

Winery Conclave Table Topics Menu

1. Talented staff: How to find, hire, train, inspire and keep them
2. Getting the most from events: Customers, club members, sales and visibility
3. Developing and exploiting relationships with media and press
4. Developing relationships with drivers, concierges and other referral sources
5. Strategies for breaking through with sommeliers and on premise influentials
6. Metrics and dashboards: Averages and conversion rates from eCommerce to Social Media to Google Analytics...and everything in between
7. Effective wine club strategies, practices and benchmarks: Share and compare
8. Courting Bloggers and Online Reviews
9. Strategic Partnerships and Collaborations (wine and non-wine): How to identify and develop them
10. How to optimize the guest experience
11. Change Management: Inspiring change and teamwork within your organization
12. Customer Relationship Management, eCommerce and POS tools that work
13. Acquiring club members from sources beyond the tasting room
14. Compensation and commission structures for marketing, sales and hospitality staff
15. Redesigning the website to keep it fresh, up-to-date and effective
16. Effective winery apps and their application
17. Doing it all: Running the show with a small team
18. Generating value, results and ROI from Social Media
19. Best practices in the best tasting rooms
20. International sales: Pipe dream or reality?
21. Niche markets and special interest groups worth exploring
22. Building a satisfying career in the wine industry and how to get promoted in the process
23. Print and digital advertising. When does it make sense to buy it?
24. From Boomers to Millennials: How to attract and capture an emerging market
25. Unique solutions to the unique challenges encountered by small producers
26. How to attract, pre-qualify and market to the upscale luxury customer
27. Finding strategic homes for unsold inventory: Selling the 2011 Vintage