

BC WINE INDUSTRY INSIGHT CONFERENCE PROGRAM

Tuesday, March 12, 2019

Penticton Lakeside Resort

- 8:30 AM Registration & Coffee/Tea Service
- 9:00 AM **Conference Welcome & Association Updates**
BC Wine Institute
BC Wine Authority
BC Grapegrowers' Association
BC Wine Grape Council
- 9:45 AM **One Region, Multiple Data Sources, Millions of Consumers:
*How to Make Sense of Big Data for BC Wine***
Cathy Huyghe, Wine Journalist and Chief Executive Officer
Enolytics
- 10:30 AM Refreshment Break
- 10:45 AM **Beyond the Haze: *Consumer Interactions Between Weed & Wine***
Michael Rodenburgh, Executive Vice President
Ipsos Canada
- 11:30 AM **Transforming Wine: *The Future of Wine DTC***
Paul Mabray, Chief Executive Officer
Emetry
- 12:15 PM **Buffet Lunch & Networking**
- Lunch Keynote Speaker**
Mary Sue Maloughney, Assistant Deputy Minister and General
Manager
- 1:30 PM **Innovation in the BC Wine Industry - Panel Discussion**
Tony Holler- BC Wine Centre of Excellence
Jonathan Rouse - Technology Access Centre
Katie Pease - Sustainability Winegrowing
Wesley Zandberg - Eminence Program Application
- 2:30 PM Refreshment break
- 2:45 PM **Wine BC 2030:*Long-Term Strategic Plan for the BC Wine Industry***
Honore Comfort, The Artemis Group
Katie Canfield, O'Donnell Lane LLP
- 4:15 PM Final Remarks
- 4:30 to 6:00 PM Wine Reception

