

PREVIEW OF PRESENTATIONS (Provisional)

The conference programme will offer many opportunities for professional contact and development as well as providing an ideal setting for networking while tasting lots of wine! It involves a 3 day programme of over 40 talks, poster presentations, workshops, panel discussions and symposiums.

We are still in the process of selecting speaker proposals but here are several confirmed talks to for your perusal::

<p>The Yeatman Hotel – a case study, Adrian Bridge, CEO, The Fladgate Partnership</p>	<p>Impact of Geographically Defined Quality Wines on Tourism in Burgenland Austria Julia Sevenich & Gerhard Mayr, Gourmet Snapshots</p>	<p>Wine Tourism – a Solution to Europe’s Wine Lake?, Charles Metcalfe, Inn House Publishing</p>
<p>Reflections from a Grand Tour: local travel, sustainable travel, experiential travel and wine tourism, Lara Dunston & Terence Carter, Grantourismo</p>	<p>The Wine Tourism in France and its points of improvement Desfrennes Ludivine,</p>	<p>Enjoy New Ways of Drinking Port, Ana Ferro, Tres Seculos</p>
<p>Argentina: Vineyards North to South, Mariana Gil, Baco Wine Club</p>	<p>Social Wine Marketing – a new Business Model for Wine Brands, Diana Carrico, Liderplas</p>	<p>Gag the Winemaker. Let the Wine Tourist do the Talking, Anthony Swift, Wine Pleasures</p>
<p>Grape Escape Destination: Turkey, Taner Ogutoglu, Wines from Turkey</p>	<p>Selected Wineries for Selected Visits – Added value in wine travel, Ricardo Gomes, Selected Wineries</p>	<p>Celebrity Wine Review. How to use Social Media to Engage Online Audiences, Roie Edery & Charity Winters, Celebrity Wine Review TV</p>
<p>MICE in Portugal. Have you seen any?, Panel Discussion</p>	<p>Solares de Portugal – A personalized philosophy of wine travel, Conde Francisco de Calheiros, President of Solares de Portugal</p>	<p>Wine Events – Incentive Highlights?, Susanna Toca, AIMS & DOCDMC</p>
<p>What’s the point opening for wine tourists if my region is not promoting wine tourism? Panel discussion.</p>	<p>Four Seasons Internet Food and Wine Resource for Latvia, Signe Meirane, Cetras Sezonas</p>	<p>How to sell to Tour Operators wine tourism packages. Workshop.</p>
<p>Wine Mapping the Douro, David Eley, A Good Nose</p>		<p>Great Wine Capital Network – What’s that?, Manuel Cabral,</p>

<p>Wine Therapy Tours, Jochen Erler, Journalist</p> <p>Matching Wine with Jazz:. Winery Marketing Gimmick or does it really work? With jazz singer and band Anita Wardell (TBC)</p> <p>Is Formal Wine Education Important For Tasting Room Tour Guide Staff?, Robbin Gheesling, Vineyard Adventures</p> <p>The Wine Tourism in the Sherry Region: Present and future, Pascual Hernández Jorge, - Xerés – Sherry Denomination of Origin & George Sandeman, Sogrape Vinhos</p> <p>Port and Chocolate Tasting. Sogevinus Fine Wines</p> <p>Estratégias de Marketing para o Enoturismo Português, António José da Silva Pina, Universidade Lusófona de Humanidades e Tecnologias</p>	<p>Wine & New Media. A Bloggers Perspective, Thea Dwelle, Luscious Lushes</p> <p>Wine Tourism Texas Style, Paul Bonarrigo, Messina Hof Winery and Resort</p> <p>Cracking the American Market: The Battle for the Minds and Loyalty of the U.S. Consumer, Jayme Simoes, Louis Karno & Company Communications, LLC</p> <p>Imagery, the Internet and Wine - a Picture Says 1000 Words,, Jason Mancebo, 20 dollarwineblog</p> <p>Olive Oil Tasting. Tras Os Montes.</p> <p>Explore Unusual Wine Regions with Two Young Charity Globe Trotters, Anja Cheriakova & Georges Janssens</p> <p>The Importance of Visual Media in Wine Tourism, Andrea Johnson & Robert Holmes, San Francisco, California</p>	<p>GWC, Porto</p> <p>The commitment of the Sandeman Brand to giving value to the Wine Tourism in Portugal, George Sandeman, Sogrape Vinhos</p> <p>Making history: creating today tomorrow's wine historical facts, Antonio Graca, Sogrape Vinhos S.A</p> <p>Beyond the Brochure- Blogging with Personality & Content That Connects, Marcy Gordon, Come for the wine</p> <p>The Dionysian and Appollonian: Nietzsche's concept of affirmation and wine consumption, David Toumajian, PhD, MBA, Dominican University of California.</p>
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If you would like to give a presentation at the conference please complete the [Speaker Proposal Form](#) before the 31 October 2010 deadline.