

**PRACTICAL MARKETING FOR
WINERIES &
CRAFT BEVERAGE
PRODUCERS**



Mondays, April 4 & 11, 2022
Introduction to out of the box
thinking and trending
approaches to marketing.

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PRACTICAL, REAL-WORLD EXAMPLES AND EXPERIENCES FOR MARKETING THE INDUSTRY

Sessions will be geared to the needs of students to create a "tool box" of approaches to achieve their desired marketing outcomes. Focus is to touch on individual brand development and positioning within the regional wine and craft beverage community. Discussions will include:

- Generational marketing differences
- Basic tasting room design and layout
- Club development
- Use of secret shoppers
- The need to focus on experiential marketing
- An overview of the various marketing channels like print, web, electronic and social.

The course will focus on the power of storytelling, working distributors and the retail trade, on using video and working with influencers and on the kinds of details that separate successful marketing efforts from mediocre ones. Classes will also address trade shows and conferences as well as finding financing for marketing efforts.

COURSE INFORMATION & COST

DATES TIMES

- Mondays, April 4 & 11, 2022
- 9 a.m. - 5 p.m.
- In-person (Kent State Ashtabula campus) or Remote (Teams or Zoom)

COST

- In-person: \$225 per person, includes 2 lunches and 1 post-class networking event
- Remote: \$200 (remote attendance details to follow)
- Register at www.kent.edu/ashtabula/wine or call 440-964-4309

INSTRUCTOR DONNIELLA WINCHELL

- Executive Director for the Ohio Wine Producers Association and 2002 Ohio Wine Hall of Fame inductee, Donniella Winchell believes that the best wine marketing programs are based on a strong public relations component supported by consumer tasting events. She has served on the boards of the Winegrape Growers of America, the WineAmerica State Advisory Panel, the Ashtabula County Convention and Visitors Bureau, the Ohio Travel Association and on the Ohio Division of Travel and Tourism Advisory Committee as well as on several other travel and economic development councils.

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