

TUESDAY, NOVEMBER 7TH, 2023

TIME	TITLE	ABSTRACT	SPEAKERS	MODERATOR	SPONSOR
08.00 – 09.00	Accreditation & Trade Fair Area				
09.00 – 09.30	Opening Ceremony		<ul style="list-style-type: none"> Frederico Falcao Pancho Campo Camara de Coimbra Turismo de Portugal 	MC: Eugenio Jardim	Wines of Portugal
09.30 – 10.00	Keynote 1 “Educating the new generations on consuming alcohol with moderation and responsibly.”	This session will address the importance of promoting moderation by changing attitudes and implementing programs that tackle underage and binge drinking. This should be the essence of any marketing campaign because the commercial success of the wine industry depends on creating a positive impact on society. The goal must be to teach the new generations that choose to drink alcohol to do it wisely and better, not more.	Max Trejo	MC: Eugenio Jardim Moderator: Siobhan Turner	
10.00 – 11.00	Panel 1: “TikTok, Discord, and Paid Influencers – Reaching New Customers”	Initial research shows that new consumers show little or no interest in wine, leaving many wineries searching for solutions on how to better reach them. This panel will analyze the opportunity and role that paid influencers and new social media channels have in engaging new consumers, especially Gen Z and Millennials.	<ul style="list-style-type: none"> Mariano Braga Emma Bertrand Georgia Panagopoulou Simone Roveda 	MC: Eugenio Jardim Moderator: Cristina Mercuri	
11.00 – 11.30	Coffee Break & Trade Fair Area				
11.30 – 12.30	Panel 2: “Growing Sales in Uncertain Times – New Strategies and Trends”.	With soaring inflation, lack of interest by younger generations and competition from alternative beverages, sales of entry- and mid-level wines have become a challenge for restaurants, retailers, hotels, and supermarkets. This panel will impart new and innovative strategies to improve sales.	<ul style="list-style-type: none"> Ulf Sjodin MW Rafael del Rey Don St. Pierre João Gomes Da Silva 	MC: Eugenio Jardim Moderator: Dr. Liz Thach MW	
12.30 – 13.00	Keynote 2: “How should the wine industry work with celebrities and events?”	The first celebrities to ever promote products and events were Roman gladiators who would recommend oils and wines to their fans, especially during fights and tournaments. Over the past thousands of years, not much has changed. Brands still leverage the massive amount of love that celebrities have earned to build awareness, improve sentiment, and increase sales for their products or services. Paul Schaafsma will explain the strategies put in place to make Kylie Minogue’s and other celebrity endorsed wines a success story.	Paul Schaafsma	MC: Eugenio Jardim Moderator: Richard Siddle	
13.00 – 14.30	Lunch & Trade Fair Area				
14.30 – 15.30	Keynote 3: “From rockstar to businessman”	Bruce travels the world, sharing his wisdom and experience to engage corporate and business audiences. Drawing inspiration from his wealth of experience as a rock star and businessman, Bruce Dickinson will explain in his talk how the challenges of operating in the seemingly disparate fields of rock music and commercial aviation reflect the same challenges the business world faces every day. Bruce brilliantly shares how teamwork, communication, forward planning, and inevitable setbacks are an opportunity to learn, adapt, and successfully move on.	Bruce Dickinson	MC: Eugenio Jardim Moderator: Joe Roberts/ Mike Wangbickler	
15.30 – 16.30	Panel 3: “Wine Tourism Evolution – From Cellar Door to Virtual Tours”	The Covid-19 Pandemic had a catastrophic impact on wine tourism across the world. With global travel restrictions and enforced isolation, the way we view the world has changed. Consequently, wineries have also had to change. In general, the number of visitors is down, but the time they spend in any one location is up. New innovations, like virtual winery tours, virtual tastings, and virtual private events have emerged as alternatives. And finally, wineries are opening tasting rooms/bars/visitor centers in cities located well away from their estate locations. This panel will explore how to adapt to the new reality.	<ul style="list-style-type: none"> Adrian Bridge Catherine Leparmentier Marisah Nieuwoudt 	MC: Eugenio Jardim Moderator: Dr. Michael Cheng	
16.30 – 17.00	Coffee Break & Trade Fair Area				
17.00 – 18.30	Tasting 1: Icon & Premium wines of Portugal.	Portugal has a rich tradition of producing wines and boasts top-notch wineries and winemakers that create exceptional wines. The purpose of this master class is to showcase the excellent quality of Portuguese still wines, their diversity, and the numerous indigenous grape varieties.	Presenter: Dirceu Vianna Jr. MW	MC: Eugenio Jardim	
18.30 – 20.00	Welcome Cocktail				

WEDNESDAY, NOVEMBER 8TH, 2023

TIME	TITLE	ABSTRACT	SPEAKERS	MODERATOR	SPONSOR
08.00 – 09.00	Coffee / Trade Fair Area				
09.00 – 10.00	Panel 4: “Getting to Your Core Story – How to Better Communicate About Your Brand”	The industry relies on the ability of wine communicators to persuade consumers to try their wines. Today’s wine lexicon, however, is perceived as intimidating and snobbish by most novices and younger consumers. The way in which most marketing campaigns are designed, with poor storytelling and complex language do not help make wine more accessible. This panel will show new and more effective ways to communicate about wine and its related activities.	<ul style="list-style-type: none"> • Alder Yarrow • Sonal Holland MW • Megan Greco • Natalie Wang • Ferrán Centelles 	MC: Eugenio Jardim Moderator: Michael Wangbickler	
10.00 – 11.00	Panel 5: “The Competition is Winning – Learning from and Embracing Ideas from alternative drinks”.	Most of the alternative beverages that compete with wine have well- defined and very effective marketing strategies, as well as higher budgets. Instead of ignoring the competition, the wine industry must learn from them. This panel will show the strategies that soft drinks, craft beers, and spirits are using to gain market share, engage new consumers and improve sales.	<ul style="list-style-type: none"> • Cristina Miranda • Beer • Coffee • Soft Drinks • Spirits 	MC: Eugenio Jardim Moderator: Robert Joseph	
11.00 – 11.30	Coffee Break & Trade Fair Area				
11.30 – 12.00	Keynote 4: How and why wine could be the healthiest alcoholic beverage.	While there are several alcoholic beverages to choose from when you want to sit down to a nice drink, scientists say that there's one choice that can lead to a healthier lifestyle, and it's wine. According to recent research from several universities, drinking spirits regularly instead of wine increases the risk of cardiovascular events and other health issues. Dr. Laura Catena will analyze the pros and the cons of alcohol consumption and why wine is a much better option.	Dr. Laura Catena	MC: Eugenio Jardim Moderator: Cyril Penn	
12.00 – 13.30	Tasting #2 "The Magnificent 12"	At Wine Future Hong Kong, renowned critic Robert Parker conducted one of the industry’s most legendary tastings under the title of “The Bordeaux Magical 20,” as a reflection of the tremendous interest in Asia for Bordeaux wines at the time. The 2023 edition of Wine Future will be a more international and inclusive conference with a broader reach. This tasting seminar will showcase truly iconic wines from the most important wine regions of the planet. This is a rare opportunity to experience some of the world’s most sought-after wines all in one sitting. Don’t miss this one.	Presenter: Mark Squires	MC: Eugenio Jardim	Chai Consulting
13.30 – 15.00	Lunch & Trade Fair Area				
15.00 – 16.00	Panel 6: “Evolve or Die – Embracing Advanced Technologies to Thrive”	New potential consumers enjoy and embrace new technologies. The wine industry must embrace change by adopting new and innovative packaging and labeling systems, augmented reality, artificial intelligence, as well as internet resources, digital marketing, Big Data, and advanced market research technologies. This panel will discuss topics such as data-driven marketing, virtual engagement, and digital brand strategy amongst other technology-driven marketing topics.	<ul style="list-style-type: none"> • Maureen Downey • Justin Noland • Ian Ford • Antonio Amorim 	MC: Eugenio Jardim Moderator: David Allen MW	
16.00 – 17.00	Panel 7: “More Inclusive, Less Exclusive – Adopting Diversity, Equity, and Inclusion as an Opportunity”	Diversity, equity, and inclusion are closely linked values held by many organizations that are working to be supportive of different groups of individuals, including people of different races, ethnicities, religions, abilities, genders, and sexual orientations. This will share success stories and strategies that can be implemented to make the industry more inclusive and diverse while appealing to new segments of the market.	<ul style="list-style-type: none"> • Mags Jango • Dr Helen Savage • Queena Wong • Ntsiki Biyela • Bento Amaral 	MC: Eugenio Jardim Moderator: Stephen Wong MW	
17.00 – 18.30	Tasting 3: Historic & Legendary Madeira and Porto	Portugal is regarded as the home of some of the world's most prestigious fortified wines, such as Porto and Madeira. However, the country also produces other types of fortified wines, such as Moscatel (from Setúbal and Douro) and Carcavelos. This special tasting, conducted by Richard Mayson will showcase notable wines and historical vintages from these regions.	Presenter: Richard Mayson	MC: Eugenio Jardim	
18.30 – 22.00	Official Dinner	Guests will be transported from Coimbra to Porto, to visit the amazing World of Wine and enjoy its seven museums and exhibitions. Courtesy of Taylor’s Port they will be treated to food and drinks at one of the 12 restaurants and bars that WOW boasts.			Taylor’s Port WOW

THURSDAY, NOVEMBER 9TH, 2023

TIME	TITLE	ABSTRACT	SPEAKERS	MODERATOR	SPONSOR
08.00 – 09.00	Coffee & Trade Fair Area				
09.00 - 09.30	Keynote 5 “The current status of the wine industry”	Rob McMillan is one of the top wine-business analysts in the United States and the author of Silicon Valley Bank’s highly regarded annual State of the Wine Industry Report. With decades of experience researching the wine business, his views are sought after and trusted by winery owners, journalists, entrepreneurs, and investors. He has also been named several times as one of the Top 50 Most Influential People in the US wine industry.	Rob Mc Millan	MC: Eugenio Jardim Moderator: Paul Mabray	
09.30 - 10.00	Keynote 6: TBD	TBD	TBD	MC: Eugenio Jardim Moderator:	
10.00 - 10.30	Coffee Break & Trade Fair Area				
10.30 – 11.30	Panel 8: “It’s Not Easy Being Green – Why Sustainability (and Transparency) is More Important than Ever.”	Today’s consumer is more value-driven than past generations, supporting brands with purposes that align with their own priorities. They expect more transparency and authenticity. With concerns about global climate change and the safety of what they put in or on their bodies, sustainability and responsible business practices are extremely important to them. This panel will discuss how to communicate about sustainability in wine, without greenwashing and breaking trust.	<ul style="list-style-type: none"> • Prof Graham Miller • Anna Chilton • Martin Reyes MW • Eugeni Brotons 	MC: Eugenio Jardim Moderator: Anne Burchett	
11.30 – 12.30	Keynote 7: "The wine industry, world economy and work in the age of artificial intelligence".	The Nobel laureate will explain the future of the world economy and the labor markets connected with technology (IA especially). In addition, he will discuss how all this connects with the wine sector.	Sir Christopher Pissarides	MC: Eugenio Jardim Moderator: Fabio Piccoli	
12.30 – 13.00	Closing Remarks	The members of the Technical Committee will make a summary of the points discussed at the conference with the goal of listing the most important outcomes of each session and the strategies suggested by the speakers.	<ul style="list-style-type: none"> • Siobhan Turner • Michael Wangbickler • Robert Joseph • Frederico Falcao • Pancho Campo 	Eugenio Jardim	
13.00	Farewell Cocktail				