



Inform. Inspire. Connect.

NAVIGATING THE BEVERAGE SUPERHIGHWAY

29 August 2024



Following the sell out success of the 2023 New Zealand Winegrowers Wine Business Forum get ready for our 2024 event: Navigating the Beverage Superhighway.

This day-long forum will focus on the business of wine with a programme designed to inform, inspire and connect promoting knowledge sharing and collaboration amongst the NZW membership. The overall focus will be on understanding our consumers, evolving trends, and highlight what opportunities to innovate lie ahead.

- Including brand experts, industry practitioners, leading wine industry commentators and trade, the programme will build upon our industry's momentum and how we can leverage learnings to continue to advance New Zealand's premium global position.
- The best way to predict your business future is to create it. The line-up of speakers will help attendees better understand changing global trends, the issues and opportunities to be navigated, and how New Zealand wineries might best respond to sustain a successful future.

Reasons to Attend

- **Expert Insights:** Learn from global visionaries, industry pioneers, and experts in AI, sustainability, wine trends, wine tourism, direct to consumer and innovative marketing strategies.
- **Networking Opportunities:** Connect with like-minded professionals, industry leaders, and friends.
- **Tailored for You:** This forum is exclusively curated for NZ Winegrowers members, ensuring the content is relevant and tailored to both your domestic and international needs.

Who Should Attend?

Business Owners, Decision-Makers, Winemakers, and Marketers: Active participants in the wine industry looking to gain strategic insights and innovative approaches to help future proof your business.

Topics

- **AI in Wine Marketing:** Explore the cutting-edge applications of Artificial Intelligence (AI) in revolutionising the way we approach marketing within the wine industry.
- **Innovative Strategies:** Pioneering the future trail with insights from industry pioneers on innovative marketing strategies that will set you apart in a competitive landscape.
- **Sustainability in Wine Business:** Elevate your perspectives on sustainability as a marketing asset, and enhance your brand.
- **Wine Tourism and Global Trends:** Explore future visions of wine tourism and beyond, gaining insights into the global trends shaping the industry.
- **Navigating evolving lifestyle trends and alcohol consumption guidelines:** How do we respond strategically?
- **Direct-to-Consumer Mastery:** Craft resilient connections with consumers through direct-to-consumer mastery.

New Zealand Wine
Altogether Unique 2024

Te Papa | Wellington | 29-30 August



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HELPING SHAPE THE FUTURE OF NEW ZEALAND WINE