

April 2008

New Zealand Wine Business Symposium

Building Wine Brands

Tuesday 17 June

7.45 am Registration

8.20 am Official Opening

8.30 am Brian Richards : Building a Successful Brand and Marketing the Product

9.45 am Coffee/Tea

10.15 am Tony Spawton Assoc Prof : What Makes a Successful Brand. Attributes and consumer choices
Sponsored by Westfalia Separator NZ

11.15 am Helen Milner : Choosing a Brand Design

12.15 pm Lunch

1.15 pm Dr Johan Bruwer : The Importance of Regional Branding
Sponsored by Mission Estate Winery

2.30 pm Workshops / Panel Discussions / Forums (concurrent):

- Creating a wine brand that stands out

Tony Spawton Assoc Prof, Wine Marketing Research Group, University of South Australia

- Creating product appeal

Helen Milner, Tardis Design & Advertising, Wellington

Dave Nicholas, Wine Partners, Auckland

Tim Turvey, Clearview Estate Winery, Hastings

- Trademarks protecting your brand. Geographical Indicators

Russell Law, A J Park, Wellington

Dr John Barker, NZ Winegrowers, Auckland

- Creating the X Factor

Brian Richards, Brian R Richards Ltd, Auckland

- Regional branding – making it work for you

Dr Johan Bruwer, Wine Business Group, University of Adelaide

3.30 pm Coffee/Tea

4.00 to 5.00 pm Workshops / Panel Discussions / Forums (concurrent): Repeated as above

7.00 pm Symposium Dinner - Mission Restaurant

Wednesday 18 June

8.20 am Opening Comments

8.30 am Dr Nick Lewis : Brand New Zealand. Where are we and what more should we be doing?

9.30 am Chris Yorke : "New Zealand Wine - Pure Discovery"

10.30 am Coffee/Tea

11.00 am Professor David Hughes : The UK - Strategic Market Issues for your Brand
Sponsored by Misty Valley Nursery

12.15 pm Lunch

1.15 pm Michael Daymond-King : Successful Brand Strategies for Boutique Wineries

2.00 pm Workshops / Panel Discussions / Forums (concurrent):

- Expanding your brand in the UK market

Professor David Hughes, Emeritus Professor of Food Marketing, Imperial College, London UK

- Promotion and advertising of your brand – taking a small budget to a global marketplace

Kim Thorp, Assignment Group, Wellington

- Up close and personal with your distributor

Jim Robertson, Pernod Ricard NZ, Auckland

Paul Couldrey, Wine Partners, Auckland

- Strategic issues in brand marketing

Peter McAtamney Wine Business Solutions, Australia

Greg Hay, Peregrine Wines, Queenstown

- New Zealand Wine as a brand

Dr Nick Lewis, Wine Industry Research Institute, University of Auckland

Chris Yorke, NZ Winegrowers, Auckland

Roderick J Brodie, University of Auckland

3.00 pm Coffee/Tea

3.30 pm Workshops / Panel Discussions / Forums (concurrent): Repeated as above

4.30 pm Facilitated discussion and review. What are the outcomes and key findings.

5.15 pm Symposium Closure