



**“Marketing and Event
Management for
Horeca & The Wine Industry”
12th till 14th December 2016**

Introduction

Under the current scenario of sales, consumption trends and world economy, it has become a necessity for Horeca and the wine industry to implement new marketing and promotional techniques as well as innovative events. Marketing and promotion are one of the weakest points of the wine and Horeca industries, especially in Europe.

Another of the weak areas of the industry are events that can reach potential consumers and boost consumption. Most wine and food events rely on guided tastings, trade fairs, competitions and sampling. These events, although necessary for the industry must be improved to make them more entertaining and appealing. New types of events need to be implemented, directed to potential consumers.

Taking the above into consideration, The American College in Spain and Chrand Marketing & Events have developed a seminar that focuses in improving the mentioned areas. With the help of Chrand the seminar offers marketing and event management strategies taken from the world of sport, music and entertainment applied to the Horeca and wine industry.

The Organisers

CHRAND Marketing & Events

Chrand specializes in the marketing, design and organization of events in music, sports and wine. We have managed concerts with Sting, Tom Jones, Enrique Iglesias and Pink Floyd; sporting events with Agassi, Edberg and Sánchez Vicario; tournaments such as the World Cup of Indoor Trials and Davis Cup; conferences with Al Gore, Kofi Annan and Francis Ford Coppola. We have also managed some of the most important events of the wine industry, such as Winefuture in Rioja and Hong Kong, Robert Parker's tastings in Spain and Hong Kong, as well as three editions of the World Conference on Climate Change and Wine.

The American College in Spain

The American College in Spain (ACS) is a US university affiliated to Broward College, the second largest university in Florida, which offers students the possibility of beginning their university career in Marbella and then transfer to an accredited university in the United States to complete their studies.





CHRAND
Marketing & Events

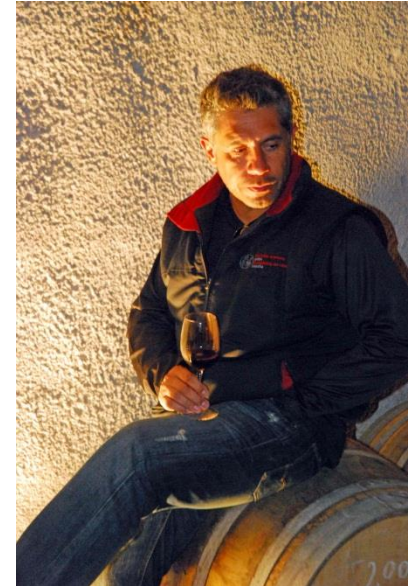
The Faculty



An Affiliate of:
BROWARD COLLEGE
www.broward.edu
FLORIDA, USA

Pancho Campo

- CEO for Chrand Management and founder of The Wine Academy of Spain. Former tennis professional and Olympic participant who has 25 years of experience organizing events at the highest level.
- Although no longer a member of the IMW, Pancho was the first Spaniard to become Master of Wine. He founded Winefuture Rioja and Hong Kong as well as the World Conference on Climate Change & Wine. He developed the Spanish Wine Experience, a seminar to promote the wines and foods of Spain conducted in more than 80 cities of 20 countries.
- Pancho has worked with the likes of Robert Parker, Francis Ford Coppola, Sting, Andre Agassi, Pink Floyd, Al Gore, Kofi Annan and many other celebrities.
- He has worked in sponsorship, marketing and events for Adidas, Reebok, Pepsi Cola, Nokia, Jaguar, Krug, Carrera and Coca Cola amongst others.



Topics

1. Basic marketing concepts
2. Analysis of the wine industry
3. Marketing for the Horeca industry
4. Organization and management of events
5. Neuromarketing
6. Sponsorship negotiation
7. Sales and promotions for Horeca
8. Practical sessions
9. Public speaking at presentations and tastings
10. Internet & Social Media
11. Wine Tourism

GOALS

- Learn the basic concepts of marketing and promotion .
- Apply promotion and marketing techniques to the food & wine industry and Horeca sectors.
- Plan, organize and manage effective events.
- Learn how to design and conduct tastings, wine events and food events.
- Learn how to design marketing and promotional campaigns.
- Learn improved sales techniques.
- How to improve sales in the Horeca sector.
- Learn public speaking techniques for conducting wine tastings, product presentations and conferences.
- Learn the latest trends in neuromarketing and its application to the food & wine industry.

WHO SHOULD ATTEND?

- Restaurant staff
- Importers & Distributors
- F & B personnel
- Hotels staff
- Sommeliers
- Winemakers & Winery personnel
- Marketing staff
- Retailers
- Export personnel
- Wine shops
- PR & Communications
- Journalists and bloggers
- Organizers of trade fairs and events



PROGRAM

Day 1

- 09.30 – Presentation
- 10.30 – The industry
- 11.30 - Coffee Break
- 12.00 - Marketing I
- 13.30 - Lunch
- 14.30 – Marketing II
- 16.00 – Neuromarketing

Day 2

- 09.30 – Event Management
- 10.30 - Sponsorship
- 11.30 - Coffee Break
- 12.00 - Public speaking
- 13.30 – Lunch
- 14.30 – Horeca
- 16.00 – Practical work

Day 3

- 09.30 – Wine Tourism
- 10.30 – Social Media
- 11.30 - Coffee Break
- 12.00 – Practical work
- 13.30 – Lunch

REGISTRATION & PRICE

- **Cost of the Course350€**

It includes:

- 16 hours of class
- Coffee breaks
- Study material
- Diploma of attendance issued by university The American College in Spain

- **Details for the Registration, click here: [REGISTRATION LINK](#)**

- **Address:**

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