

BUSINESS AND COMMERCIAL KNOWLEDGE

UK Residential Training Course
26th-28th March 2012



The Business And Commercial Knowledge course is the acclaimed initiative from the Wine & Spirit Education Trust (WSET) - the largest global provider of education and qualifications in the field of wines and spirits.

The course is designed for:

- Employees of companies within every sector of the wine industry in the UK
- Suppliers for whom the UK is their primary target market
- Rising stars and the future leaders of the industry

SESSIONS

- 1) The Global Market in facts & figures
- 2) The UK consumer within a Global context
- 3) Branding
- 4) Communication and the use of Social Media
- 5) First group-work (marketing)
- 6) The Issues Facing the UK Wine Industry
- 7) The route to market in the UK
- 8) Retailer Insights
- 9) The Financial implications - from Grape to Glass
- 10) Break-out modules (focus on Sales, Marketing or Financial issues)
- 11) Second group-work (business scenario case studies)



£1,320 per student
(all inclusive)

Some feedback from the 2011 BACK course...



"Huge thanks for your initiative and organisation in putting on the BACK course. The quality of the speakers was extraordinary, as were their snapshot insights into the diverse elements of key industry issues".

Yvonne May
Regional Director, UK/Ireland/Europe at Wine Australia



"I just wanted to send my huge thanks to you and your team. I was blown away by the level of industry leaders that are involved in this course and the information received from them will be fundamental in driving our business forward. I will definitely be recommending this course!"

Kim Wilson
Director of Sales, Ehrmanns Wines



"Excellent speakers and facilitators – a course like this lives or dies by the strength of the presenters – very impressed".

Becky Nichols
Brand Manager, Thierry's



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

Robert Joseph
Director, DoLLikelt?

The course will include assessment at Higher Education quality assured standards through the **Royal Agricultural College** accreditation system.



The **Business And Commercial Knowledge Course**

This 3-day residential course costs just

£1,320 per student (all inclusive).

Book online at www.wsetglobal.com

or by calling the WSET Student Services team on
+44 (0)20 7089 3800



www.wsetglobal.com