


The Wine Industry Direct Marketing Seminar



Stretching your marketing budget in tough times

A One Day Event in the Barossa Valley and McLaren Vale

with Malcolm Auld, Cathy Allington and John Hancock.
Includes hands-on database software demonstration

Essential marketing advice for wineries, wine retailers and distributors

If you want to fight the economic downturn and position your company to take off when the cycle turns up again, don't miss this event. The speakers have decades of experience marketing wine in good times and bad. You'll gain loads of money-making ideas you can immediately put to use in your business.

**Wednesday, 17 June, 2009 at Chateau Tanunda,
Basedow Road, Tanunda**

**Thursday, 18 June, 2009 at Willunga Golf Club,
St. Peters Terrace Willunga**

Sponsored by:



Get ready for a busy and profitable day

Morning Sessions

9:00am – 10:30am

Direct Marketing Essentials

Malcolm Auld

- What we're really doing online and the implications for marketers
- Why websites can increase the cost of business
- The two ways of marketing – which one is right?
- Where to invest your budget for best results
- Building and sourcing lists
- The rise and fall of e-mail marketing
- Why testing is essential
- Integrating mail and web
- Making social networks pay

10:30am – 11:00am

Morning tea

11:00am – 11:30am

Direct Marketing Essentials (cont'd)

Malcolm Auld

11:30am – 12:30pm

CRM made easy for wineries

Cathy Allington

- Translating CRM theory into practice
- Turning point of sale and accounting systems into databases
- Using your database to improve sales and profitability
- Database software demonstration with winery case studies

12:30pm – 1:30pm

Lunch (included in registration fee)

Afternoon Sessions

1:30pm – 3:00pm

Offer design and copywriting

John Hancock

- Why offers are essential
- The two parts of an offer
- Basic offer design
- Improving your offers
- Writing copy that sells

3:00pm – 3:30pm

Afternoon tea

3:30pm – 4:30pm

Review of your mailings and websites

John Hancock

- John will review and edit websites, mail and email campaigns of delegates' companies to help improve results

4:30pm – 5:00pm

Q&A with the panel

5:00pm

Close

During the breaks you'll be able to test drive database software designed specifically for the wine industry.



**\$49.50 value,
yours *FREE***

When you attend the seminar, you'll also receive a copy of Malcolm Auld's best-selling textbook, *Direct Marketing Made Easy*.

It's worth \$49.95, but your copy is **FREE**.

Your tutors



Malcolm Auld is a marketing manager, educator, and the author of one of Australia's best-selling marketing textbooks, *Direct Marketing Made Easy*. He also wrote *E-mail Marketing Made Easy*, the world's first non-American book on the subject.

One of Australia's most popular marketing educators, he has trained more direct marketers in this country than anyone else and is a regular contributor to business publications and television shows. He has won awards from the Australian Marketing Institute, the Australian, US and Asian Direct Marketing Associations. And he's made wine, marketed wine, and spoken to hundreds of people involved in the wine industry about implementing simple and effective direct marketing activities.



Cathy Allington has been involved in customer relationship management (CRM) for over 13 years, and has worked with most of the CRM systems for small- to medium-sized businesses.

She is now Managing Director of You Grow Pty Ltd, which markets software developed as a result of working with wineries. The company was a national winner in the Secrets of Australian IT Innovation Competition 2005, for Business/Industrial software. The awards are presented nationally for most innovative new technology. The company's latest release, a CRM interface for MYOB, was launched at the CeBit Australia Expo in Sydney this past May.



John Hancock is one of Australia's most respected copywriters and direct marketing teachers. He came to Australia as Creative Director of O&M/Results where his clients included American Express, Shell, and 3M. His campaigns won Gold awards from ADMA and the US Direct Marketing Association.

John headed the in-house creative department at Cellarmaster Wines during the company's explosive growth in the '80s and '90s, working with industry leaders like John Parkinson, Nick Bulleid, and Randolph Bowen. After the sale of Cellarmasters to Fosters, he worked with the wine division's direct marketing operations in the UK, Netherlands, Belgium, France, and the USA.



Cost underwritten by Australia Post

A full day with senior direct marketing professionals is not cheap. But Australia Post has underwritten the majority of the cost, so you pay only **\$195.00** for the entire day, including lunch.

This is exceptional value for a one-day seminar with direct marketing specialists of this quality. Don't miss out. Confirm your place right away. Complete and return the attached Registration Form in the postpaid envelope provided. Or fax it to **(02) 9976 0644**. Either way, please confirm your registration by Monday, 8 June, 2009.

Registration Form and Tax Invoice

THE MARKETING CAMPUS
ABN 66 094 750 697

To register for The Wine Direct Marketing Seminar just complete this form and post it to The Marketing Campus, PO Box 298, Manly, NSW 1655, or fax to **(02) 9976 0644**. Either way, please confirm by **Monday, 8 June, 2009**.

If you have any questions, please ring **Katy Thompson** on **(02) 9976 0900**.

Registration fee is \$195.00 (incl. GST) per delegate.

**DELEGATE
BONUS**

Free book by
Malcolm Auld

Mr Mrs Miss Ms

First Name _____

Last Name _____

Position _____

Phone (_____) _____

E-mail _____

Mr Mrs Miss Ms

First Name _____

Last Name _____

Position _____

Phone (_____) _____

E-mail _____

Mr Mrs Miss Ms

First Name _____

Last Name _____

Position _____

Phone (_____) _____

E-mail _____

Cancellation Policy: Cancellations received prior to 10 June 2009 will receive a full refund. Cancellations received from 12 June 2009 up to and including 16 June 2009 will be charged an administration fee of \$100. Registration is transferable within an organisation if notice is provided to katy@madmail.com.au prior to 15 June 2009.

Privacy Policy: The information submitted on this Registration Form will only be used by The Marketing Campus Pty Ltd for purposes related to the administration of the Wine Direct Marketing Seminar. No information is made available to sponsors or other third parties.

www.marketingcampus.com.au

Company Name _____

Postal Address _____

_____ State _____ Postcode _____

WE WILL BE ATTENDING:

Wednesday 17 June Thursday 18 June

PLEASE CHARGE MY:

Visa Mastercard AMEX

TO THE AMOUNT OF:

No. of seats @ \$195.00 (incl. GST) = Total \$ _____

Card Number

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The Marketing Campus for \$ _____ (incl. GST)

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(02) 9976 0644

MAIL Wine Direct Marketing Seminar
The Marketing Campus
PO Box 298
Manly NSW 1655

EMAIL katy@madmail.com.au

For more information please call Katy Thompson on
(02) 9976 0900.

