

# Wine Marketing and Wine Business

Monday 20 and Tuesday 21 November 2006

Venue: Scenic Circle Blenheim Country Hotel, Blenheim

\$440 (Minimum participants 35)

Registration deadline: Friday 10 November 2006

A professional development course offered through the Centre for Viticulture and Oenology at Lincoln University, Canterbury

This course offers two days of intensive training for people committed to the strategic and successful marketing of wine in a competitive environment, including those involved in:

- Boutique, small and medium-sized wineries
- Associated industries, eg. advertising, graphic designers, wine accessory suppliers, etc;



## PRESENTERS

JOHAN BRUWER



Dr Bruwer is an internationally awarded market researcher and author with an extensive consulting record in the international wine industry, spanning six wine-producing countries. He has presented intensive wine marketing and wine business short training courses (similar to these) on numerous occasions in Australia, South Africa, USA, Chile and Canada to practitioners from the wine industries of these countries.

Supported by

JOANNA FOUNTAIN

Dr Fountain is a lecturer in Tourism at Lincoln University. She has conducted research on wine tourism in both Australia and New Zealand, focusing on visitors' expectations and experience of service quality at winery cellar doors. She has a particular interest in exploring the expectations and experiences of younger wine tourists, especially the cohort known as Generation Y.

## PROGRAMME

### DAY ONE

Wine Brands and Wine Brand Identity Building

09:00 - 10:45

- Introduction
  - Principles of wine marketing relating to wine branding
  - Basic elements of a wine brand
  - Wine product portfolio types and brand hierarchies
- 10:45 - 11:15 Coffee/Tea Break
- 11:15 - 12:45
- Winery organization perspectives in the wine brand identity building process
  - Question / Answer Session
- 12:45 - 14:00 Lunch Break

Wine Consumer Behaviour & Consumer Trends

14:00 - 15:45

- World wine market consumption trends
  - Consumer behaviour framework for wine
  - How consumers select and buy wine
- 15:45 - 16:15 Coffee/Tea Break
- Wine consumer market segmentation methods
  - Wine consumer risk-reduction strategies
  - Question / Answer Session
- 17:30 Day Concludes

### DAY TWO

Wine Tourism Issues and Effective Tasting Room Strategies

09:00 - 10:45

- Introduction
  - The role of wine tourism in the wine industry
  - Importance of the tasting room as a brand marketing vehicle
  - Importance of wine festivals as branding vehicles and performance benchmarks
- 10:45 - 11:15 Coffee-Tea Break
- 11:15 - 12:45
- Who is the wine tourist and what are their expectations (Dr Joanna Fountain)
  - Wine regional branding and its relationship with wine tourism
  - Question / Answer Session
- 12:45 - 14:00 Lunch Break
- 14:00 - 15:45
- Tasting room research (in the New Wine World) and setting performance benchmarks
  - Question / Answer Session
- 15:45 - 16:15 Coffee/Tea Break
- 16:15 - 17:30
- Tasting room strategies that actually work - photo snapshots from everywhere
  - Question / Answer Session
- 17:30 Course Concludes

Participants in the full two day program will receive a **CERTIFICATE OF ATTENDANCE.**



Lincoln  
University  
*Te Whare Wānaka o Aoraki*





## COURSE OBJECTIVES

### DAY ONE

#### Wine Brands and Wine Brand Identity Building (0.5 days)

- Understand what a wine brand is
- Evaluate the winery's brand portfolio
- Identify and understand the various brand roles in the winery's brand portfolio
- Understand and apply perspectives and elements to the wine brand identity building process

#### Wine Consumer Behaviour and Consumer Trends (0.5 days)

- Understand consumer behaviour framework for wine
- Understand the consumer wine buying process
- Obtain knowledge of the various wine market segmentation methods
- Application of wine consumer risk-reduction strategies

### DAY TWO

#### Wine Tourism Issues and Effective Tasting Room Strategies

- Understanding the vital role of wine tourism in the wine industry
- Delve into the importance of wine festivals as a brand marketing vehicle.
- Understand the characteristics of wine tourists
- Appreciation for regional branding in terms of wine tourism
- Understand the importance of the winery tasting room as a brand marketing tool

#### New Wine World research on tasting room strategies

- Setting performance benchmarks



### VENUE

The course will take place at The Scenic Circle Blenheim Country Hotel, Cnr Alfred and Henry Streets, Blenheim.

Accommodation is available and special rates have been negotiated for course attendees. Call 03 578 5079 or consult their website - [www.scenic-circle.co.nz](http://www.scenic-circle.co.nz) to make a reservation.

### REGISTRATION

An electronic registration form can be downloaded from <http://events.lincoln.ac.nz>

Completed forms can be e-mailed to [lathamj@lincoln.ac.nz](mailto:lathamj@lincoln.ac.nz) or faxed to: (03) 325 3685 - registration is confirmed when course fee has been received.

### REGISTRATION DEADLINE

Friday 10 November 2006

(Registrations may still be taken after this date. If minimum numbers not reached by deadline date, course will be cancelled and a full refund given.)

Cheques should be made payable to "Lincoln University"

Registration fee includes: Course Binder, Morning and afternoon teas, lunches and GST.

Please note that there will be a minimum participation of 35 needed. If course does not run, a full refund will be given.

Cancellations received after the registration deadline will be subject to a cancellation fee of 50%.

Cancellations after the commencement of the course or "no shows" will be subject to the full fee.

### CONTACT

Wine Marketing and Wine Business Course  
c/- Professional Development Group  
Lincoln University  
Email: [lathamj@lincoln.ac.nz](mailto:lathamj@lincoln.ac.nz)  
Tel: (03) 325 3661 Fax: (03) 325 3685

## WINE MARKETING AND WINE BUSINESS REGISTRATION FORM

*Fill in and send along with course fee*

First Name .....

Last Name .....

Name for name badge .....

Company .....

Address .....

.....

Telephone .....

Fax .....

E-mail .....

State dietary or disability needs .....

### PLEASE REGISTER ME FOR

Full Two Days: 20 and 21 November 2006

Full Course Fee: \$440

One Day - please state day attending:

One Day Fee: \$250

Amount Enclosed:

### METHOD OF PAYMENT

Cheque  Visa/Mastercard  Invoice

**CREDIT CARD PAYMENT** Payment may be made by Visa or Mastercard

Card number .....

Cardholder .....

Expiry .....

Mail your registration form along with your course fee to:

Wine Marketing and Wine Business

c/- Professional Development Group, Lincoln University

PO Box 84 Lincoln University, Canterbury 7647

Phone: (03) 325 3661 Fax: (03) 325 3685

E-mail: [lathamj@lincoln.ac.nz](mailto:lathamj@lincoln.ac.nz)