



DIRECT WINE WORKSHOPS AUSTRALIA RELEASES NEW WEBINAR SERIES FOR FEBRUARY 2018

Invigorate your cellar door team, boost wine club sales and supercharge your DTC strategy in 2018 by participating in this thought-inspiring webinar series. Jam-packed with practical tips based on global best practices, participants will learn the essential skills required to create and implement an effective direct sales strategy.

The inaugural workshop series was attended by wineries from all over Australia in December 2017, and, due to strong demand, will be offered again in February 2018.

Direct sales have become a vital component of every wine company's distribution strategy, and the current upward trend in cellar door visitation means wineries have more opportunities than ever to convert first-time visitors to loyal customers. By structuring experiences and events to attract visitors and retain customers, wineries can develop innovative programs that encourage loyalty and elicit higher lifetime value from members.

Technology has also advanced considerably, enabling winery teams to identify high value customers, capture relevant information and target communications to specific customer niches, while reservation software solutions provide a seamless experience for visitors.

Industry experts Sandra Hess (DTC Wine Workshops) and Robin Shaw (Wine Tourism Australia) will show you how to implement an effective DTC strategy and integrate new technology efficiently. Presented live over three consecutive weeks, each workshop is accompanied by resources, case studies and workbooks. Winery teams have the opportunity to digest and apply information before moving onto the next topic area.

DIRECT TO CONSUMER WORKSHOP PROGRAM

Part 1 – Wed 07 February | Strategic Planning for Direct Wine Sales Success

Part 2 – Wed 14 February | Customer Engagement - Before, During & After the Cellar Door Visit

Part 3 – Wed 21 February | Member Management & Customer Retention Best Practices

REGISTER NOW! Workshops are \$150 each, or save \$100 and pay only \$350 for the full 3-part series.

Book your place at [Direct Wine Workshops Australia](#) or visit www.winetourismaustralia.com.au.

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WORKSHOP CONTENT

[Part 1: Strategic Planning for Direct Wine Sales Success](#) – Wed 7 Feb, 2018

Topics covered include:

- Creating the winning formula – ideal blends of technology and processes
- Staff selection and training
- Leveraging data and key insights to build an effective strategy
- The fundamentals of e-commerce
- Developing alliances and referral partnerships
- How to measure success.



Part 2: Customer Engagement – Before, During & After the Cellar Door Visit – Wed 14 Feb, 2018

Topics covered include:

- Pre-qualification tools and techniques
- Direct to consumer marketing essentials
- Designing ideal visitor experiences
- Delivering service excellence and generating sales
- Staying connected between visits by activating customer touch points

Part 3: Member Management & Customer Retention Best Practices – Wed 21 Feb, 2018

Topics covered include:

- How to segment members effectively
- Catering to top lifetime value members
- Account management setup and execution
- Creating and leveraging surveys to better serve and retain
- Creating brand ambassadors for life

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Here's what Mitchell from Chateau Tanunda had to say about the December 2017 program:

“An excellent series of workshops for D2C! The range of topics, insights, examples, benchmarking and key takeaways are important for anybody working in managing direct wine sales or marketing. Bringing in world benchmarks, current trends and opportunities makes this a fantastic crash course even for the experienced wine marketer, small business owner, wine club manager or cellar door manager. Highly recommended!”

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Need more information? Email us at info@winetourismaustralia.com.au or phone 0419 033 868

DIRECT WINE WORKSHOPS AUSTRALIA (DWWA) is a collaboration between experts in the field of direct to consumer wine marketing and wine tourism to deliver specialised sales workshops to Australian wineries.

DTC Wine Workshops was founded by Sandra Hess in 2013 to support wineries of all sizes across the USA with online and in-person training, group workshops, seminars and webinars. Workshops focus on best practices for growing direct to consumer wine sales, retaining loyal customers, improving conversion rates and expanding brand awareness. Sandra speaks at industry conferences nationally and globally on the topics of DTC wine sales strategy and technology, e-commerce and CRM best practices. She is an advisory board member for WiVi Central Coast, a steering committee member for DTC Wine Symposium and President of Women for WineSense, Napa & Sonoma.

Wine Tourism Australia is a private consultancy team that works with wineries and wine regions to maximise their tourism potential. Founded by Robin Shaw, Australia's foremost wine tourism expert, services include cellar door staff training in management, customer service excellence and sales, DTC marketing strategy, experience development, cellar door design, mystery shopping and performance management programs and brand story telling. Robin runs annual wine tourism study tours to international destinations that epitomise best practice and is regularly invited to speak at international conferences on the topics of wine tourism and destination development. She is a current board member of WISA and Adelaide Hills Tourism.