

EWBC 2012 Conference in Izmir

Pre Conference Activities and Trips - Nov 5th - 8th	
Monday, November 5th (Istanbul)	20:00 - Dinner at Mimolett Restaurant, Istanbul
Tuesday, November 6th (Istanbul)	06:30 - Çanakkale & Tekirdag Wine Trip Leaves from Istanbul
Wednesday, November 7th (Istanbul)	09:00 - Walking tour of Istanbul 20:00 - Dinner at Frankie, Istanbul
Thursday, November 8th (Izmir)	19:00 - EWBC BYOB Turkish Dinner- Izmir Hilton

Friday November 9th

Room	Okuzgozu	Bogazkere	Kalecik Karasi	Emir & Narince	Lobby
09:00 - 12:00	Registration				Walk around tasting and exhibition
10:30 - 11:45			Indigenous Turkish Grape Varieties Tasting with <i>Joel Butler</i> MW Joel drove 7000km on a solo trip around Turkey to learn about Turkey's grapes and wine regions and brings us some of his insights in this exciting tasting.	Photography Workshop: Getting more from your photos Moderated by: <i>Christian "Documentally" Payne</i> Tips and tricks to get better photographs with a mobile device, compact camera or SLR	
12:00 - 12:30					
12:30 - 13:30	Opening Keynotes - Defining Source - <i>Andrew Jefford</i> - <i>Randall Grahm</i> - - <i>Christian Payne</i> -				
13:30 - 15:30	Lunch (in Misket Room on First Floor) including a chance to match Turkish wine and foods				

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15:30 - 16:45	<p>"How did we get HERE?"</p> <p>The source of today's wine trade. Panelists:</p> <ul style="list-style-type: none">- Tony Laithwaite- Randall Graham- Dr. Jamie Goode- Sarah Abbott MW <p>Taking a "long view" of developments in the wine trade. Wine blogging, and "democratised" communication, is not just something that has happened in the last 5 years, but something that has emerged from many different threads of innovation and change in the wine trade over a longer period. We will try to get perspective to make sense of what is happening, how serious (or not) it is, and what it might point to for the future</p>	<p>Signature blends from Turkey: the Art of the Blend (tasting)</p> <p>Presented by:</p> <ul style="list-style-type: none">- Isa Bal MS and- Alder Yarrow <p>Award winning sommelier Isa Bal MS, of the Fat Duck restaurant, and respected US wine blogger Alder Yarrow will introduce blends from Turkey, focusing on blends between indigenous and international varieties as ways of developing uniquely Turkish wine styles and introducing wine drinkers to the grapes of Turkey</p>	<p>Working with Wordpress: Plugins, SEO, hosting, etc.</p> <p>Moderated by: Ryan Opaz</p> <p>Panelist: Simon Woolf</p>	Walk around tasting and exhibition
16:45-17:15	Break			
17:15 - 18:30	<p>The Source of Wine</p> <p>Speakers:</p> <ul style="list-style-type: none">- Dr José Vouillamoz,- Dr. Patrick McGovern <p>This session will take a look at recent DNA and archaeological research that points to the source of the 'domesticated' grape vine, the source of all today's many 'varieties', having emerged from Turkey and surrounding regions, and what we can learn from this cultural journey</p>	<p>Managing Oxygen in Wine</p> <p>Presenter: Dr. Maurizio Ugliano, enological research manager, NOMACORC and AWRI alumnus:</p> <p>Too much or too little oxygen can be detrimental to wine quality. The role of oxygen in the process of winemaking, incorporating the latest third-party research. With a particular emphasis on the implications of different oxygen management strategies and closure selection, the session will address how oxygen can shape wines to specific sensory profiles and styles. A tasting of wines that apply these principles will be also organized within the workshop.</p>	<p>Being Mobile</p> <p>Moderated by:</p> <ul style="list-style-type: none">- Richard Ross <p>Panelists:</p> <ul style="list-style-type: none">- Christian "Documentally" Payne <p>As an effective digital communicator, you want to stay connected while you're on the move: tweeting, posting, sharing, uploading to sites, and plenty more. This workshop looks at maximising the technological power in your pocket - both the hardware and the software. From mifi to apps; getting the most from your smartphone; and saving money on data and phone calls while you're abroad, we'll look at the options (and how many pockets you need).</p>	
18:30-19:00	Break			
19:00 - 23:00	<p>Dinner - Outside of Izmir</p> <p>Board one of the buses to experience one of the three dinners, at three separate, mystery locations to excite your taste buds. An EWBC and Wines of Turkey Magical Mystery Tour</p>			

Saturday November 10th

Location	Okuzgozu	Bogazkere	Kalecik Karasi	Emir & Narince	Lobby
09:00 - 10:15	Tech for Better Communications Moderated by: <i>Ryan Opaz</i> What online tools are you not using right now that you should be?	Natural Wine Debate Moderated by: - <i>Julia Sevenich</i> Speakers: - <i>Virgile Joly</i> - Dr. <i>Jamie Goode</i> - Dr. <i>Maurizio Ugliano</i> - <i>Robert Joseph</i> There is no such thing as "Natural Wine". There is no official definition, no established certification body. Labelling wine as "natural" in the EU and many other countries is not permitted. Despite this, producers, merchants, pundits and consumers use the term. Is "Natural Wine" a passing fad or a veritable movement?		Turkish Cuisine: culture & history Speakers: - <i>Nedim Atilia</i> (Food Writer) - <i>Aylin Oney Tan</i> (Food Columnist; Researcher; Slow Food Ankara) The session will trace the cultural roots of today's Turkish cuisine through ancient Anatolian civilizations, back to the Hittites, Urartians, Phrygians, Lydians, Greeks, Romans, and Byzantines. Turkish cookery shows traces of all these cultures, however the main source is the geography. The crops available in a particular region identifies the taste palate of the area. The best of every region had always made its way to Istanbul, the ultimate culinary capital, home to Byzantine and Ottoman courts, culminating to a royal cuisine. The panelists will talk on these sources and explore some of the taste combinations.	Walk around tasting and exhibition
10:15 - 10:30	Coffee				

Saturday November 10th

10:30 - 11:25	<p>Digital Communications: An effective means to overcoming marketing obstacles?</p> <p>Moderated by: - Elin McCoy</p> <p>Panelists: - Umay Ceviker - Gozdem Gurbuzatik - Marco Tiggelman - Anne-Victoire Monrozier - Taner Ogutoglu</p> <p>Turkey, with its ancient winemaking tradition, is eager to take her part in developing an international wine trade, benefitting wineries, tourism and agriculture. However due to restrictions and bans on marketing of alcoholic beverages there are serious obstacles to the development of the local industry. What is the potential of digital communications as a means for the wine industry to approach trade and consumers, at home and abroad? This is an important discussion not only for Turkey but for all countries in the region</p>	<p>Travel, Food and Wine in Context</p> <p>Moderated by: - Wink Lorch</p> <p>Panelists: - Su Birch - Wendy Crispell - Paola Tich - Per Karlsson</p> <p>Wine is much more than a tasting note and a score. Our panel includes wine communicators with experience in wine tourism, travel writing and the food world. To help us to become inspiring and authoritative sources of information, our panellists will share their views on how best to communicate about wine in the context of travel and food. We will then open up to the floor and welcome your input.</p>	<p>Blind Tasting, Rating Scales and Competitions</p> <p>Moderated by: - Charles Metcalfe</p> <p>Panelists: - Justin Howard-Sneyd MW - Steve DeLong</p> <p>Three perspectives on the complex and polarising world of wine points and scoring in general, and the world of wine competitions. Along with the discussion there will be a blind tasting for all participants (including panellists) to illustrate issues and for some friendly local competition.</p>	
11:25 - 11:40	Break			
11:40 - 12:30	<p>Collaborating your way to an Audience</p> <p>Moderated by: - Damien Wilson - Ryan O'Connell</p> <p>Panelists: - Robert Joseph - Gabriella Opaz - Gregory Dal Piaz</p> <p>Who we talk to and where we talk are often of little importance. What is important is how the conversation develops. Content creators today face the challenge of either leveraging existing</p>	<p>Interview Tips</p> <p>Speaker: - Christian "Documentally" Payne</p> <p>Techniques to get the most out the opportunity to speak to people</p>		<p>Raki Tasting (Tasting)</p> <p>Presenter: Duygu Beypinar</p> <p>This will be an opportunity to learn a lot more about this incredibly popular Turkish drink. There will be led tastings, information on how it is made and how to best appreciate it, and even some nibbles to accompany it.. There may even be some surprising</p>

Saturday November 10th

	audiences, or creating new ones. Who is your ideal audience?			props. This promises to be a memorable experience	
12:30 - 12:40	Break				
12:40 - 13:30	Sources of Income - Monetizing your content Moderated by: - Tim Lemke Panelists: - Arto Koskelo - Andre Ribeirinho - Wendy Crispell One of the most common questions bloggers and wine communicators find themselves asking is, "how can I make some money from this?" This session will explore some answers to that question, from advertising and other techniques to monetize a blog/website directly to using your blog to build offline wine-related business ventures.	Social Media and the Wine Industry: a Comparative Look at France and the US Moderator: Pierrick Bouquet For the past 3 years, ABLE has been conducting online surveys to compare how two key industry hubs – the United States and France – are embracing new technology. Pierrick Bouquet will present the results of his comparative study: an analysis of trends and the use of social media within the two markets.	International Varietal and Blended Wines from Turkey with Christy Canterbury MW Christy Canterbury MW will give us an insight into Turkey's particular take on the best-known international grapes and blends. Wine buyers and consumers love these, so what is Turkey bringing to this critical area of global competition?	Get your story in print: PR and Pitching Moderator: - Louise Hurren Panelists: - Richard Siddle - Andrew Jefford - Lisa Shara Hall Many if not most EWBC delegates write about wine, but how many of us manage to get regularly published, and paid for it? Is there a secret to pitching editors and getting your stories published, in print or online? British editor of Harpers trade magazine Richard Siddle, journalist and author Andrew Jefford, French journalist Audrey Domenach, and US journalist Lisa Shara Hall discuss. Moderated by Louise Hurren (sometime freelance journalist/mostly a PR).	
13:30 - 15:30	Lunch (in Misket Room on First Floor) including a chance to match Turkish wine and foods				
15:30 - 17:00	Grand Terroir Experience (Tasting) Taste wines from Turkey, Georgia, Lebanon, Armenia and Egypt, led by Tim Atkin MW and Charles Metcalfe				
17:00 - 19:00	Grand Terroir Walkaround Tasting (Tasting) After the introduction tasting, you are invited to further your exploration with ranges of wines from all participating countries, side-by-side.				
19:00 - 20:00	Break				
20:00 - 22:00	Gala Dinner - "Sultaniye" Ballroom				

Saturday November 10th

22:00 - 00:00	After Party - "Cal Karasi" (Ballroom)	
Sunday + Post Trips - Nov 11th-16th		
Location	Okuzgozu	Front of Swiss Hotel
8:30 Departure		<ul style="list-style-type: none">Sunday Trip: Ephesus - SOLD OUTSunday Trip: Urla - Full Day TripSunday Trip: Izmir - Half Day TripElazig Post Trip Departure - Nov 11th-12th
10:00 - 10:30	Where we're at with Social Media with Ryan Opaz	
10:30 - 11:15	10 tips on how a winery can rock social media marketing with Pierrick Bouquet of ABLE	Manisa & Denizli Post Trip Departure 11th-13th
11:15 - 11:45	Coffee	
11:45 - 12:30	How to penetrate the US market? From a distribution and marketing perspective with Pierrick Bouquet from ABLE	
12:30 - 13:00	Open Q&A session and Debate with Ryan Opaz, Pierrick Bouquet and Jacques A. Azoulay	
13:00 - 14:30	Lunch with a selection of Rose wines to enjoy	
15:00 - 18:00	Walking Tours Izmir	
18:00 -	Free Evening	
November 12th - 6:30 Departure		<ul style="list-style-type: none">Cappadocia Post Trip Departure - Nov 12-14Georgia Post Trip Departure - Nov 12-16