

Wine Packaging Strategy Decide, Design, Impress

June 3, 2014: Networking Reception and Dinner

June 4, 2014: Program

UC Davis Activities and Recreation Center
Davis, CA



www.winepackagingprogram.com

Join us for this first of its kind Packaging Strategy Un-Conference

Our goal for this program is for participants to gain newly developed insights and tools from academic, as well as, industry professionals on the topics most closely involved in strategic wine package decision making. As a participant, you will have the opportunity to participate in curated conversations and debates, and gain tools through actionable exercises that you can take back to the office and implement in order to make real change.

As an interactive un-conference, we will avoid the talking-head delivery style, and engage you in real discussions that matter with leading industry insiders! You'll hear new information that you can't get anywhere else, and have the opportunity to broaden your industry network at the same time.

Registration Fee and Contact

Registration fee, includes all course material, educational fees, and meals: \$1,295.00

- Group discount available when registering two or more people from the same company. Every additional registration is \$995.

Contact Us!

If you have questions about the Wine Packaging Strategy program, please contact us! We're happy to talk to you about the program and answer any questions you may still have after reviewing [the website!](http://www.winepackagingprogram.com)

Dr. Angela Stopper, Director of Faculty and Learning Experience

telephone: 530-752-7240

or

Jenna Makus, Program Manager

telephone: 530-752-6523

Or you can contact us by email at:

info@wineexecutiveprogram.com

Key Note Speakers



Vivian Barad
Senior Project Lead and
Industrial Designer at IDEO



Judy Guo
Materials and Manufacturing
Engineer at IDEO

Opening Keynote: Finding Inspiration for Innovative Packaging at IDEO

In our opening session, you will have the opportunity to engage in a fast-paced design thinking exercise with experts Vivian Barad and Judy Guo from the award winning global design firm, IDEO. The session is meant to stir your creative thinking about packaging innovations that could touch the wine industry, and get you ready for a day of discussion, debate and discovery. You will leave this session with knowledge and tools that you can take back to the office to use immediately, bringing the exclusive IDEO brainstorming process to your team.

The Program at a Glance



Christian Miller
Director of Research at Full Glass Research

Applying Research to Package Decisions: The Good, the Bad, and the Potential Pitfalls. Improve your odds of success by doing your homework! In this session, Christian Miller from Full Glass Research will discuss with you the pros and cons of doing research, and why so many companies skip this step when considering package design.



Dr. Anita Oberholster
CE Specialist in Enology, UC Davis

New Research: Closure Innovation Study. Dr. Anita Oberholster will discuss the findings of a UC Davis research study on closure technology led by Dr. Andrew Waterhouse. Be the first to hear what they found when presenting consumers with wine that has been bottled and capped with natural cork, synthetic cork and screw tops.



Brian Lechner
Vice President and Group Client Director for Nielsen

Presentation of Consumer Data. Hear the latest proprietary wine industry market trends data directly from Brian Lechner of Nielsen. Discover what you need to know when thinking about packaging from a customer's perspective.



Jeff Slater
Director of Global Marketing for Nomacorc

10 Ways that Wine Packaging Creates Emotional Bonds with Consumers. Hear from Jeff Slater how packaging decisions can be used to create an emotional bond with consumers. The framework discussed will give you an excellent tool to use back at work when making package decisions.



Robert Dyer
Merchandise Director of the Pacific Division for Walmart Stores Inc.

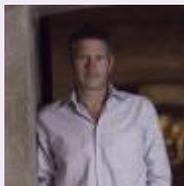


Pat Merrill
Cofounder and General Partner of Merrill Research



John Conover
GM/Partner at Plumpjack Estate, Cade Estate and Odette Estate Wineries

Stories from the Front Lines. Engage in a discussion facilitated by Jeff Slater with Robert Dyer, Pat Merrill and John Conover, restaurant, retail and consumer research experts in-the-know about what really happens when customers makes a purchase decision.



Corey Beck
GM/Director of Winemaking for Coppola



Alison Crowe
Director of Winemaking for Plata Wine Partners



Teresa Mengali
Production Manager for Truett-Hurst, Inc.

Living Case Studies. Hear directly from Corey Beck, Alison Crowe and Teresa Mengali what went well, what could have gone better, and the unexpected obstacles that needed to be overcome while leading their wineries through some major packaging redesigns.



Facilitated by Dr. Jim Lapsley, UC Davis Viticulture and Enology Department



Dale DeVore
Director of the Product Design for the Ardagh Group

Innovations in Glass Design. Everyone has questions when it comes to what kind of glass to use when bottling their wine, or if they should even use glass at all. Hear from Dale DeVore about what your glass partner can offer you to set your product apart.



Andrew Sauber
Sustainability Manager at O-I

Other Notable Advances and What it all means for Sustainability. A conversation with Andrew Sauber, designed to help you know what questions to ask when exploring sustainable packaging options, while giving you the latest ideas and opening you up to new ways of thinking about current trends and what they really mean to you.



Bill Leigon
CEO of Jamieson Ranch Winery



Tim Keller
Founder and CEO of VinPerfect



Jordan Kivelstadt
Founder and CEO of Free Flow Wines

Conversations that Matter: Fads, Trends and Ideas That Took Hold. Talk with industry insiders Bill Leigon, Tim Keller, and Jordan Kivelstadt and debate their predictions for the future.



Facilitated by Paul Franson, Senior Correspondent for Wines and Vines