

# WSET<sup>®</sup> Diploma in Wine & Spirits

## Candidate assignment brief – academic year 2009/10

### **ASSIGNMENT 2:**

#### **International Wine Fairs**

#### **CONTENT, SUGGESTED APPROACH AND SECTIONS IN THE REPORT:**

##### **1. Context**

The wine industry calendar includes a number of international fairs such as LIWSF and Vinexpo. Thousands of people from the industry attend these events each year. However, the costs of exhibiting are substantial, so it is important to ensure that exhibitors get a good return on their investment.

##### **2. Strategy and required sections**

###### a) Presentation and structure:

Assignments should include a declared word count and a bibliography correctly referenced throughout the body of the text.

###### b) Wine Fair Profiles:

The candidate should research the following wine shows:

- Vinexpo
- LIWSF
- Prowein
- and one other of their choice.

They should give a brief profile of each of these, e.g. number of exhibitors, attendance numbers, frequency, location etc. A table format is acceptable for this data.

###### c) Costs:

As an exhibitor, what are the costs of attending an International Wine Fair? Specific costs are not required. A detailed list of items that need to be budgeted for will suffice.

###### d) Benefits and measurement of success of attendance:

The candidate should discuss the benefits to an exhibitor of attending an International Wine Fair. How, if at all, can these benefits best be measured?

###### e) Conclusion and personal commentary

The candidate should consider whether attendance as an exhibitor is worth while.

## **MARKING**

### **Structure:**

The report should be of between 1500 and 2000 words in length (not including appendices, tables or diagrams) with a declared word count and bibliography which is correctly referenced throughout the body of the assignment. Appendices are for the exclusive inclusion of charts, diagrams, tables etc. Allocation of marks will be as follows:

Section a) – including structure and style (coherence, flair, fluency, use of examples), bibliography showing diversity of evidence of research which is used appropriately and correctly referenced, presentation (spelling, grammar, legibility) 20%

Section b) – Wine Fair Profiles: 10%

Section c) – Costs: 10%

Section d) – Benefits and measurement of success of attendance: 50%

Section e) – Conclusion and personal commentary 10%

Examiners will be looking for

- Explicit evidence within the body of the assignment of careful and thoughtful study of the course materials plus additional evidence of diverse and relevant research.
- Evidence that information for the assignment has been drawn from both the trade press and other industry sources.
- Examples and information to justify arguments made in the assignment
- Evidence that the information and examples uncovered by research have been the subject of careful study, analysis and reworking before being deployed in the assignment
- Good presentation and clear thinking. This includes good layout, contents lists and references.
- Evidence of original and reflective thought.
- Candidates must address all required sections and gain an overall minimum mark of 55% to qualify for a pass grade.