



The Institute of the Australian Wine Export Council

LAY 9816 - 17th JUL 2011

The Second **AWEC**  
Australian  
Wine  
Marketing  
Conference

# Wine Marketing - Seminar Workshops

July 2001

Wine Marketing Research Group  
University of South Australia



## Venue:

All workshops will be located at the City West Campus of the University of South Australia located just west of the Adelaide Convention Centre on North Terrace.

## Cost:

Each workshop costs \$150 (including GST); or all three for \$375 (including GST).

All participants will receive a complete pack of readings and a copy of all teaching materials. Lunch is included each day.

## Workshop 1:

Basic Wine Marketing  
Sunday 15 July 9:00 AM – 4:30 PM

### Topics:

- Why wine marketing (versus other kinds of marketing)
- What is wine (the consumer view)
- Wine consumption behaviour
- Communicating your wines to the consumer
- Basic branding and distribution for wineries
- How to 'sell' wine

## Workshop 2:

Export Marketing  
Wednesday 18 July 9:00 AM – 4:30 PM

### Topics:

- The international market – statistics, trends, opportunities
- Choosing the best market(s)
- Choosing an agent to represent you
- Terms of trade and the export process
- Basics of logistics

## Workshop 3:

Understanding the Wine Business  
Thursday 19 July 9:00 AM – 4:30 PM

### Topics:

- Basics of costing your product
- Financial statements, costing allocations, benchmarking
- Why brands?
- How many brands and sub-brands
- Brand hierarchies
- Brands as a business tool

*Make the most of your visit to Adelaide during the ANZ Australian Wine Marketing Conference, and expand on your wine marketing experience by attending the Seminar Workshops on Wine Marketing, to be held on July, 15, 18 and 19.*

*Presented by Larry Lockshin and Tony Spawton of the Wine Marketing Research Group at the University of South Australia, the three workshops are an ideal refresher for experienced marketing professionals, and a good preview for new participants in the wine industry. All seminars are based on the latest marketing research and are interactive cases and discussion, not just lectures.*

**Please register on the official Australian Wine Marketing Conference registration form.**

For further information contact:

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General information and further details on Postgraduate programs is available at:  
[www.unisa.edu.au](http://www.unisa.edu.au)

or email:  
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