

## Media Release

15 May 2020

### Virtual Tasting webinar series with an international flavour

The Department for Trade and Investment (DTI), in partnership with Wine Communicators of Australia are hosting an interactive webinar series for South Australian producers to learn best practice production and execution of Virtual Tastings, with a business to business (B2B) focus.

COVID-19 restrictions for both domestic and international travel, wineries ability to sell to their distributor base has been diminished. Virtual tastings provide a perfect opportunity for businesses to broaden their reach without having to leave their backyard.

Wine Communicators of Australia have engaged Achieve Video Marketing to present this three-part series webinar and it will be hosted by RingCentral.

Achieve Video Marketing are South Australian based video marketers and experts that produce creative and entertaining videos for their clients, including the development of social media marketing plans.

RingCentral, Inc. (NYSE: RNG) is a leading provider of cloud Message Video Phone (MVP), customer engagement and contact centre solutions for businesses worldwide.

In this webinar series, South Australian producers will gain step by step instructions on how to develop their own professional virtual tasting, outcomes will include:

#### **Webinar 1**

##### **Virtual Tasting setting the Frame Work 1 June 2020, 12.30pm – 2.00pm (ACST)**

Achieve Video Marketing will guide participants through the technical side of delivering a virtual wine tasting. Participants will learn about the different platforms that are available, what equipment they can use, importance of lighting, how to manage sound and learn from the experts. Learn from the best on the do's and don'ts in producing a professional Virtual Wine tasting with a world class standard business to business approach.

#### **Webinar 2**

##### **Virtual Tasting creating Killer Content 3 June 2020, 12.30pm – 2.00pm (ACST)**

Guided by Achieve Video Marketing, this webinar will focus on the marketing requirements for hosting a successful B2B virtual wine tasting. Participants will learn how to write engaging copy, how to connect with your target market and how to manage your database, how to maximise your sales potential.

We will also hear from Ali Lockwood, Manager – Stakeholder Engagement, Wine Australia and the South Australian Tourism Commission who will be detailing what tools are available to South Australian Producers.

**Webinar 2**  
**Virtual Tasting learnings from your Peers**  
**5 June 2020, 12.30pm – 2.00pm (ACST)**

The final webinar in this series will host a panel of four experts who will share with participants their experiences and learnings from hosting virtual tasting for consumers, distributors, and wine media. They will also be discussing the importance of content.

This third webinar in the series will appeal to a broad cross section of the wine industry with panel members representations from large events, quirky brands, super premium, and premium wine producers. Hear from:

Oliver Budack – Maxwells Wines  
Anna Fisher – Zontes Footsteps  
Justine Henschke – Henschke Wines  
Dan Sims – Revel Global

Registration for this webinar series is open to South Australia wine producers and can be made through the following link: <https://winecommunicators.com.au/event/webinar-series-driving-your-business-forward-through-virtual-tastings/>

The partnership with Department for Trade and Investment is another example of how Wine Communicators is collaborating with industry to building excellence in wine communications.

*Media Contacts:*

**Lynda Schenk**, Executive Officer, Wine Communicators Australia. Mobile: +61 (0)400 811 002, Email: [exec@winecommunicators.com.au](mailto:exec@winecommunicators.com.au)

**About WCA**

Wine Communicators of Australia aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members. WCA's annual program includes networking events, webinars and its prestigious lunches in association with three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine Communicator Awards and Legend of the Vine Awards. For more information visit [www.winecommunicators.com.au](http://www.winecommunicators.com.au)

**About DTI**

Department for Trade and Investment helps industry, business and communities identify and capitalise upon opportunities for job creation and economic growth.

A strong economic future for South Australia depends on growing exports and making it easier for international partners to do business.

The Department for Trade and Investment works with South Australian businesses and stakeholders to boost exports, grow the state's international engagement and showcase South Australia to the world.

The Department supports businesses to connect with overseas markets, create strong international relationships and capitalise on export opportunities, while at the same time, strengthening the South Australian economy and creating jobs.