

# Today's Speakers (in order)

1. **Giovanni Mantovani**, CEO, Veronafiere S.p.A.
2. **Kristina Kelley**, Senior Director of Corporate Public Relations and Wine and Spirits Media Relations, E. & J. Gallo Winery
3. **Aaron Sherman**, CEO, SevenFifty
4. **Heini Zachariassen**, Founder and Chief Executive Officer, Vivino
5. **Michael Osborn**, Founder and Executive Vice President, Wine.com
6. **Alison Napjus**, Senior Editor, Wine Spectator



# Today's Topics

1. Convergence of commerce and communications
2. Loosening of the 3-tier system
3. New opportunities for connecting to target audiences (trade and consumer) digitally
4. Online retailers and marketplace operators as the new gatekeepers to US wine drinkers
5. Evolving event and promotional strategies

