



Request For Proposal

Speakers for Afternoon Sessions

2012 Direct to Consumer Wine Symposium
January 19, 2012, at The Stanford Court Hotel
San Francisco, CA

1. Session Topics and Working Titles:

eCommerce:

Make Every Day Cyber Monday - How to improve your eCommerce Efforts

Tasting Rooms:

Now I know my ABCs . . . Training Staff from A to Z

Wine Clubs

To Infinity and Beyond! Taking your Wine Club to the Next Level

Technology

We're Ready for our close-up, Mr. DeMille - Using Video to Boost Your Sales

2. Requirements for all Proposals:

- **Presentation of use of existing systems and experiences.**
Submit a written outline of your proposed presentation and be prepared to discuss and review current systems and practices in your direct-to-consumer program during a phone interview with the Session Committee Chairman and her Committee members.
- **Submission of biography and photo.**
Attach a short biography (250 words) and headshot photograph with your RFP. Please keep your biography short, so it can be read aloud in one minute or less. Your headshot should be in color, in a tif or .gif file format. This will be used for promotional purposes.
- **Timeline for deliverables**
You will be required to adhere to the following due dates:
 - Draft of presentation is due by October 1, 2011
 - Final version of presentation will be presented live to members of the DTCWS Steering Committee during the week of December 12, 2011 at Benson Marketing Group offices in Napa.
- **Meet the Criteria for Speakers for the Session to which you are applying.**
You are welcome to apply for more than one speaking position.

3. Speaker Agreement:

Upon acceptance by Session Chair you will be emailed a Speaker Agreement to sign and return.

4. Speaker Compensation:

We offer the following compensation to our Session Speakers:

- One Registration to the 2012 DTCWS on Thursday, 1/19/12, a \$295.00 value.
- Ticket to Wednesday evening Session and Social Mixer, a \$75.00 value
- One night stay at venue, The Stanford Court hotel, a \$259.00++ value.
- Reimbursement for mileage at federal rates; mileage allowance to and from venue, parking fees.

5. Submit Proposals by FRIDAY, JULY 22th via Email to:

Karen Barnes

DTCWS Sessions Committee Chair

Karen@winedirectmarketing.com

DTCWS SESSION SPEAKER TIMELINE

FRIDAY, JULY 22 – Speaker Proposal Outline, Bio and Headshot due

MONDAY, AUGUST 1 – Final Speaker decisions by Session Chair, Karen Barnes

MONDAY, OCTOBER 3 – Draft of Presentation due

WEEK OF DECEMBER 12 – Final version of presentation presented live to members of the DTCWS Steering Committee at Benson Marketing Group offices in Napa.

THURSDAY, JANUARY 19 – Presentation given during afternoon Session, between 2:00 pm and 4:30 pm.

Working Session Titles, Descriptions and Criteria for Speakers:

Session One:

Make Every Day Cyber Monday - How to Improve your eCommerce Efforts

Session Description:

A panel of eCommerce specialists will offer insights on the key contributing factors to increasing online sales, traffic and how to measure these changes. Tools such as Google Analytics, Google Adwords, Google Website Optimizer, Email Marketing, SEO, SEM and other new tools and initiatives will be presented.

Target Audience:

Administrators of eCommerce websites, Direct Sales Managers, Tasting Room Managers, General Managers

Education Level:

Intermediate

Criteria for Speakers:

We are looking for a panel of three ecommerce personnel in the following categories with at least 3 years experience in their field and at least one experience as a speaker or panelist. Panelists will be required to present quantitative data from their successes.

- Google Analytics Specialist
- Email Marketing Specialist
- SEO & SEM Specialist

Session Two:

Now I know my ABCs - Training Staff from A to Z

Session Description:

This session will cover staff training for everyone who comes into contact with the customer, including customer service, sales, conflict resolution and phone support - including Tasting Room, Wine Club, eCommerce and Social Media personnel. The presenter(s) will present tips and techniques to make sure staff is connecting with visitors, club members and online customers in order to maximize direct sales success.

Target Audience:

Direct Sales Managers, Tasting Room Managers, Wine Club Managers, eCommerce Managers, Social Media Managers, and General Managers

Education Level:

Beginning

Criteria for Speakers:

We are looking for speakers with at least 5 years experience in staff training and management and at least one experience as a speaker or panelist.

Session Three:**To Infinity and Beyond! Taking Your Wine Club to the Next Level****Session Description:**

This panel discussion will focus on reinvigorating your current wine club or loyalty program utilizing both old and new techniques. Engagement, retention and enlistment will be covered, with examples of proven incentives, excellent customer service and program enhancements.

Target Audience:

Direct Sales Managers, Wine Club Managers, General Managers

Education Level:

Intermediate to Advanced

Criteria for Speakers:

We are looking for a panel of three Wine Club Managers from successful, growing programs with at least 5 years experience in their field and at least one experience as a speaker or panelist. Panelists will be required to present quantitative data from their successes.

Session Four:**We Are Ready for our close-up, Mr. DeMille: Using Video to Boost Your Sales****Session Description:**

The session will focus on the use of video in direct sales programs. Examples of tasting notes, events, vineyard and cellar tours and other key topics will be presented, along with an outline of a successful, well-rounded video series that allow customers to engage with the winery on all levels.

Target Audience:

Direct Sales Managers, Website Administrators, Marketing personnel, General Managers

Education Level:

Intermediate

Criteria for Speakers:

We are looking for video professionals who have a proven track record of putting a comprehensive video program or series in place, resulting in increased engagement and sales. Must have at least one experience as a speaker or panelist and have examples of video presentations that have been created.