAmerica**

**How WineAmerica represents your interests in Washington**

Learn how this dynamic organization serves as a sounding board, represents your interests and helps to protect the industry's future as we deal with the coming pressures from the neo-prohibitionists, shipping issues, including the coming Farm Bill as is crafted in Congress.

**10:10 – 10:25**

**Michael Kaiser, Vice President, Wine America**

**Legislative and Regulatory updates from Washington**

An update from Washington on issues of concern to the American Wine industry including Ingredient and Nutrition Labeling, Interstate shipping issues and music licensing.

**10:25 - 10:40 Coffee break**

**10:45 – 11:25**

**Ankita Okate, Chief Growth Officer, Beverage Trade Network | USATT  
Using AI to take your winery into the techno future PRE-RECORDED**

This topic encompasses the current impact of AI on the business, future AI trends, and opportunities, preparing for the AI revolution, personalized recommendations, predicting market demand and consumer preferences, quality control, compliance with regulations, enhancing the sensory experience, sustainability, inventory management, and the future of the industry.

**11:25- noon**

**Steal Session – Identifying New “on ramps” For Our Industry**

As boomers age and the Z generation’s affinity for RTD’s and bourbon is ever growing, we need to find new ways to build new ‘on ramps’ to maintain the vitality of our industry

**Lunch and visit trade show**

**2:30 – 3:15**

**Maureen Ballatori, 29 Design Studio**

**Algorithms Reward Accounts That Share Videos**

As social media moves more and more toward entertainment, algorithms reward accounts that share videos. Video content tends to receive more impressions and a wider reach. In this session, we’ll go beyond the basics to look at what truly moves the needle on social media.

**3:15 – 3:30**

**Roger Brooks – Destination International – video PRE-RECORDED**

**Words that work**

As marketing programs are designed, using the ‘correct’ words will provide the foundation for success.

**3:40 – 4:20**

**Clint Bradley, the Bradley group**

**New Customer Experiences & Inter-Generational Connections**

What’s Old is New will focus on opportunities for the wine industry to capitalize on current societal and demographic trends. Hint: it’s about creating new customer experiences and building intergenerational connection by introducing young people to wine in ways that touch all the 5 senses.

**4:20 – 4:40**

**Steal Session**

**Refreshing Events: Festivals, Trails, Dinners, Wine & Food Pairings**

As wine festivals and events are experiencing diminishing attendance numbers, we will explore new ideas and approaches to rebuild and re-imagine these marketing tools.

## **Thursday March 14**

**8:20 – 9:20**

**Chris Puppione, Regional Account Manager for Coravin**

**Part 1 of a 2 part workshop**

**What I Talk About When I Talk About Tasting rooms**

Welcome to the modern world of hospitality, where customer loyalty is not good enough; we must dedicate ourselves to transforming those we serve into passionate advocates. In an era when the bar for hospitality in tasting rooms is set painfully low and satisfaction will not suffice, we must redefine the game. We will discuss the power of listening, creating unforgettable moments that elevate experiences, and how to make it effortless for your customers to love your brand

**9:30 – 10:30 -**

**Chris Puppione**

**Part 2 of a workshop**

By mastering the art of influence, rapport-building, and storytelling, learn how to fulfill your guests' core needs while fostering a sense of belonging, status, and self-fulfillment. We will discuss impactful ideas that help keep things fresh in developing exclusive experiences and will make everyone want to be a part of your tribe. In this session, we will explore our current hospitality economy and discuss how you can be the answer to building lasting cultures where teams and customers stay for years, making it stunningly simple to get it right.

**10:30 – 10:40 Coffee break**

**10:45 – 11:45 Bennett Caplan, FIVS and FIVAS Adbridge**

**What Does “No Safe Level” Or “NSL” View Of Alcohol Mean For The Wine Sector**

There are those who are effectively reconceptualizing alcohol in terms of a view that any level of alcohol consumption is associated with preventable diseases, such as cancer and heart disease. What does this “no safe level” or “NSL” view of alcohol mean for the wine sector?

**Lunch and visit trade show**

**2:30 – 2:45**

**Steal Session: The WHO's Wine as "Carcinogen" & the Neo-Prohibition Movement**

Sharing ideas about the pressures from the re-emerging Neos: tactics, and potential action plans to counter their efforts

**2:45 – 3:30**

**Kathy Kelley, Penn State University, professor of Horticultural Marketing and Business Management**

**Using Emotion to Engage and Build a Connection with Your Customers**

Learn how to use emotion to enhance your customer relationship and improve brand commitment. Attendees will discover ways that positive feelings about a brand can significantly impact consumer loyalty.

**3:40 – 4:40**

**Roger Brooks**

**"Sell the Experience, not the Amenities" - video PRE-RECORDED**

Research indicates that stories sharing engaging, interactive experiences will sell an attraction to every generation while pretty, but mundane pictures of wine and tasting rooms will not sell them effectively..