



Wine Media Conference Announces 2019 Media Partners

February 19, 2019 - The [Wine Media Conference](#) has partnered with four Australian media publications for the 2019 event: [Winestate Magazine](#), [National Liquor News](#) (and its partner online newsletter [TheShout](#)), [Gourmet Traveller WINE](#), and the [Halliday Wine Companion](#). The conference will take place October 10 - 12 in the Hunter Valley in New South Wales.

"The Wine Media Conference seeks to gather those writing, videoing, and photographing about wine and the wine industry from around the world in one room," says Allan Wright, owner of Zephyr Conferences which is organizing the conference. "While we already have 55 participants registered from North America - our home base - we greatly appreciate the support of these four major Australian wine periodicals to help us spread the word to Australian media and the Australian wine industry."

The ranks of wine media no longer consist solely of those writing about wine for major periodicals. Wine media are now just as likely to communicate about wine on social media, on blogs, or via photography, videography, or even smartphone app. "The rise and rise of social media and bloggers is a phenomena that cannot be ignored," stated Peter Simic from WineState Magazine. "With the fragmentation of all Media, this is a tide that is growing and we fully support this conference."

This fragmentation of wine media also affects the knowledge and tools those communicating about wine need to have. Being a member of the wine media in 2019 involves using social media, incorporating photography and video, communicating with a community of followers, often having an effective website, and even knowing how to promote oneself. The two-day conference will focus on educating writers, influencers, bloggers and wine industry attendees on how to succeed in this modern world of wine communications.

Part of the reason these four periodicals have chosen to support the Wine Media Conference is because of the unique opportunity it brings to the Australian wine industry. "Gourmet Traveller WINE is delighted to be supporting the Wine Media Conference," explains editor Judy Sarris. "It is a wonderful opportunity to make contact with writers from around the world, share the story of Australian wine with them, and to learn more about the wine scene in various countries from which they come."

About the Wine Media Conference

The Wine Media Conference (www.WineMediaConference.org), founded in 2008 as the Wine Bloggers Conference, is the preeminent annual gathering for wine media. The conference attracts wine writers, wine bloggers, and wine influencers who write, photograph, and video about wines and the wine industry. It is also designed for wine industry communicators who wish to interact with the attending media and learn from the exciting content at the conference, most of which is applicable or exclusively oriented to wineries and other wine industry companies. The 2019 conference is the first event being held outside North America and is supported by Wine Australia's International Wine Tourism Competitive Grants program – a component of the Australian Government's [\\$50 million Export and Regional Wine Support Package](#) – as well as Destination New South Wales and Wine Communicators of Australia.

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