



Wine Marketing Workshop with Chris Cook & Robert Trottmann

Sponsored by Southern Oregon Wine Scene

ADDITIONAL SPONSORS: ROGUE VALLEY WINEGROWERS ASSOCIATION | SOUTHERN OREGON WINERY ASSOCIATION | TRAVEL SOUTHERN OREGON | OREGON TRUST FOR WINE EDUCATION & RESEARCH | KISTLER SMALL + WHITE ARCHITECTS | KENCAIRN LANDSCAPE ARCHITECTURE

Monday, March 13, 2017 | 9 am–1 pm | Ashland Hills Hotel



DESCRIPTION

Create loyal customers using a combination of branding, marketing and sales. You will learn how to capture and convey your unique brand and how to get recognized through targeted marketing. This workshop will provide detailed information on creating a strategic marketing plan that encompasses advertising, PR, Internet and tasting room best practices.

We will share inspiring examples of proven results based on solid methodology, market insights and brand-driven identity. You will learn new techniques to improve employee performance, increase per-transaction sales and dramatically grow your wine club. (For example, having tasting room staff focus on listening to the guest and providing service based on the guest's preference always increases sales.)

This presentation is designed to help you increase your winery's direct-to-consumer and retail sales.

REGISTRATION FEE

\$90 per person

\$75 early registration prior to February 10, 2017

Register via PayPal (chris@capiche.us) or by mailing a check to Capiche, 1275 Neil Creek Rd., Ashland, OR 97520. Nonrefundable.

THE PRESENTERS

Chris Cook, Capiche founder, has more than 30 years' experience in marketing and a love of entrepreneurship. Since enrolling at the Southern Oregon Wine Institute in 2015, she has shifted her focus to the wine industry, helping wineries develop their brand and best address their customers' wishes.



To serve southern Oregon wineries, Capiche hosts monthly Wine Industry Round Tables featuring guest speakers on timely issues. Capiche has recently completed Oregon's first-ever statewide tasting room survey, with greater than 70% participation. Results will be highlighted at the 2017 Oregon Wine Symposium.

Chris is an active member of the Southern Oregon Winery Association Marketing Committee and the Oregon Wine Experience's Marketing Committee.

An adjunct professor for Southern Oregon University's MBA program and speaker for SOU's Professional Development Program, Chris has a master in management and BS in communication.

Robert Trottmann,

retail and business development manager at 2Hawk Vineyard & Winery, brings a powerful, enthusiastic and successful model for increasing sales, strengthening guest loyalty and expanding market share to both the front and back end of wine sales. With a lifelong involvement in food, wine and agriculture and a decade of formal ground-to-glass involvement in the Oregon wine industry, Robert understands the opportunities and challenges faced by all of us who stand on the world stage here in Southern Oregon.



Robert holds two degrees in the fine arts and has shown his work worldwide. His understanding of the complex, rich and vague nuances of wine, food and culture make him uniquely qualified to teach, assist and develop your own path toward success in this ever-burgeoning industry.

Photos © David Gibb Photography | dgibbphoto.com