



Wines of Portugal: Media & Trade Training Lisbon & Porto 2017

Producer Fact Sheet

ViniPortugal will implement a **Media & Trade Training** for producers (1 session in Lisbon and 1 session in Porto), about how to approach the American media, best practices for journalist visits and how to increase interest and engagement with US trade and media presented by ViniPortugal PR agency, Chandni Patel. The programme includes an overview presentation and a 30 minutes one-to-one personalized/tailored coaching sessions (15 producers maximum in each city).



Chandni's range of credited work and experience over 12 years of experience focuses on the wine, hospitality, lifestyle and fashion industries. Her expertise includes building brands through events and national media coverage, executing integrated plans across social media and public relations platforms, and developing a reputation for efficient and effective marketing plans that keep clients happy and more importantly, successful.

Over the years, Chandni has worked with a range of clients including Tenuta dell'Ornellaia, Chef David Burke, the Middle Tennessee chapter of the Arthritis Foundation, TomKats Inc., and musician Jon McLaughlin. Currently, her portfolio includes a range of clients including SOREL Footwear, Chef Tom Douglas, Constellation Brands and the Washington State and Portuguese Wine Commissions.

Chandni holds a Bachelor of Science from Vanderbilt University as well as both the Intermediate and Advanced Certificates in Wine & Spirits from the WSET.

Lisbon Session Details:

Date: Monday, March 13th, 9AM to 12PM» Generic presentation

Monday 12PM to 6PM and Tuesday, after 9AM one-to-one personalized/tailored coaching sessions

Location: IVV Embaixador room

Porto Session Details (subject to a minimum number of registrations):

Date: Wednesday, March 15th, 10AM to 1PM» Generic presentation

Wednesday 2PM to 6PM and Thursday, after 9AM one-to-one personalized/tailored coaching sessions

Location: TBD

Key Points about the Perspective on Portugal Showcases:

- FEES: No participation fee applicable. However, in case of no-show the EA will be charged accordingly with the registration submitted:
 - Generic presentation: 35€ + VAT;
 - One-to-one personalized/tailored coaching sessions: 150€ + VAT;
- Presence of Winemaker, EA or representative to US market is mandatory;
- DEADLINE: Sign up directly with ViniPortugal until February 20th.