



WSET

WINE & SPIRIT
EDUCATION TRUST

UK Residential Training Course

BACK

Business and Commercial
Knowledge Course

11-13 April 2018

WSET's acclaimed Business and Commercial Knowledge course (BACK), bringing together the industry's leading minds to inspire and inform the leaders of tomorrow.

Who should attend:

- Employees of companies within every sector of the wine industry in the UK
- Suppliers for whom the UK is a target market
- The future leaders of the industry

What's covered:

1. Global dynamics and challenges
2. The UK consumer
3. Branding
4. The power of communication
5. Marketing scenarios – group case study 1
6. The UK market
7. The financial implications – from grape to glass
8. Route to the consumer
9. Business scenarios – group case study 2
10. Wine – from the ground up

“It was outstanding... three of the most illuminating days I've had in the wine industry”

Will Heslop – Buyer, Berry Bros. & Rudd

Course details:

Start

Wednesday 11 April 2018
9.00am
(Attendees to arrive the preceding evening)

Location

Odney Club
Maidenhead
Berkshire
SL6 9SR

Finish

Friday 13 April 2018
2.00pm

Cost

£1,550 per student
(all-inclusive)*

*Costs include three nights accommodation. Cancellations must be received by 3 March 2018.

To secure your place or for more information contact us on **+44 (0)20 7089 3841** or **courses@wsetglobal.com**

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A world of knowledge