

workshop



The Willamette Valley
Wineries Association
presents

A Marketing Workshop

with Dixie Huey of Trellis Wine Consulting

Join us for an informative, action-oriented two-hour seminar that will help you stimulate demand for your wines. You'll assess your winery's particular situation and learn actionable ways to improve your positioning and sales.

Driving Sales with Marketing-Driven Strategies Tips on What You Can Start Implementing Today to Increase Demand for Your Wines.

- Create a consistent and compelling image and story
- Make your web and social media sites work harder for you
- Stronger wholesaler, customer and consumer communication
- Manage the information flow effectively
- Avoid top 5 marketing mistakes



Trellis Wine Consulting, LLC is a full service branding, strategy and communications firm for wine businesses. Services include brand identity and packaging, marketing and sales strategy, business planning, website design, social media and e-marketing, and public and media relations. The company delivers exceptional value to clients by providing a unique blend of **breadth of services** and **depth of expertise** that supports efficient and effective growth and enhanced profitability.

Founder and proprietor, Dixie Huey, is a wine industry veteran with a decade of experience in marketing and management. She has successfully guided over 40 wineries ranging in size from small, family-owned operations to international corporations. Huey is a wine marketing instructor at the Northwest Viticultural Center in Oregon, holds a MBA in finance from University of Colorado at Colorado Springs and certificate from the Court of Master Sommeliers, and is a frequent industry panelist and wine competition judge.



schedule



***Wednesday, September 23**

9:30 to 11:30 AM - Session 1
1:00 to 3:00 PM - Session 2

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Vista Hills Vineyard

6475 Hilltop Lane
Dayton, OR 97114

***Thursday, September 24**

9:30 to 11:30 AM - Session 3
1:00 to 3:00 PM - Session 4

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Northwest Viticulture Center

215 Doaks Ferry Road
Salem, OR 97304

**All workshop content identical. Registrants need only attend one session.*

registration

Registration fee is \$20 per attendee. LIMITED SPACE REGISTER NOW!

Name(s): _____

Winery: _____

Email: _____ Telephone: _____

Enclosed is my check in the amount of \$ _____ for _____ participant(s).

Please charge my credit card _____ expiration date _____

_____ reservations for Session 1 - Wednesday, September 23 workshop

_____ reservations for Session 2 - Wednesday, September 23 workshop

_____ reservations for Session 3 - Thursday, September 24 workshop

_____ reservations for Session 4 - Thursday, September 24 workshop

If you are paying with a credit card, please email your registration form to info@willamettewines.com or fax to 503-292-0713. If you are paying by check, please send to the WVWA office, made out to *Willamette Valley Wineries Association, PO Box 25162, Portland, OR 97298*. **Questions? 503.297.2962**