



WSET

WINE & SPIRIT
EDUCATION TRUST

UK Residential Training Course

BACK

Business and Commercial Knowledge Course

Example Schedule

Below is a sample of the schedule* delegates may expect for the BACK course:

Day 1

8.30am	Introduction to the BACK course	<i>Ian Harris</i>
8.45am	Global dynamics and challenges	<i>Troy Christensen, Mike Paul</i>
11.15am	The UK consumer	<i>Lulie Halstead</i>
1.30pm	Branding	<i>Lulie Halstead</i>
3.00pm	Social media, Communication and Distribution	<i>Robert Joseph</i>
4.30pm	Marketing scenarios - group case study 1	<i>Ian Harris</i>
6.00pm	Presentation of first Group Task	<i>Robert Joseph, Mike Paul</i>
8.00pm	Dinner with guest speaker: "The Challenges of Operating in the UK Market"	<i>David Gleave</i>

Day 2

8.15am	Introduction to Day 2 & review of first Group Task	<i>Ian Harris</i>
8.30am	The route to market in the UK	<i>Mike Paul</i>
9.15am	The financial implications	<i>Gary Wyatt</i>
11.00am	Retailer insights: off-trade, direct-to consumer, independent retail, on-trade.	<i>Laurie Davis, Matthew Kirk, Suzanne Webb, Tony Wellings</i>
1.00pm	Business scenarios - group case study 2	<i>Ian Harris</i>
2.00pm	Participants work on case studies with facilitators	<i>Break-out 'surgeries'</i>
6.45pm	Hand in second Group Task	
8.30pm	Dinner with guest speaker: "The challenges the industry will face in the next five years"	<i>Diana Hunter</i>

Day 3

8.30am	Introduction to Day 3	<i>Ian Harris</i>
8.45am	"Wine – from the ground up"	<i>Stephen Skelton</i>
10.00am	Presentation of second Group Task	<i>Laura Jewell MW, Simon Thorpe, Gary Wyatt</i>
12.45am	Feedback and wrap-up	<i>Ian Harris</i>

*Based on 2017 BACK course.

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