

THE 2016 LONDON WINE FAIR

3rd - 5th MAY AT OLYMPIA LONDON

Speakers' Corner Schedule for TUESDAY 3rd MAY

11.00-11.30	When Chocolate Meets Beer	Rupert Thompson, Hogs Back & Helen Pattinson, co-founder, Montezuma's	Surrey-based Hogs Back brewery has recently collaborated with Sussex-based chocolatier, Montezuma's to create the Montezuma's Chocolate Lager.
12.00-12.30	The Power of Storytelling	Rowena Curlewis	Branding in the wine world is different to most other branded-goods categories. You need to compete against literally thousands of other brands, with small budgets.
13.00-13.30	Protecting Wine in Domestic and International Transit:	Carl Smethurst	The increasing need to choose packaging solutions that not only provide protection but add the wow factor.
14.30-15.00	Challenge Joe's Nose	Joe Wadsack, presenter BBC's Food & Drink	Watch Joe blind taste – and assess – a selection of wines from exhibitors at the Fair.
15.30-16.00	The Alcohol Wholesaler Registration Scheme	The Due Diligence Exchange (DDE)	The Alcohol Wholesaler Registration Scheme and Notice 196 are creating dramatic changes in legal obligations for anyone wholesaling alcohol in or intended for the UK.
16.30-17.00	Party Tricks - Create an event website with Bottlebooks in 10 minutes	Jonathan Harclerode and David Lees	Hosting a wine tasting? Why settle for a landing page, when you can create your own digital guide with wine, producer information, news, custom pages and more.

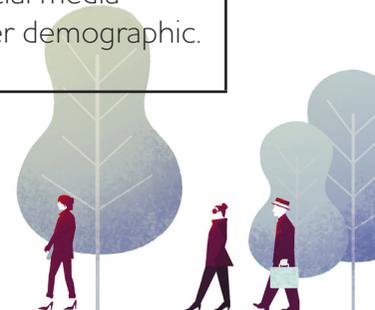
All sessions must be booked in advance at:
bottlebooks.londonwinefair.com



Speakers' Corner Schedule for WEDNESDAY 4th MAY

09.30-10.00	Best Practices in Global Wine Tourism	Tatiana Livesey	Winerist, the leader in Wine & Food Tourism, conducted a survey with 500+ wineries from around world to assess the state of Wine Tourism at a global level.
10.30-11.00	Challenge Joe's Nose	Joe Wadsack, presenter BBC's Food & Drink	Joe Wadsack will blind taste – and assess – a selection of wines from exhibitors at the Fair.
11.30-12.00	Jonathan Harclerode and David Lees	Wine Data Geeks Anonymous - Bottlebooks Loves You	Establishing a standard for an industry that is anything but standard. We go behind the scenes of Bottlebooks to show how we collect and categorize wine information.
12.30-13.00	CA wines in the UK on trade	Chuck Cramer, Terlato Wines & James Doidge, The Wine Treasury	The Golden Age of CA wine in the UK, looking at the rise of US style restaurants and other factors.
13.30-14.00	Champagne Marketing on a Lemonade Budget	Christopher Walkey, founder, Glass of Bubbly	Christopher Walkey will present ideas on how to create effective, result-driven marketing campaigns without spending thousands.
14:30-15.00	Design at the Core	Will Parker - Cellar	Please refer to the online session listing for details.
15.30-16.00	The Birds & The Bees	Rodrigo Plass, Caliterra and Laure Colombo	With sustainability at the heart of its philosophy, Caliterra's Birds of Prey Programme is a perfect example of a mutually beneficial relationship in action.
16.30-17.00	Marketing Vinoby Vana Flavored Wine After My Experience on The Apprentice	Vana Koutsomitis	My journey on BBC1's "The Apprentice" : The pros and cons of the exposure and how it has helped me build the VinobyVana brand using innovative social media techniques and how to appeal to a younger demographic.

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Speakers' Corner Schedule for THURSDAY 5th MAY

09.45-10.15	DS100+ by Cork Supply - The most advanced cork quality control from the Innovation Leader	Ana Cristina Lopes Cardoso and António Cesar Ferreira	New technology, the DS100+, automates a "dry soak" system of detecting corks with releasable TCA levels far below the sensory threshold. With DS100+ you can remove every cork tainted with TCA from the supply chain, faster and at a greater value than ever before.
10.45-11.15	Enhancing Labeling by Delivering Difference	Will Parker - Reflex Label Plus	Please refer to the online session listing for details.
11.45-12.15	Challenge Joe's Nose	Joe Wadsack, presenter BBC's Food & Drink	Joe Wadsack has one of the finest palates in the wine trade. He will blind taste – and assess – a selection of wines from exhibitors at the Fair.
12.45-13.15	The Alcohol Wholesaler Registration Scheme	The Due Diligence Exchange (DDE)	The Alcohol Wholesaler Registration Scheme and Notice 196 are creating dramatic changes in legal obligations for anyone wholesaling alcohol in or intended for the UK. Find out everything you need to know.
14.15-14.45	So you registered your wines on Bottlebooks? What's next?	Jonathan Harclerode and David Lees – Bottlebooks	This is not your average wine website. We show you three practical things you can do with Bottlebooks today that will help you sell your wines the rest of the year.
15.15-15.45	Stop Playing Russian Roulette With Your Sales Pitch!	Barbara Scalera, Owner & Managing Director, The Perfect (nlp) Pitch	Learn why your pitches, presentations, and communications are falling flat with potential customers, and the powerfully persuasive NLP techniques you can use to resonate with your audience at perfect pitch and see your success skyrocket.

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