



SOUTHERN OREGON
WINE INSTITUTE

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SOUTHERN OREGON WINE MARKETING & SALES CONFERENCE

Agenda

- 8:30 a.m. Registration & Coffee
- 8:50-9:00 Program Overview & Introductions
- 9:00-10:00 Building a Winning Marketing & Sales Plan
- Dixie Huey, Trellis Wine Consulting, Vancouver, Wash.
- 10:00-11:00 Design Matters: logos, wine labels, packaging, POP, websites and more. How to work well with a designer
- Richard Roberts, principal/creative director, Palazzo Creative, Seattle
- 11:00-12:00 Wine Competitions, Scores & Reviews: Making the most of them
- Sheila Nicholas, Anam Cara Cellars and Nicholas Communications, Newberg, Ore.
- 12:00-1:00 Luncheon Speaker: Jeanette Morgan, executive director, Oregon Wine Board (OWB), Oregon Winegrowers Association (OWA), and the Trust for Oregon Wine Education and Research (TOWER)
- 1:00-2:00 Powerful Email Marketing Strategies & Tactics
- Terry Miller, CRM Group, Redmond, Wash.
- 2:00-3:00 Wine Social Media 101 (Facebook, Twitter, LinkedIn, YouTube, review sites)
- Jeffrey Kingman, Chalkboarder, Portland
- 2:00-3:00 Advanced Social Media (breakout session limited to 25 participants)
- Paula Caudill, Abacela, Roseburg, Ore.
 - Christine Collier, Southern Oregon Wine Blog and Long Story Short Cellars, and Troon Vineyard
- 3:00-3:55 Basics of Selling Wine Online. Designing and running an effective e-commerce channel
- Josh Bradley, Shop Dragon, Ashland
- 3:00-3:55 Maximizing Your Wine Club (breakout session limited to 25 participants)
- Carole Stevens, Folin Cellars and Carole Stevens Consulting
- 3:55-4:00 Conclusion & Wrap-Up
- 4:00-4:30 **Optional Special Session:** Expanding Your Wine Education
- Chris Lake, director, Southern Oregon Wine Institute at UCC
 - Neil Shay, director, Oregon Wine Research Institute at OSU

Commercial Sponsors: Schwabe, Williamson & Wyatt attorneys; CCL Label; American Family Insurance; US Bank.

Industry Supporters: Rogue Valley Winegrowers Association, Umpqua Valley Winegrowers Association, Southern Oregon Winery Association, Southern Oregon Visitors Association, Oregon State University/Jackson County Extension Service