



**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 brings together the industry's leading minds to inspire and inform the leaders of tomorrow. Be armed with the skills and insights to drive your career to the next level.

### 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

### Course details:

#### Start

Wednesday 11 April 2018  
8.30am  
(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)

*“It was outstanding: the calibre of the speakers, the level of debate with our fellow students, the organisation... three of the most illuminating and inspiring days I've had in the wine industry”*

Will Heslop – Buyer, Berry Bros. & Rudd.

To secure your place or for more information contact Student Services on +44 (0)20 7089 3841 or [courses@wsetglobal.com](mailto:courses@wsetglobal.com)

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*A world of knowledge*

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

# BACK 2018 Programme & Faculty

Note: Participants will arrive the previous evening (10 April).

Check-in to rooms at The Manor House (Odney Club) from 2pm. Pre-dinner meet and greet from 7:30pm in the Manor House, dinner to be served at 8.30pm.

## Day 1: Wednesday 11 April 2018

**7.15am** Breakfast in the restaurant of The Manor House

**8.15am** Registration and course check-in, Sir Bernard Miller Conference Centre

**8.30am** Introduction and course briefing

Facilitator: Ian Harris

**8.45am** Global dynamics and challenges

Presenters: Mike Paul and Troy Christensen

**11.00am** Morning refreshment break

**11.15am** The UK consumer

Presenter: Lulie Halstead

**12.30pm** Lunch

**1.30pm** Branding

Presenter: Lulie Halstead

**2.45pm** Afternoon refreshment break

**3.00pm** The power of communication

Presenter: Robert Joseph

**4.00pm** UK distribution channels

Presenter: Mike Paul

**4.45pm** Briefing of first group task: Marketing scenarios

Instructor: Ian Harris

**6.00pm** Presentation of first group task

Panel: Mike Paul and Ian Harris

**7.30pm** Pre-dinner drinks

**8.00pm** Dinner

**Guest speaker: Miles Beale**

*The challenges the UK wine and spirits industry will face in the next five years*

## Day 2: Thursday 12 April 2017

**7.15am** Breakfast in the restaurant of The Manor House

**8.15am** Introduction to Day 2 and review of first Group Task

Facilitator: Ian Harris

**8.30am** The financial implications - from grape to glass

Presenter: Gary Wyatt

**10.30** Morning refreshment break

**10.45am** Route to the consumer

Presenters: Pierpaolo Petrassi (Waitrose), Andrew Shaw (Conviviality PLC), Tony Wellings (The Antipodean Sommelier Ltd), Matthew Kirk (The Wine Society), Neil Bruce (Fullers)

**1.00pm** Briefing of second group task: Business scenarios

Instructor: Ian Harris

**1.15pm** Lunch

**2.00pm** Participants work on case studies with facilitators

Break-out 'surgeries' as required (Neil Bruce, Justin Howard-Sneyd MW, Tony Wellings, Mike Paul, Robert Joseph)

**6.45pm** Hand in second group task

**7.30pm** Pre-dinner drinks

**8.00pm** Dinner

**Guest speaker: Robert Joseph**

*Opportunities for wine professionals over the next five years*

## Day 3: Friday 13 April 2018

**7.15am** Breakfast in the restaurant of The Manor House

Note: participants must check out of rooms before sessions begin on the final day

**8.30am** Introduction to Day 3

Facilitator: Ian Harris

**8.45am** Wine – from the ground up

Presenter: Stephen Skelton

**9.45am** Morning refreshment break

**10.00am** Presentation of second group task

Board of Directors: Laura Jewell MW, Gary Wyatt and Simon Thorpe  
Facilitator: Ian Harris

**12.45pm** Feedback and wrap-up

Facilitator: Ian Harris

**1.15pm** Final lunch

**2.00pm** Participants depart

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

Programme correct at time of release 28.03.18