



WSET

WSET Impact in Wine

Make your mark on the UK wine industry with WSET's Impact in Wine programme

2025 DATES

Monday 3 – Thursday 6

February 2025

£1,900 per person



What is the WSET Impact in Wine course?

Learning outcomes

Assessment criteria

Key information

Course outline

Speakers

Testimonials

Alumni

Contact and booking



What is the WSET Impact in Wine course?

A Three-Day Leadership Programme by WSET

WSET's immersive three-day Impact in Wine course will supply you with the tools you need to become an effective and inspiring leader, and to make your mark on the UK wine industry.

Who is it for?



Management-level professionals

from all sectors of the UK wine trade who want to enhance their leadership skills and knowledge



Budding entrepreneurs

with ambitions to launch a wine-related business



Aspiring leaders

who hope to empower a new generation of wine professionals and make an impact in the industry



Career changers

who want to transition from other industries into the wine sector and learn from the best in the business

Some wine knowledge is recommended (equivalent to WSET Level 2 Award in Wines or above), but this is not a requirement.

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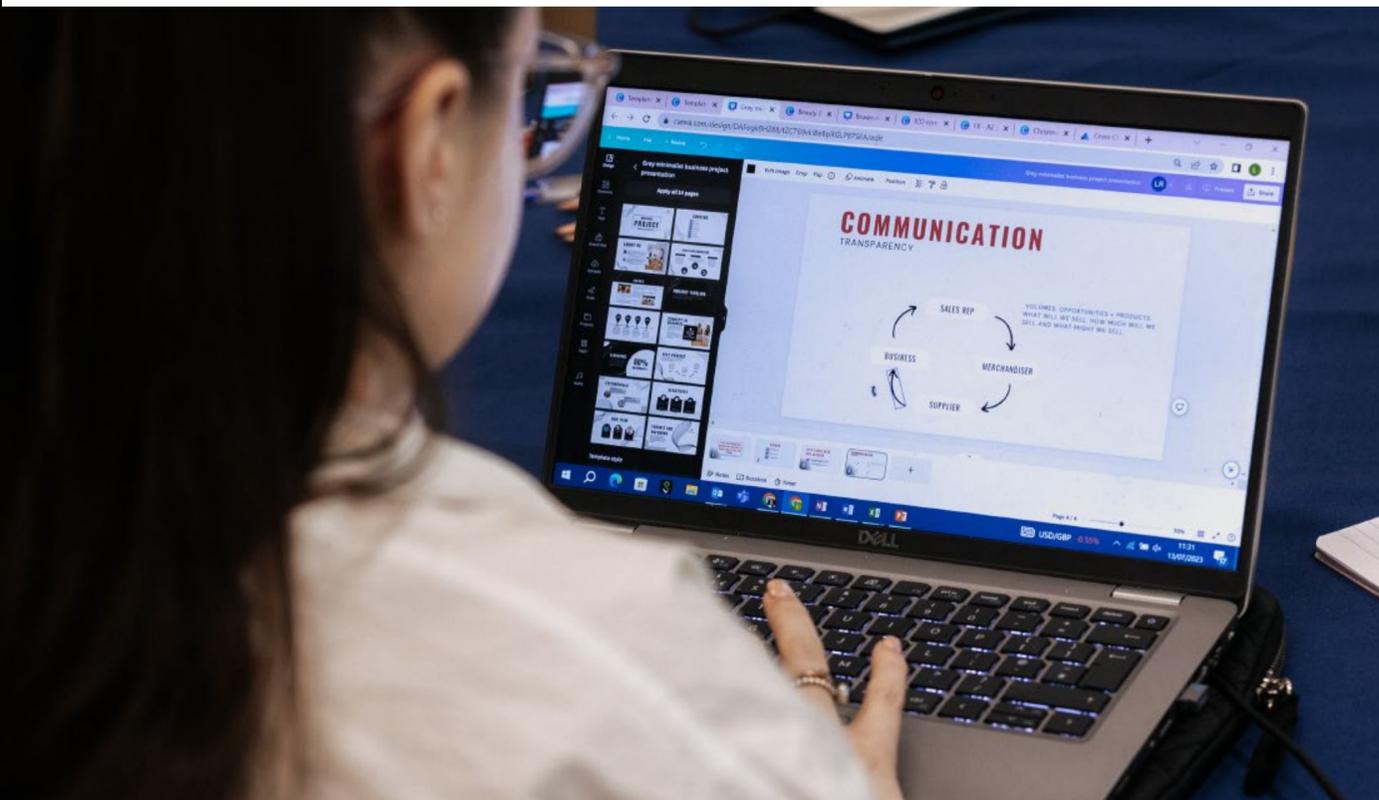
Learning outcomes

By completing this course, you will gain a practical understanding and commercial knowledge of the UK wine industry.

You will also develop leadership and business skills for aspiring and influential leaders within the industry.

You will be able to:

- Understand the UK wine industry landscape and what lies ahead for its future
- Get to know the UK wine consumer through detailed insights and data
- Build a toolkit of essential commercial skills, including
 - Building strategic plans
 - Finance and budgeting
 - Strategic marketing including branding and communications/PR
 - Leadership
- Explore and analyse the evolving routes to consumer and the opportunities they offer
- Discuss innovative solutions to the challenges we face in the wine industry
- Evaluate your leadership style and develop a personalised roadmap for further development and growth



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- Critique different **leadership styles** and approaches and apply them to relevant situations in the wine industry
- Select and apply key principles in **financial planning** for your wine business or project
- Select, apply and test fundamentals of **business and project planning** to achieve your goals and objectives
- Explain and analyse **key trends** in consumer behaviour and how they affect the UK wine market
- Analyse existing and future **routes to consumer** and how to leverage them for your advantage
- Explain and analyse key principles of **building a successful brand**
- Identify and formulate solutions for **future challenges & obstacles**
- **Demonstrate collaboration** with peers and educators and learn from their feedback and experiences
- Compose **constructive feedback** and coaching to peers and help them improve their skills and knowledge
- Evaluate your own strengths and areas for further training and development and create a **personal action plan**



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Dates

*Monday 3 – Thursday 6
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Arrival from 4pm on the 3rd February
for welcome drinks and dinner.

Finish by 3pm on 6th February.

Course fee

£1,900 per person

This fee includes:

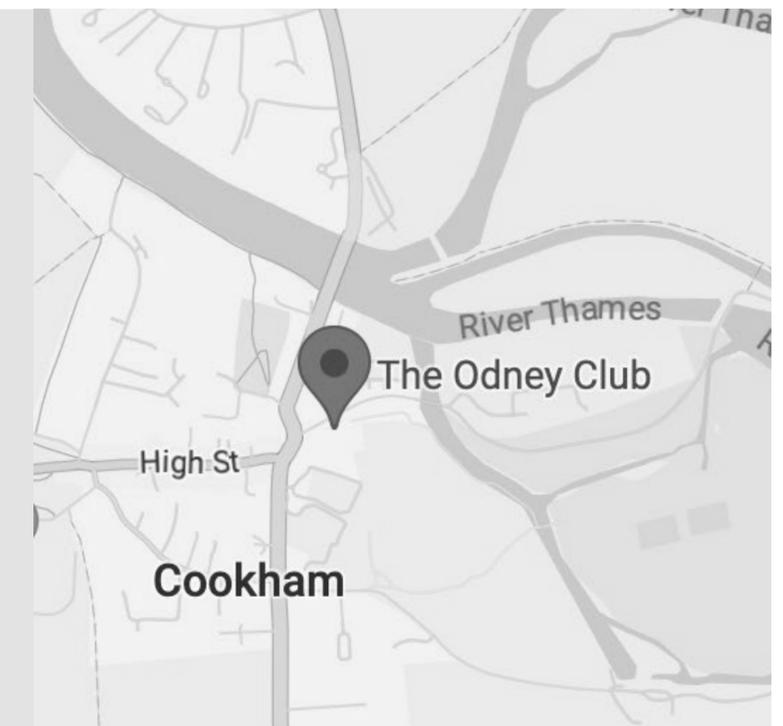
- A digital library of recommended reading
- Full course delivery and facilitation
- Three nights of full board accommodation at the Odney Club, including breakfast, lunch and dinner and drinks with meals

Venue

The Odney Club
Odney Lane, Cookham,
Maidenhead, Berkshire SL6 9SR

This is a residential course hosted at the Odney Club in Berkshire. This green and peaceful setting is the perfect place to switch off from the day-to-day and focus on your personal development.

Full schedule and timings to be confirmed.



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Confirmed Speakers



Michelle Brampton



Collin Fenn



Mags Janjo

Michelle Brampton – Chief Executive Officer, WSET

Gary Wyatt FCA – Wine Finance and Operations Consultant

Colin Fenn – Founder & Owner, Your Leadership Footprint

Anne Jones – Sustainability Advisor, WineGB & Drinks Experience

Mags Janjo DipWSET – Sales Director and Founder, MJ Wine Cellars

Anjali Douglas DipWSET – Tastings & Events Manager, WSET

Robin Copestick – Managing Director, Freixenet Copestick Limited

Regine Lee MW – Managing Director, Indigo Wine

Additional speakers to be announced soon.



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Testimonials



“If you are looking to expand your knowledge across all aspects of the wine industry there is no need in looking further, as the WSET Impact in Wine course covers it all and more.”

Pippa Carter | Events Manager - Hatch Mansfield



“No matter how diverse our roles are within the trade there is too much going on to know it all. This course provides insight into the varying businesses and jobs that make up the wine industry. This insight comes not just from the lecturers but also your fellow attendees with whom you spend the three days.”

Simon Robins | Senior Commercial Manager - Berry Bros & Rudd



“The Impact in Wine course provided a fascinating insight into every aspect of the UK wine industry. The range and breadth of topics covered was truly staggering, whilst the speakers who presented during the week demonstrated real knowledge and expertise. Most importantly, the course gave me the chance to network with attendees from every imaginable sub-section of the wine industry - which really made this a unique opportunity, and something I'd wholeheartedly recommend to anyone who works within wine.”

Josh Heley | Wine Buying Director - Aldi UK

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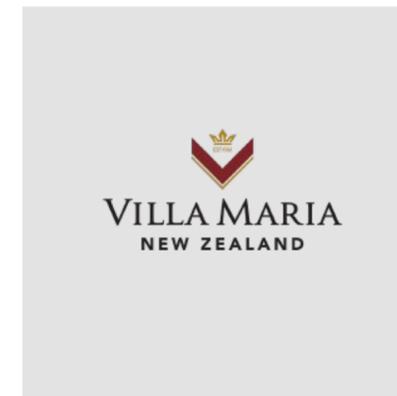
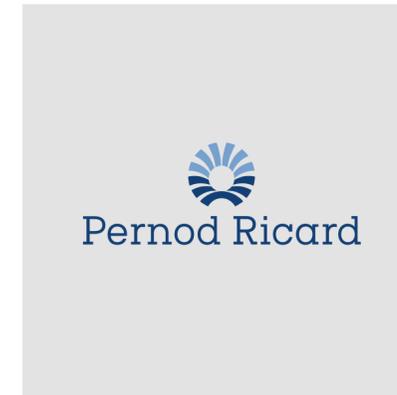
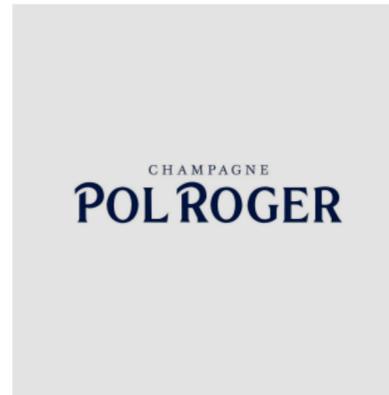
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Alumni



Alumni also includes attendees from the former WSET BACK Course

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Want to get in touch?

Please contact our course coordinator **Charlotte Foster**:
cfoster@wsetglobal.com

Payment

Payment in full must be made at the time of booking and places are not confirmed until payment has been received. Unfortunately we cannot take provisional bookings.

If you would like to pay by invoice, please email **Charlotte Foster**: cfoster@wsetglobal.com

Cancellations and transfers

You may transfer this course to another person any time before the start of the course. Cancellations are accepted up to Monday 9 December 2024 and a full refund will be given. If a booking is cancelled after this date, the course fee is non-refundable.

Please note that speakers may be subject to change.

Booking deadline

Bookings must be made by Friday 20 December 2024.