

Centre for Innovation, Management and Enterprise Education presents:

Wine Marketing: Theory and Application

These two three-hour seminars are primarily designed for new entrants into the industry, potential new entrants, and those who just wish to brush up on their marketing skills. Although theory can at times be quite practical, the real focus of the two-part seminar is the application of theory to the marketing of wine. What is good label design? How do you sell to the LCBO? What are the low-cost, no-cost approaches to marketing research in the industry? What do consumers want? The seminar will cover the breadth of topics that bedevil industry participants with leading edge marketing theory anchored by practical application.

Two Wed. evenings, Nov. 6 & 13, 2013, 6:30 p.m. - 9:30 p.m.
Chamber Education Centre, 1 St. Paul St., St. Catharines
\$249 plus HST

Instructors: Team of Carman Cullen and Jillian Nero

Carman Cullen has nearly three decades teaching Marketing and a decade of research and teaching in the wine industry bringing a wealth of experience to the theory of Wine Marketing. Carman has been the recipient of numerous teaching awards and has presented papers and conducted seminars around the world. Dr. Cullen, from the Goodman School of Business at Brock, originated, and continues to teach, the Wine Marketing course at Brock University.

Jillian Nero is an experienced Marketing and Sales professional with over 9 years of experience in brand management, strategic planning, event management and creative development for Niagara's emerging wine industry. Her passion for wine began through a Co-op placement at Peller Estates Winery and developed during an exchange to ESC Dijon in France. As the Marketing and Sales Manager at Flat Rock Cellars for over 7 years, Jillian helped develop and execute the marketing strategies for this successful winery while contributing to industry initiatives and committees including Somewhereness, I4C, TVTA and the WCO. She currently works to produce labels for the wine industry at A1 Label in Toronto. She holds a BBA (Hons) Marketing Concentration from Brock University.

To register for any seminar, please call the Greater Niagara Chamber of Commerce Office: 905 684-2361 OR e-mail admin@gncc.ca.