



# Delivering experiences that inspire.

LANZERAC WINE ESTATE,  
STELLENBOSCH

7:30	Registration
8:30	Welcome – Greg Hughes, OnePoint Group
8:40	Opening Address – Annemie Liebenberg, Visit Stellenbosch
9:00	Trends shaping the future of Wine Tourism – Robin Shaw, Wine Tourism Australia
9:40	Creating a leading customer centric culture for a global market – Niall Anderson, &Beyond
10:20	Tea
10:45	Selling wine through tourism: The job to be done – Jerry Mpufane, The Moreti Partnership
11:25	Panel discussion: ‘How inspiring experiences can boost revenue diversification in Wine Tourism’
12:15	Lunch
13:15	Beyond the Tasting Room: Building customer relationships and revenue that lasts – Andrew Kamphuis, Commerce7
13:55	It Starts from Within: Designing a culture that inspires experiences and drives profit – Deborah Fox, Fox Browne Creative
14:35	Tea
14:55	Why Experience Design Matters in Tourism Strategy – Marisah Nieuwoudt, SA Wine
15:35	Fire-side chats
16:25	Close and thank you – Greg Hughes, OnePoint Group

Wine tasting - join us for a selection of wines from some of Stellenbosch's finest estates.