



# Wine Marketing Communications

Our passion keeps South African wine alive by teaching, inspiring and growing an inclusive wine culture for all.

The Cape Wine Academy has welcomed more than 200,000 students through our doors since we were founded in 1979. Most of South Africa's wine industry experts have completed some form of education, training or experience with us over more than 40 years of wine education.

Our courses are unique in that we focus on the nuances of the South African wine landscape in the context of global wine regions. We do this by tapping into the vast knowledge of actively involved Cape Wine Masters, wine professionals and subject matter specialists whose expertise is incorporated into the course material, training materials and information that is regularly reviewed.

We collaborate with several partners, either directly or strategically, to ensure that wine education in South Africa is relevant and meets the needs and interests of a wide spectrum of wine and tourism industries as well as enthusiasts in both professional and social interest capacities.

If you love wine or have a professional interest in learning more, you are in the right place. Enjoy your journey of discovery into fascinating wine of South Africa and the world.

*Everyone is welcome*



## COURSE OVERVIEW

This course outlines the fundamentals of wine marketing communications and provides the building blocks for empowering a winery with a set of effective guidelines to get the right marketing communication plan going. Written and presented by veteran wine journalist and communications specialist, Emile Joubert, this course is based on relevant practical pointers and advice from the frontlines of real world media experience.

## COURSE DETAILS

A one-day practical program that will teach you:

- Persuasive writing techniques
- Listening and responding to media and market needs
- Meeting and treating the wine media
- Knowing what information to send out into the market and how to do it
- Activating social media effectively
- Developing a unique and original voice to get your brand heard, seen and tasted
- Where to put your money and where not to waste your time

## WHO SHOULD ATTEND

This course is aimed at winery public relations personnel and consultants, wine marketing and brand assistants, tasting-room and destination managers who wish to get to grips with the basics of marketing communications, specifically connecting with media.



## COURSE BREAKDOWN

The one-day course is presented in an interactive and engaging style and features:

- Welcome and introduction
- Communication tools for wineries
- Advertising
- Public Relations including media releases, media events, product drops, media relations, winery communication materials and social media
- Practical applications workshopping exercise

## ASSESSMENT PROCESS

Certificates of completion will be issued on successful completion of the one-day course and an assignment covering practical examples covered in the course.

## COURSE COSTS

Online lectured course : R 2 750.00 per delegate  
Classroom contact course : R 3 250.00 per delegate

Special group and corporate bookings rates available on application.

## COURSE SCHEDULE

Online: Semester 1 2021 (January to June)  
Tuesday 9 February 2021 09h00 to 15h00  
Tuesday 4 May 2021 09h00 to 15h00  
Thursday 24 June 2021 09h00 to 15h00

Classroom: Oude Libertas, Stellenbosch  
Thursday 18 March 2021 09h00 to 15h00

*\* Classroom courses subject to COVID restrictions*

