

Press Release
For Immediate Release

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wine2wine Business Forum: tickets available with a special Early Bird Offer

wine2wine Business Forum is officially ready to go. Returning to Verona on November 7th-8th with a 100% in-person edition, tickets are now available on the event's website. All interested attendees can take advantage of the Early Bird Offer and buy the tickets with a 40% discount until August 22nd.



wine2wine Business Forum 2022 returns to Verona on November 7th-8th 2022.

wine2wine Business Forum returns to Verona with a 360° focus on **Wine Communication**: from its more traditional forms - such as PR and press - to social and digital formats, on to training applications and all the way to the most innovative tools for the trade.

As the date of the Forum gets closer, a special offer is available for those interested in taking part. Tickets are now available for purchase on the event's website, and they include a limited offer for purchasing the ticket at a discounted price. Thanks to the first Early Bird Offer, which is available until August 22nd, wine professionals are able to purchase the tickets with a 40% discount on the original price.

Along with the overall theme of wine communication, wine2wine Business Forum 2022 strives to provide correct and updated insights for all aspects of the wine business, and will be divided into

the various tracks covering topics from wine markets to education, wine trade to sustainability, and many more. The wine2wine format aims to support professionals as they take their businesses to the next level in an increasingly modern and global context.

The wine2wine Business Forum 2022 sessions will provide an overview of the main trends and news in wine communication, inviting speakers and the public to engage in discussion about what works and what doesn't in communicating wine today, both in Italy and around the world. The Forum takes place over two days, November 7th – 8th, and will see the participation of international speakers such as Adam Teeter, Josh Malin, Natalie Wang and Oscar Farinetti. Speakers will present several sessions during the two days, covering all topics surrounding the main focus on Wine Communication: from market trends, to marketing and social media, to the latest news on sustainability.

New components for the 9th edition include special panels where several wine professionals will come together to discuss important communication topics. This category will invite wine Italian and international journalists two panels, as well as create other panels affording the opportunity for guests to meet and discuss wine communication with various well known wine influencers.

In 2022, wine2wine Business Forum 2022 has chosen a 100% in-person format, stepping away from the hybrid and digital formats required by the restrictions of the pandemic over the last two years. To reinforce and retrain the speakers and guest' social skills, the Forum goes "Back to Basics", with live interaction between speakers and participants taking place in-person only. In lieu of providing apps, live-streaming or chat, this edition challenges both speakers and guests to fight the so-called "virtual fatigue" caused by overuse of digital platforms in recent years, and encouraging them to building business ties face-to-face.

Those interested can explore the provisional programme and purchase their ticket on the website on the event. <https://wine2wine.net/ticket/?lang=en>

About: About: wine2wine Business Forum is a dynamic international wine industry forum organized by Veronafiere and held annually in Verona, Italy, since 2014. wine2wine Business Forum 2022 will take place on November 7th and 8th at the Palaexpo in Veronafiere, Verona. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. wine2wine Business Forum provides unique opportunities to share ideas on the most important issues facing the rapidly evolving wine industry and to connect with wine professionals and experts. The forum takes place over two days and features keynote sessions, seminars, and interactive workshops which aim to equip participants with practical tools to improve their business. Speakers are renowned experts in their field and among the brightest minds in the wine world from Italy and abroad. Additional information is available at <http://www.wine2wine.net> or by emailing wine2wine@justdothework.it.