Thank you!

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Sessions

Tue. @ 9:00	**1**	Keynote
Tue. @ 10:00	**2**	Customer Segmentation
Tue. @ 11:00	**3**	Roadshows
Wed. @ 9:00	**4**	Loyalty Deep Dive
Wed. @ 10:00	**5**	SMS Strategies
Wed. @ 11:00	**6**	AI Panel

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Please:

- Ask questions (via the questions option)
- Fill out end-of-session surveys
- Share recorded sessions

3rd Annual Wine Club Symposium

AI Panel — From Hype to Hands-On

Jason Curtis
President, vinSUITE

Dan Chapin
Founder,
BottleShots.ai

Ron Scott
CTO, Enolytics

Robert Noakes
CEO, WineSpeak.ai

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AI Insights

Tools

What tools can a busy DTC/WineClub leader use in their daily role to help them be more efficient?

AI Insights

AI Readiness

What is the best way to skill up your team in AI?

AI Insights

Educating Customers

How do you see AI being used to educate customers and those in the trade about wine?

AI Insights

Competing

Can AI assist small wineries in leveling the playing field against larger brands with bigger marketing budgets?

AI Insights

Marketing & Monitoring

How will AI be used to help with marketing campaigns, acquiring customers and monitoring social media trends?

AI Insights

Churn

How do AI tools help wine clubs stay top-of-mind with members and prevent churn?

AI Insights

Agents

Are AI Digital Experiences and Agents going to replace the web browser and conventional search for online winery visitors?

AI Insights

Measuring AI

How do you measure to see if your AI tools or systems are being effectively either internally (more efficient) or externally (revenue)?

AI Insights

AI Adoptiong

How do you measure to see if your AI tools or systems are being effectively either internally (more efficient) or externally (revenue)?

AI Insights

Data

How important is data quality in setting up AI systems, how much should a winery focus on?

AI Insights

Content

How can AI-powered creative tools help wineries produce more content with fewer resources?

AI Insights

Personalization

How will AI help to predict trends and purchasing habits and help with personalized recommendations?

AI Insights

Real-World Examples

What are some real-world success stories of wineries using AI creatively for promotional or brand storytelling purposes?

AI Insights

Future of Work

Do you see AI augmenting or replacing people in the winery industry?

That's a Wrap!

6 Sessions

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2 Customer Segmentation

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500+ Wine Club Pros

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500+ Wine Club Pros

100's of Insights

3rd Annual Wine Club Symposium

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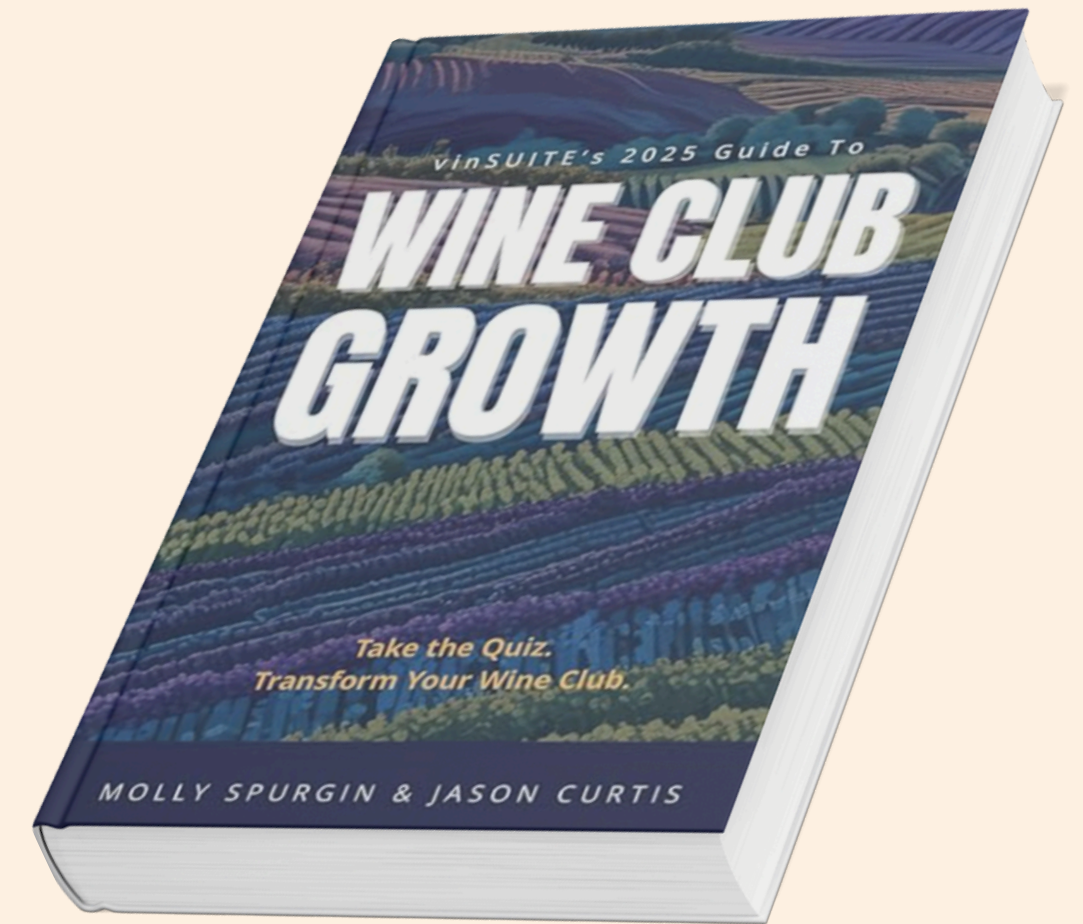Passionate about helping wineries grow their clubs

wineclubscorecard.com

- 20-question quiz
- Benchmark against your peers
- Personalized action plan
- Free to take

We Wrote the Book

- Comprehensive
- Easy-to-follow steps to grow your club
- Like a free (physical) copy? Email sales@vinsuite.com

vinSUITE's 2025 Guide To WINE CLUB GROWTH — Take the Quiz. Transform Your Wine Club. MOLLY SPURGIN & JASON CURTIS

Thank you!