

SoWINE
SOUTHERN OREGON WINE
MARKETING & SALES CONFERENCE

Evaluation Summary

55 of 100 attendees completed evaluation forms

Developing a Solid Marketing Plan for Wine/Winegrapes. Dixie Huey

RATING: 8.85/ 10 (54 respondents)

COMMENTS:

- Helped me to get focused. Took the most notes in this session.
- Dixie explained it in such a way to make it simple and fun! I can't wait to put my plan together! Very easy to understand and actionable.
- Huge amount of material
- Kicked me into doing a better and more up-to-date marketing plan/analysis!
- Dixie was succinct and clear
- Good content; makes marketing plan development sound painful; good tips
- Very good
- Good "ground level." Effective takeaways
- Enjoyed presentation and will implement many of her ideas
- Very good information well presented
- Would have loved more info and emphasis on marketing grapes!
- Drove home the importance of "pre" planning and continued planning
- Great speaker, great ideas
- Soft, professional presentation with good background in the wine business
- Cute speaker – fun to listen to. Knowledgeable, presents nicely
- Would have been nice to go into a little more depth about the marketing side, but understandable that we were keeping it fairly simple
- Dixie did a great job telling us to create a marketing plan, but I'd like to hear/see more ways to put the plan into action or make it more sticky/dynamic

For me, the most valuable presentation was:

- Developing a Marketing Plan (16 mentions)

Topics I'd like to see covered at the next SoWine Conference.

- Using a marketing agency to promote your business
- More on customer service training