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MARKET TO MARKET

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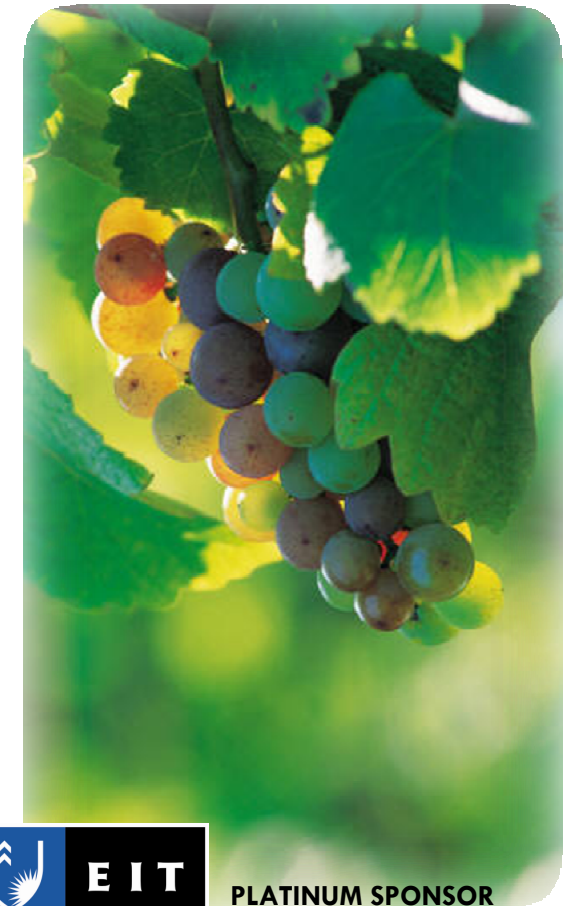
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NEW ZEALAND WINE BUSINESS SYMPOSIUM 2010 MARKET TO MARKET



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EIT HAWKE'S BAY
GLOUCESTER STREET, TARADALE, NZ

29 & 30 June 2010

MARKET TO MARKET

The most outstanding team of presenters
yet assembled in New Zealand

PROGRAMME

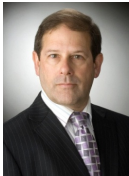
TUESDAY 29 JUNE

7.45 am Registration

8.20 am Official Opening **Chris Collins, CEO, EIT**

8.30 am **Facilitated Discussion :**
The Supply/Demand Equation –
The ‘elephant in the room’ –
What are the real issues?

9.20 am **Prof Larry Lockshin**
Marketing in a changed environment –
Consumers choice, marketing factors for
small and medium wineries



Examining how wine companies, distributors,
and retailers need to change to meet the
criteria of the wine consumer.

10.40 am **Dr Isabelle Lesschaeve**
Generation Y –
The Future of the Wine Market?



Looking at ‘Generation Y’ and their role in the
wine markets of the future.

11.20 am **Phil Reedman MW**
Supermarket Sales. How can New Zealand
build a greater market share – UK, USA



A challenging insight to the UK and USA
large markets and tips on how to gain shelf
space.

1.10 pm **Jon Fredrikson**
Perspective on the U.S. Wine Market –
Opportunities for NZ wine



Covering the latest US wine marketing trends
and developments and what these mean for
NZ wines. Hot off the press sales data for all
major market segments. New Zealand wines’
competitive advantages and market potential.

PROGRAMME continued

2.00 pm

Stuart Devine
The USA Markets - Who is actually selling my
wine?



Personal and practical knowledge of the differing
regions of the market for wine in USA. The 3 tier
system of importer, distributor, and sales outlet
can be daunting and confusing.

2.40 pm **Workshops (concurrent):**

- ◆ The Great Divide – Marketing vs Sales –
The top 10 marketing mistakes *Prof Larry Lockshin*
- ◆ Creating Supermarket Sales – UK, USA –
Own labels, their place in the market *Phil Reedman MW*
- ◆ US Wine Market Intelligence – Trends, opportunities, segments,
price points, keys to success. *Jon & Eileen Fredrikson*
- ◆ Market and Customer Analysis – The what, why, when and how of
the purchasing decision. *Assoc Prof Johan Bruwer*
Dr Isabelle Lesschaeve
- ◆ Marketing – Do your homework first *Erica Crawford*
- ◆ The USA Markets. Where and how to start, plus what not to do.
Stuart Devine
- ◆ Marketing Your Cellar Door –
How to create that point of difference. *Robin Shaw*

4.00 to 5.00 pm **Workshops (concurrent):**
Above workshops are repeated.

7.00 pm **Symposium Dinner** - Mission Restaurant
Guest Speaker - Jonathan Krebs

WEDNESDAY 30 JUNE

8.20 am Opening Comments

8.30 am **Assoc Prof Johan Bruwer**
The Old World – A Reawakening Giant



An in-depth look at the largest wine producers in
the world - France, Italy, Spain - their marketing
plans and how this will impact on NZ. The latest
data on markets, market segments, consumers,
and their purchasing patterns.

9.20 am **Dr Isabelle Lesschaeve**
Sensory Perception and its role in
marketing / purchasing decisions

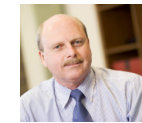


Sensory perceptions and the role these play in
the purchasing decision. How you can construct an
effective marketing campaign.

PROGRAMME continued

10.40 am

Lawrie Stanford
China – Wine to the Dragon,
Market challenges for Western firms



The size, production, current growth,
imports, exports and the future of the China
market. Highlighting the many challenges
facing NZ wineries on entering this market.

11.20 am

Erica Crawford
Marketing Your Brand -
Standing out in a crowded marketplace



From very small beginnings, Erica took the
Kim Crawford brand to market with
outstanding results. Learn the positive key
points plus some “don’ts”, to find your
competitive advantage.

1.10 pm

Andre Eikmeier & Justin Dry
Twitter Shmitter –
A practical guide to social media -
The internet, its emerging role in marketing



Dispelling the myths about social media -
how to make it work for YOU. Exploring the
incredible potential of new media to grow
your brand through online forums, blogs and
video.

2.10 pm

Workshops (concurrent):

- ◆ China - The China Syndrome – The market awaits but are you
ready? *Lawrie Stanford & David Wishart*
- ◆ Your Brand – A discussion on how to create and market your
point of difference. *Erica Crawford*
- ◆ Building Your Tribe - Getting started the right way with social
media. *Andre Eikmeier & Justin Dry*
- ◆ US Wine Market Intelligence – Trends, opportunities, segments,
price points, keys to success. *Jon & Eileen Fredrikson*
- ◆ How Retailers Think and How wineries should react to this.
Phil Reedman MW & Assoc Prof Johan Bruwer
- ◆ Protecting Your Brands in Foreign Markets. *Elena Szentivanyi*
- ◆ Effective Direct Marketing - Making use of your database.
Simon Nash

3.40 pm

Kevyn Moore QSM
Facilitated discussion and review.
What are the outcomes and key findings?

4.45 pm

Symposium Closure