



## **DTC Wine Symposium 2017 Announces First Keynote Speakers, Opens Online Registration for Attendees and Sponsors**

*10th Annual Summit and Fundraiser for Free the Grapes!, January 11-12, 2017, Concord, CA*

Napa, CA, August 3, 2016 – The Steering Committee for the tenth annual Direct to Consumer Wine Symposium has opened online registration for attendees and sponsors, and announced two keynote presenters for the summit and fundraiser, scheduled for January 11-12, 2017 at the Hilton Concord Hotel. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

“From keynotes to workshops, the 2017 schedule will be rich with content that takes a holistic approach to DTC,” said Stephanie Friedman, chair of the 2017 summit and director of consumer sales and marketing for Gary Farrell Winery. “Gone are the days where customer service is simply a call center; where the tasting room, wine club and e-commerce channels operate in silos; where sales is distinct from marketing. Brand-building is a collective call to action, whereby we must create pre-sale fans and strengthen post-sale connections. DTCWS 2017 will help wineries find new ways to build and foster direct connections to those fans.”

### **First Keynotes to Feature the Latest in Global Consumer Trends and DTC Legislation**

Lulie Halstead, chief executive officer of London-based [Wine Intelligence Ltd](http://Wine Intelligence Ltd), will return to the DTCWS podium after her stellar 2014 keynote, one of the highest-rated presentations in the summit’s 10-year history. Lulie, regarded as a leading thinker in wine business strategy, will interpret global consumer trends and how they might impact DTC sales and marketing. Second, Steve Gross, Vice President, State Relations for [Wine Institute](http://Wine Institute), will present his annual “state of the states” keynote. Steve’s presentation, a perennial favorite, will be especially relevant in light of significant wins this year in Pennsylvania and Arizona, as well as anticipated changes that may affect shipment regulations in 2017.

### **Speaker Request for Proposal Now Available**

Laila Subaie, chair of the Sessions Committee, is currently fielding speaker proposals through August 31; for more information visit <http://dtcwinesymposium.com/program/>

Proposed topics will include:

- *Leveraging Metrics: What, Where, When and How?*
- *Creating (and Keeping!) a DTC Dream Team*
- *Reservations Revealed: An Investigative Discussion*
- *Private Client Sales: The Art of White Glove Customer Service*

**Attendee Registration Now Available**

Early Bird discounted pricing is \$495 for a 2-day pass, \$175 for Day 1 only, or \$370 for Day 2 only. The early bird discount expires after December 7. Many wineries send more than one attendee; save \$30 on 2-day registrations at \$465 each. To register, visit: <http://dtcwinesymposium.com/register/> Topic and speaker information will be posted to the event website this fall.

**About the Direct to Consumer Wine Symposium**

The national summit on wine direct marketing and sales is presented by and is a fundraiser for Free the Grapes! After 9 years, the event has raised more than \$1 million for Free the Grapes' PR campaign, and the Coalition for Free Trade's legal work (which "retired" in 2014). These two groups have worked closely with industry representatives and regional associations to streamline onerous regulations and increase the number of legal shipping states from 17 to 44, which represent 94% of the US population. The DTC Wine Symposium is the primary fundraiser for Free the Grapes! [www.freethegrapes.org](http://www.freethegrapes.org)  
[www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

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