



WineSkills Workshop:  
One-Page Marketing Plan



- ▶ The One-Page Marketing Plan workshop provides basic marketing knowledge and know-how for both winemakers and winegrape grower businesses looking to maximise their product offering within a competitive market. It will help you to develop the foundations of your marketing strategy to market your products and achieve the best outcomes for your business.
  
- ▶ You will receive an A3 Marketing Plan template to work through for your own business. The facilitator will guide you through the key marketing principles for grape & wine businesses including:
  1. Unique Selling Position
  2. Target Markets
  3. Product Offering
  4. Pricing
  5. Distribution (Channel) Strategies
  6. Marketing Activities



## WORKSHOP FACILITATOR: LYNDA SCHENK

For almost three decades, Lynda Schenk has worked across a diverse range of industries including: wine, hospitality, human resources, transport, building and construction, conveyancing, organic farming, and not-for-profit industries. She has a deep understanding of the marketing needs of companies, small and large.

Lynda has a natural ability to talk to people, understand their business and their objectives, and then to work with them to formulate marketing plans, brand strategies and marketing communication plans that build brand equity, growth and profitability.

Her strength as a marketing consultant is in listening to what you need and working with you to develop strategies and tactics that will give your organisation both short and long-term results.

Winner **2018 Wine Marketer of the Year** – Women in Wine Awards

Finalist **2019 Business Women of the Year** – South Australian Small Business Category – Telstra Business Awards





## Testimonials

Thank you for facilitating the workshop. I did find it useful and it exceeded my expectations. I do hope it will help me in the future to better structure, plan and execute our marketing plan with a more informed overview of our aims.

Tristan, Elgee Park & Baillieu

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The one-page marketing workshop with Lynda Schenk was well-targeted, no nonsense and very practical. Her long experience in the wine industry meant she understood our businesses and tailored the workshop to our needs. Highly recommended, I'm glad I made the time to attend. Joanne Winterbottom, Handpicked Wines

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I found the morning very useful. I'm new to sales and marketing so it's out of my comfort zone. The course gave a really good snapshot of what marketing is and the challenges involved. Matt Regan, Winemaker & Commercial Manager, Paradigm Hill Winery



## Admission Fees & Ticketing

- Tickets can be purchased through EventBrite via the [Australian Grape & Wine Website](#).
- Max. 20 spaces for these workshops. Tickets will be allocated on a first-in-first-served basis.
- These workshops are free for Australian Grape & Wine Members, with 1 free ticket per Membership.
- Members will be asked to provide their current Membership Number to attend the workshop free of charge. Members are required to register through EventBrite.
- Non- Australian Grape & Wine Member businesses are most welcome to attend. Admission for non-member winemakers is \$275 Inc GST. Non-Members who pay the ticket price of \$275 will be offered Australian Grape & Wine Membership, with the value of the ticket deducted from their 2019/20 Membership Levy.