



**WSET**  
WINE & SPIRIT  
EDUCATION TRUST

UK Residential Training Course

# BACK

Business and Commercial  
Knowledge Course  
14-16 June 2021

WSET's acclaimed Business and Commercial Knowledge course brings together the industry's leading minds to inspire and inform the leaders of tomorrow. Be armed with the skills and insights to drive your career to the next level.

#### Who should attend:

- Employees of companies within every sector of the wine industry in the UK
- Suppliers for whom the UK is a target market
- The future leaders of the industry

#### What's covered:

1. Global dynamics and challenges
2. The UK consumer
3. Branding
4. The power of communication
5. Marketing scenarios – group case study 1
6. The UK market
7. The financial implications – from grape to glass
8. Route to the consumer
9. Business scenarios – group case study 2
10. Wine – from the ground up

#### Course details:

##### Start

Monday 14 June 2021  
8.30am  
(Attendees to arrive the preceding evening)

##### Location

Odney Club  
Maidenhead  
Berkshire  
SL6 9SR

##### Finish

Wednesday 16 June 2021  
2.00pm

##### Cost

£1,690 per student  
(all-inclusive)

*"I would be very surprised if some of the big names in the UK wine trade in 10 years' time were not students from WSET's BACK course."*

Robert Joseph – Director, DoLikelt?

To secure your place or for more information contact Student Services on +44 (0)20 7089 3841 or [courses@wsetglobal.com](mailto:courses@wsetglobal.com)

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*A world of knowledge*

Costs include three nights accommodation.  
Cancellations must be received by 31 May 2021.

## BACK 2021 Programme and faculty

Note: Participants will arrive the previous evening (13 June).

Check-in to rooms at The Manor House (Odney Club) from 2pm. Pre-dinner meet and greet from 7:30pm in the Manor House, dinner to be served at 8.30pm.

### Day 1: Monday 14 June 2021

**7.15am** Breakfast in the restaurant of The Manor House

**8.15am** Registration and course check-in, Sir Bernard Miller Conference Centre

**8.30am** Introduction and course briefing  
Facilitator: Ian Harris

**8.45am** Global dynamics and challenges  
Presenters: Mike Paul and Troy Christensen

**11.00am** Refreshment break

**11.15am** The UK consumer  
Presenter: Lulie Halstead

**12.30pm** Lunch

**1.15pm** Branding  
Presenter: Lulie Halstead

**2.30pm** Refreshment break

**2.45pm** Social media, PR and communication  
Presenter: Nicky Forrest

**4.00pm** Refreshment break

**4.15pm** Building a successful wine brand  
Presenter: Robin Copestick

**5.30pm** Briefing for first group task  
Facilitator: Ian Harris

**7.30pm** Pre-dinner drinks

**8.00pm** Dinner  
Teams from the first group task will be seated together to work on their presentation.

### Day 2: Tuesday 15 June 2021

**7.15am** Breakfast in the restaurant of The Manor House

**8.15am** Introduction to day 2  
Facilitator: Ian Harris

**8.30am** Presentations of first Group Task  
Facilitator: Ian Harris

**9.15am** The financial implications - from grape to glass  
Presenter: Gary Wyatt

**11.15am** Refreshment break

**11.30am** Route to UK market and retailer insights. Multiples, off-trade, direct-to-consumer, independents, on-trade.  
Presenters: Andrew Shaw (Head of Trading – Beers, Wines & Spirits, Marks & Spencer); Tom Platt (Deputy Managing Director, Liberty Wines)  
Facilitators: Mike Paul and Ian Harris

**1.00pm** Briefing for second group task: Business scenarios  
Facilitator: Ian Harris

**1.15pm** Lunch

**2.00pm** Participants work on case studies with facilitators

**7.00pm** Hand in second group task

**7.30pm** Pre-dinner drinks

**8.00pm** Dinner  
Teams from the second group task will be seated together, with supporting facilitators.

### Day 3: Wednesday 16 June 2021

**7.15am** Breakfast in the restaurant of The Manor House  
Note: participants must check out of rooms before sessions begin on the final day

**8.30am** Introduction to day 3  
Facilitator: Ian Harris

**8.45am** Wine – from the ground up  
Presenter: Stephen Skelton

**9.45am** Refreshment break

**10.00am** Presentation of second group task  
To virtual Board of Directors: Laura Jewell MW, Gary Wyatt and Simon Thorpe  
Facilitator: Ian Harris

**12.45pm** Feedback and wrap-up  
Facilitator: Ian Harris

**1.15pm** Lunch

**2.00pm** Participants depart

To secure your place or for more information contact us on **+44 (0)20 7089 3841** or at [courses@wsetglobal.com](mailto:courses@wsetglobal.com)

Programme correct at time of release 28/04/2021