



# The 7th Annual Wine Tourism Conference

Brands, Brand Building & Brand Distinction

Lanzerac Wine Estate

Wednesday 17 May 2023

Programme Director: **Africa Melane**

<b>08:00</b>	<b>Registration</b> Tea, Coffee and Snacks
<b>09:00</b>	<b>Introduction</b> Africa Melane, Programme Director
<b>09:05</b>	<b>Welcome</b> Margi Biggs, MD, Specialized Tours & Events / Conference Convenor
<b>09:10</b>	<b>Opening Address</b> Wrenelle Stander: WESGRO CEO
<b>09:20</b>	<b>Keynote Address: Brands, Brand Building and Brand Distinction</b> Pepe Marais, Co-Founder & Group Chief Creative Officer, Joe Public United
<b>10:00</b>	<b>Brand South Africa: Integrating the Excellence of Wine Tourism</b> Tshifhiwa Tshivhengwa, CEO Tourism Business Council of South Africa
<b>10:30</b>	<b>There's Nothing More Distinctive than your Brand Story</b> Katlego Flocart Ditlhokwe, Founder and Brand Strategy Consultant, The Hyphen
<b>11:00</b>	<b>Tea</b>
<b>11:30</b>	<b>Maximizing Wines Sales Through Branding Well</b> Peter McAtamney, Principal, Wine Business Solutions (Australia)
<b>12:10</b>	<b>Building a new South African Brand</b> Paul Siguqa: CEO Klein Goederust
<b>12:30</b>	<b>Panel Discussion: Rebuilding a Brand</b> <i>Moderator: Andrew Douglas, Group Managing Director and Founder, Southern Skies</i> Kevin Arnold, ARN and Associates Pieter Cronjé, Consultant, Vergenoegd Löw Wine Estate Jean-Pierre Rossouw, Owner, The Wine Village
<b>13:00</b>	<b>Lunch</b>
<b>14:15</b>	<b>Panel Discussion: Conservation for Brand Building</b> <i>Moderator: Andre Morgenthal, Project Manager, Old Vine Project</i> Jeremy Borg, Owner, Painted Wolf Wines Shelly Fuller, Programme Manager, WWF South Africa Kathryn Cilliers, Marketing Director, Spier
<b>14:45</b>	<b>Cultivating Brand Warriors</b> Chantel Botha, MD and Founder, Brandlove Training
<b>15:10</b>	<b>Airline Travel &amp; Trends in the New Environment – A Delta Perspective</b> Kevin Campbell, Account Manager, Delta Air Lines
<b>15:25</b>	<b>Building Collective Brand Identities in Wine Tourism</b> Mike Ratcliffe, Chairman, Stellenbosch Wine Route
<b>15:45</b>	<b>Building Diversity and Inclusion in a Consumer Audience</b> Hardy McQueen, Executive Producer, The CyberCellar Wineshow
<b>16:00</b>	<b>Wine Tourism - The Australian Experience</b> Robin Shaw, Wine Tourism Consultant (Australia)
<b>16:30</b>	<b>Wine Tasting</b> Sponsored by Stellenbosch Wine Routes