



Breakout Session Topics

Saturday 1:30 – 2:30 PM

Increasing Visitors to Your Blog – How did the most highly-visited wine blogs get to where they are now? Learn from two successful bloggers, Tom Wark of Fermentation and Alder Yarrow of Vinography. Location: Flamingo Room

Beyond Blogging – New Technologies and Social Media – How can you go beyond blogging and use other technologies and social media to provide value, increase visitors to your site, or grow sales? Listen to this panel of industry experts, including Jason Korman from Stormhoek, Paul Mabray from Inertia Beverage, Evan Cover from Cruvee, and Chris Edwards from WTN Services. The panel will be moderated by Joel Vincent from OpenWine Consortium. Location: Courtyard 1

Wine Blogger Credibility – What impact and what credibility do wine bloggers currently have? Can this be measured in readers, advertising dollars, or affect on wine sales? Learn from PhD student Tracy Rickman, who will discuss her current thesis on wine blogging credibility and impact on consumer decision making, and long-time writer Steve Heimoff. Location: Courtyard 2

Saturday 2:45 – 3:45 PM

Making Money from Your Blog – Hear from two industry experts on what works and what doesn't in trying to make money from your blog. Philip James from Snooth will talk about monetization and Joel Vincent from OpenWine Consortium will talk about using blogs and other social media to achieve your goals. Location: Flamingo Room

Bloggng for Your Wine Business – Why should you blog at all? If you have a blog, do you have a goal for what you are trying to achieve and a strategy for how to get there? Learn how to use a blog (and other social media) in your wine-related business from two experts who have already successfully done this, Jason Korman from Stormhoek and Steve Bachmann from Vinfolio. Location: Courtyard 1

Wine Industry & Blogger Interaction – How can wine bloggers and the wine industry best work together to meet all parties' needs? When does this cooperation cross any sort of ethical line? Discuss this with representatives from blogging (Tim Elliott from WineCast and Jeff Lefevere from Good Grape) and wineries (Robert Larsen from Rodney Strong and Judd Wallenbrock from Michel-Schlumberger). Location: Courtyard 2