



## Attend the Big One: Register Now for the 2012 Direct to Consumer Wine Symposium

*Registration Live, Workshops Announced for Fifth Annual Epicenter of Wine Marketing*

October 6, 2011, Napa, CA, – Online registration is now open for the 5<sup>th</sup> Annual Direct to Consumer Wine Symposium, to be held January 18-19, 2012 at the Stanford Court Hotel in San Francisco. Register at <http://www.dtcwinesymposium.com/>.

Registrations are \$375 per person if purchased before December 4, 2011 (\$395 thereafter) and include participation in the general session, lunch, workshops, and trade show and reception. New this year, there will be a Wednesday evening social mixer and presentation (\$75) sponsored by Elypsis, Inc. The cost to attend both Wednesday Evening Mixer plus Thursday's Symposium is \$450 (\$470 after December 4).

"The Direct to Consumer Wine Symposium will be the epicenter of wine direct marketing and sales this January," said Brian Baker, this year's chairman and V.P. of Sales and Marketing at Chateau Montelena winery. "For the past four years, we've attracted standing room only crowds of winery owners, marketers, and tasting room managers to showcase actionable, proven solutions for increasing direct sales. It is the only annual wine marketing conference organized by vintners, for vintners."

Workshop sessions, moderators and speakers are available at [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com). Here is a summary of the afternoon Workshops:

- **Session 1: Make Every Day Cyber Monday - Improving your eCommerce Efforts**  
eCommerce experts will provide tips for increasing online sales, website and store traffic using effective email marketing, Search Engine Optimization and Search Engine Marketing. Moderator: Jeff Stevenson, President & CEO, Provino Premium Wines.
- **Session 2: Now I Know My ABCs - Training Tasting Room Staff from A to Z**  
Learn new techniques for training your consumer-facing staff on selling more wine. Perfect for Tasting Room, Wine Club, eCommerce and Social Media personnel. Moderator: Christopher Huber, V.P. of Direct to Consumer, Foley Family Wines.
- **Session 3: To Infinity and Beyond! Taking Your Wine Club to the Next Level.**  
Reinvigorate your loyalty program through engagement, retention and enlistment tactics, including examples of proven incentives and program enhancements. Moderator: Karen Barnes, Owner, Wine Direct Marketing Services.
- **Session 4: We Are Ready for our Close-up, Mr. DeMille? Using Video to Boost Your Sales**  
Watch and learn how compelling videos using tasting notes, events, vineyard and cellar tours can drastically improve direct sales. Moderator: Lisa Mattson, Communications Director, Jordan Winery.

### About the Direct to Consumer Wine Symposium

The Direct to Consumer Wine Symposium is presented by and a fundraiser for Free the Grapes! and Coalition for Free Trade, two organizations who have worked tirelessly with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 38 in the last decade.

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