

US Virtual Winery Summit Series

Doing Business in a Changing Landscape



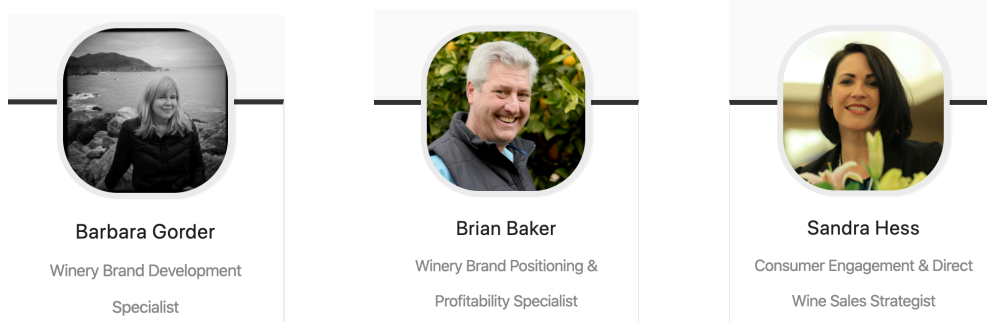
WHAT? DTC Wine Workshops with the support of the Wine Institute, is launching the first of its kind, “US Virtual Winery Summit Series: Doing Business in a Changing Landscape”. This ongoing training and support program will help attendees navigate through many new decisions.

AUDIENCE? This monthly, educational program has been designed for winery association members across the US focused on long-term and holistic business health. The topics, key learnings and guidance is ideal for any winery owner, members of the executive team or winery managers.

WHEN? The series will kick-off on Tuesday, May 19th 10:00-12:00 PDT via Go-to-Meeting and advance registration is required. The monthly series will take place the second Tuesday of each month 10:00-12:00 PDT May 2020-April 2021. Members of Wine Institute will provide 10 min update monthly.

WHO AND KEY LEARNINGS? A polling program will be used each month at registration to ensure the Top 3 Topics will be addressed in Problem Solving Style Presentations. Three subject matter specialists will provide monthly guidance to summit attendees as business needs evolve. Q&A sessions will also be facilitated during the summit. The May speaker line up has been announced:

- **Brian Baker**, Sales and Profitability Strategist, will present on "Winery Profitability & Strategic Planning".
- **Sandra Hess**, Consumer Engagement and Direct Wines Sales Specialist to present on "Consumer Engagement Strategies and Conversion Practices".
- **Barbara Gorder**, Brand Building and Marketing Specialist will present on “Winery Brand Building and Updated Marketing Strategies”.



COST: \$25 per attendee, per month. Promo codes can be provided to winery associations who chose to cover member registration cost and tracking report provided. Register: <https://bit.ly/2Wbe1zq>

CHARITABLE CONTRIBUTION: We are honored to support the LEE Initiative: Restaurant Workers Relief Program during this challenging time of pandemic with a donation of 10% of registration fees.