For Immediate Release

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Registration Is Open for the Wine Industry Sales Symposium In-Person Event

Healdsburg, CA, March 1, 2023 – Wine Industry Network (WIN) has opened registration for the **Wine Industry Sales Symposium**, a one-day educational conference that will be held on Thursday, May 11, 2023, from 8:30 a.m. – 4:00 p.m. at the Hyatt Regency Sonoma Wine Country, in Santa Rosa, Ca..

Leveraging experts from all facets of the wine industry, the program will kick-off with an in-depth look at how the wine category is performing overall and what the key indicators could mean for near-future sales. The conference will touch on all aspects of sales and marketing, including 3-Tier and Direct channel strategies, packaging innovations, pricing and public relations programs, and attendees will leave with tactical advice, insights and predictions they can apply to their own business models.

This year's topics will include:

- Data-Driven Insights: Sales Trends and Predictions
- Adapting Your PR Strategy for an Evolving Media Landscape
- Strategies & Tactics for Engaging New Wine Enthusiasts
- Leveraging DTC Sales Insights to Grow Sales Nationally
- The Process of Designing Next-Gen Packaging
- Growing Your DTC Sales Without the Traffic
- Keys to Growth in a Flat Wine Market – Balancing Retention and Acquisition Strategies

In addition to the conference sessions, attendees have the opportunity to visit with exhibiting companies, enjoy a beautiful outdoor lunch prepared by the Hyatt Regency Chef, and attend a special end-of-day networking social featuring local wines.

"*As consumer purchasing trends evolve, our industry needs to examine the things we must change if we hope to continue to be successful in driving engagement, loyalty and ultimately profits from the relationships we enjoy with our customers*," says George Christie, President of Wine Industry Network.

"*By bringing together top industry experts to share their insights and predictions, we hope to equip wineries with the tools and strategies they need to not only grow their sales and profits, but also to thrive in a rapidly evolving market*," adds Christie.

Registration for the event is now open. Seating is limited. Table-top exhibits and sponsorships are also limited. For more information about session topics and speakers, becoming a sponsor or exhibitor, and to register for the event, please visit winesalessymposium.com or email info@winesalessymposium.

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About Wine Industry Network (WIN):
Wine Industry Network is based in Healdsburg, CA and is THE business resource for the North American Wine Industry. WIN produces two annual tradeshows & conferences, the North Coast Wine Industry Expo (WIN Expo) and the Wine Industry Sales Symposium, along with virtual educational conferences throughout the year. WIN produces the daily news publication, The Wine Industry Advisor; an online industry employment resource, WIN Jobs; and the North American Wine Industry Database (Wineindustrydata.com).