



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

**Media Release**

**JUNE 2019**

## **WCA TO EXPLORE WHY CONTENT IS KING IN WINE COMMUNICATIONS**

South Australia's grape and wine community are invited to Wine Communicators of Australia's (WCA) next panel session in Adelaide that will explore how the Australian wine community is using digital content to connect with consumers.

Held at The University of Adelaide's Thinclab - MBA Lounge on Thursday 27 June, the informal networking evening will see a diverse panel discuss their experiences in connecting with consumers and how digital tools can better inform content strategy.

The evening's MC Marni Cook – The University of Adelaide, Program Director Wine Business and WCA Board member – said the event would provide an opportunity to delve into different experiences across the sector.

"As the saying goes, content is king. But, just how does the wine community find the sweet spots in creating meaningful connections with their consumers? It's a topic that is sure to raise some interesting conversations and new areas for wine brands to explore," she said.

Ms Cook will guide the evening's conversations through a range of thought-provoking topics, leading a panel including:

- Howard Duncan – Chief Operating Officer, Artisans of the Barossa
- Amber Flavel – Marketing Manager, Howard Vineyard
- Jason Nikolas – General Manager, Grapes of Mirth
- Hannah Bentley – Communications Manager, Wine Australia

### **Event details**

Content is king – how are wine marketers/communicators using digital content to connect

Date: Thursday 27 June 2019

Time: 6pm for 6.30pm start

Location: The University of Adelaide, Thinclab - MBA Lounge, Level 7, 10 Pulteney Street Adelaide

Cost: \$30 (WCA members), \$40 (Non-members). Includes wine and nibbles.

RSVP: <https://winecommunicators.com.au/events/>

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### **For more information please contact:**

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### **ABOUT WCA**

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members.