



CONFERENCE PREVIEW BROCHURE

Seminars

Speaker	Title & Abstract
<p>Lasse Rouhiainen www.promocionweb20.com</p>	<p>Wine Marketing With YouTube and Video Marketing</p> <p>This presentation will talk about the importance of Video marketing and YouTube Marketing in the Wine Industry. Today YouTube presents excellent opportunity for wine companies to leverage the power of Web 2.0 marketing by getting more traffic and exposure with Online Video Marketing. YouTube Marketing is a perfect strategy to build relationship and interaction with your target market and this presentation will provide step-by-step tips on how to implement video and YouTube Marketing for your wine company.</p>
<p>Glòria Vallès Salbanyà www.carbonastre.com</p>	<p>Enoturismo con los cinco sentidos</p> <p>Can Bonastre Wine Resort es un proyecto enoturístico único surgido de una bodega familiar de la DO Penedés. Comunicar y comercializar el proyecto requiere de una estrategia clara y bien enfocada porque se trata de una propuesta distinta desconocida hasta hoy para el público al que se dirige la oferta.</p>
<p>Nicolas miliarakis www.winesofcrete.gr</p>	<p>Discover, taste, enjoy cretan wines</p> <p>A group of 4 winemakers have gathered today 23 wineries and created a cluster in november 2006. Today, the wine roads of heraklion have been settled, common promotion actions has been undertaken within greece and a master plan for foreign markets is already emerging. Main advantages: local varieties, incoming tourism, beautiful inland.</p>
<p>Fabrizio Pegoraro www.hoyadecadenas.es</p>	<p>Historia de un ambicioso proyecto de Enoturismo en la Comunidad Valenciana</p> <p>Partiendo desde la experiencia personal, voy contando como una bodega que decide apostar por el Enoturismo se enfrenta a nuevas problemáticas, comunes en empresas que quieren diversificar su negocio. Por un lado se deben aprender lógicas y necesidades de un mercado diferente y desconocido: el turismo. Y Por el otro, hay que poner en marcha medios adecuados y estar preparados para gestionar probables resistencias al cambio.</p>
<p>David Esteller Martí www.priorat.cat</p>	<p>El Impulso del enoturismo en el Priorat</p> <p>La ponencia se basará en los proyectos que se están desarrollando en el Priorat para el fomento del enoturismo</p>
<p>Ricardo Gomes www.selectedwineries.com</p>	<p>Selected Wineries. An innovative approach for the Portuguese Market</p> <p>16 fine Portuguese wine Producers engaged in wine Tourism, mostly from the renowned wine regions of Douro and Alentejo, along with several luxury hotels, accepted to take part on the innovative Selected Wineries project. Know why, and how it can assist you in planning your next quality wine tour in Portugal.</p>



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<p>Pedro Calabuig www.bodegaslevante.es</p>	<p>Organic Viticulture In Comunidad Valenciana</p> <p>Pequeñas Bodegas de Levante is a new enterprise located in Valencia which organizes trips to the Comunidad Valenciana to promote organic viticulture and other activities related with wine. We recomend the natural agriculture, the biodiversity and a new style of living, respecting nature. The main goal of the trip is to get to know better the Comunidad Valenciana, its wines and gastronomy as well as interesting small historic Towns from the interior of the provences.</p>
<p>Oscar Quevedo & Emilio Saez Van Eerd www.quevedoportwine.com</p>	<p>Winery Blogger</p> <p>The blogging as a new marketing tool for a winery. I believe it can definitively enhance the relationship between the winery, the tourists and the customers of its wines.</p>
<p>Pol Fages & Joan Pages www.pagesentrena.com</p>	<p>Presentacion del Plan Empresa Nueva Linea de Negocio:Enoturismo</p> <p>Se explicara los inicios para estructurar una nueva area de negocio y que cambios de estrategia y organización afectan al desarrollo habitual de produccion de cava. Que debe incluir el plan de negocio y que se debe saber para vender servicios enoturísticos y no productos.</p>
<p>Claudia Sevilla Sevilla www.finewineservices.com</p>	<p>Un Ejemplo De Cómo Aglutinar Y Estructurar La Oferta Enoturística: Fine Wine Services</p> <p>Siendo el enoturismo un producto turísticos todavia emergente en españa, fine wine services ha conseguido aglutinar la mejor oferta enoturística del país bajo la marca paraguas fine wine hotels, contribuyendo a estructurar, facilitar y hacer más accesible la oferta al turista</p>
<p>Gabriel Ureta Alonso www.valladolidturismo.com</p>	<p>La Gestion Del Enoturismo Como Producto De Promocion Turistica De Un Destino</p> <p>Presentacion del enoturismo como productoturístico. Su desarrollo, la gestion y creacion de rutas y servicios relacionados con el. Planteamiento de futuro creando un grupo de gestion publico privado</p>
<p>Ryan Opaz www.catavino.net</p>	<p>Web 2.0, Blogging and Social Media: Why Wineries should care</p> <p>Learn how online communities can promote your services with little money and big results. By using blogs, social networks, and social tools, you can find new customers, create new relationships and better communicate your message.</p>
<p>Manuel Colmenero www.ociovital.com</p>	<p>Como vender turismo enogastronomico</p> <p>El caso de de Ocio Vital - Food Wine Tours: De como producir productos de calidad orientados al enoturismo y no morir en el intento</p>
<p>Ryan Opaz www.catavino.net</p>	<p>Blogging Workshop: Building a Blog and What to do with it.</p> <p>will show you the ease with which anyone can start a blog and begin to leverage the power of social media. This workshop will talk about the basic ideas of blogging and also allow for ample questions.</p>



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<p>Anthony Swift www.winepleasures.wordpress.com</p>	<p>Gag the winemaker! Let the customers talk about your wines in the tasting room!</p> <p>How many times have we visited a winery only to see the winery representative talking at the customers telling them which aromas they should be smelling, what the colour is, how it tastes and so on. If we could measure the amount of discourse going on during in a wine tasting we would probably observe that the winery representative is talking for 90% of the time and the customers only 10%. In this practical and workshop we will demonstrate how to get your customers talking about your wines for 90% of the time and the winery just 10% talking time.</p>
<p>Anthony Swift www.winepleasures.wordpress.com</p>	<p>El Enoturismo en California</p> <p>“El enoturismo consiste en la integración bajo un mismo concepto temático de los recursos y servicios turísticos de interés, existentes y potenciales, de una zona vitivinícola. Los recursos de una zona vitivinícola son: las bodegas, museos, centros culinarios, tiendas especializadas-enotecas y la oferta de ocio temática. Dentro de los servicios turísticos encontramos: alojamiento, restauración, comercios, agencias turísticas y servicios complementarios.”</p> <p>Un resumen de un estudio elaborada por Maite Sáez, de la Comunidad de Navarra, bajo la supervisión de la Oficina Económica y Comercial de la Embajada de España en Los Ángeles</p>
<p>Iole Piscolla www.cittadelvino.com</p>	<p>Italians do it better?</p> <p>Italian wine territories are experiencing a very cheerful moment. Wine Routes illustrate a progressive reinforcement of the Italian scenario, and in fact European Institutions are looking at it with growing attention.</p>
<p>Rainer Brusi</p>	<p>Grape Escape Destinations in Catalunya</p> <p>An overview of what to see and taste in the 12 Designations of Origin of Catalunya.</p>
<p>Ricard Sebastià Foraster www.josepforaster.com</p>	<p>Celler Mas Foraster: Apuesta Por El Enoturismo De Una Bodega Familiar</p> <p>Explicar la experiencia de una Bodega familiar de la Conca de Barberà en el enoturismo durante los últimos 10 años y proponer nuevos retos para el futuro en una zona con mucho potencial vitivinícola, paisajístico y arquitectónico, pero todavía sin explotar.</p>
<p>Jordi Masip Andreu www.lallacunaonline.com</p>	<p>An Experience about organising a wine tasting fair in the High Penedès</p> <p>Getting a new wine event up and running is not an easy task. A talk to report on our successes and failures when setting up a wine tasting event in a small turistic village in the High Penedès wine region.</p>
<p>Ramón Alvarez www.gsamark.com</p>	<p>Marketing of cultural tourism, including enotourism</p> <p>Positioning of cultural tourism in today's travel market place. Positioning wine tourism within cultural travel. Who and where are the users of wine tourism. How do you seek them and how do you obtain them?</p>

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<p>Jochen Erler (Journalist)</p>	<p>Experience as a wine tour leader: Things to do and not do do in wine tourism</p> <p>Experience as a wine tour leader: Three different categories of wine tourism: personalized, individual, group (including corporate). Different kind of wine tourism in various wine producing countries. Venues for wine tourism Things to do and not to do in wine tourism: Important points for the tour operator, the tour leader, the PR person of the winery, and the Restaurant Manager.</p>
<p>Sergi Mora www.abadal.net</p>	<p>El Enoturismo a Medida</p> <p>Presentación de la bodega \"Masies d'Avinyó\" dentro del marco geográfico y de las actividades enoturísticas que se realizan. Ser ejemplificará con diferentes perfiles de visitantes de la bodega dando a conocer nuestra labor enoturística de adaptación a con cada visitante.</p>
<p>Francesc Palau www.vijazzpenedes.com</p>	<p>Vijazz Penedès: mixing Penedès Wine&Cava with an International Jazz Festival</p> <p>Vijazz Penedès offers a complete weekend for wine and jazz lovers. The most famous Penedès wineries offer their wines and cavas in a fair in the historical centre of Vilafranca del Penedès together with and International Jazz Festival with free entrance. An enomusical event that mixes wines&cavas of 50 cellars of the Penedès area with concerts of cutting age international artists or jazz bands. 3rd, 4th and 5th of July will be held the third edition.</p>
<p>Josep Grau Closa www.dosterres.com</p>	<p>Enoturismo En El Priorato: Deseo,Idea,Desarrollo,Implantacion Y Futuro</p> <p>Por qué Enoturismo en un Turismo Rural ? Equipo de desarrollo de la idea. Hotel + Bodega: Dos proyectos distintos con sinergias comunes. Definir el cliente y desarrollarlo. Arranque del proyecto. Actividades y su repercusión en el negocio. Resultados y sensaciones. Futuro.</p>
<p>Robert McIntosh www.dinastiavivanco.com</p>	<p>Wine Tourism in Rioja - wineries, museums and architecture</p> <p>An overview of the state of wine tourism in Rioja, including wineries, wine routes and with a particular look at the activities of the Dinastia Vivanco Museum of the Culture of Wine from the perspective of a wine blogger and wine professional.</p>
<p>Bernadette Miquel Vacarissas www.jmiqueljane.com</p>	<p>Comparta una jornada única de viticultura,enologia y cata en bodega</p> <p>Presentacion del ponente, de la bodega, y nuestro caracter. . Objetivos marcados por la empresa para llegar a ser un buen producto enologico y diferenciado. y como lo vamos a llevar a cabo .capacidad/flexibilidad de la bodega en atender las demandas de nuestros clientes. . Haremos una parte de la ponencia como simulando que los que nos escuchan esten presenciando nuestra visita a la bodega,para que puedan ver con qué conocimientos saldrian de la bodega y la utilidad que les proporcionará cuando prueben un vino.</p>
<p>Rainer Brusis</p>	<p>Grape Escapes in Spain</p> <p>España es conocida por toda Europa como el país del sol, las playas y la sangría. Para la mayoría es el primer destino de vacaciones. Pero ahora es también conocida por su vino – unas 60 zonas vinícolas a escoger!.</p>



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Jaime Boville www.haciendas-espana.com	Una experiencia pionera de enoturismo en España La experiencia de Haciendas de España en la integración de bodega – hotel - gastronomía – spa – vinoterapia como conjunto enoturístico.
Mónica Muñoz www.mercadosdelvinos.es	El Enoturismo y la comunicación
Joan Pagès www.pimecava.net	Enoturismo es más que visitas a las bodegas El ENOTURISMO es mucho más que hacer un recorrido por una bodega y dar a degustar algunos vinos. Territorio, gastronomía, actividades lúdicas y pedagógicas, paisajes, alojamientos y mucho más, también es ENOTURISMO. El objetivo no debe de ser poder vender algunas botellas más. Debemos entenderlo como otra línea de negocio.
Emilio Saez Van Eerd www.winemeetingpoint.com	How important is wine tourism? Whether you are a wine tourist, wine blogger, wine maker, wine marketer, wine buyer, wine seller, wine importer, wine drinker, what's the impact of wine tourism on you? A view on wine tourism as a tourist in Spain who happens to work in the wine industry
Isaac Fernández Sanvisens www.vinifera-comunicacio.com	Cursos de cata a domicilio Un producto enoturístico sin necesidad de visitar a una bodega y sin salir de casa. Contaremos nuestras experiencias con este producto novedoso en España.

GENERAL INFORMATION

The 1st Wine Pleasures International Wine Tourism Conference and Workshop will be held at the Port Sitges Resort, Sitges (Barcelona), Spain (www.portsitges.com) from 24 to 27 January.

Unspoilt by the tourist boom of the 1960's, Sitges has retained that "picture-postcard" look, with narrow cobbled streets, beautiful Spanish architecture and unspoilt scenic views; a world away from the plastic and the concrete of the more traditional Spanish resorts along the Costa Brava and Costa Del Sol. With a microclimate of its own Sitges has over 300 days of Sunshine with temperatures ranging from 26 degrees to 33 degrees during the Summer months. This is Spain as it was meant to be... but even better.

Sitges has a long-standing gay appeal, being renowned as a bohemian hang-out and artist's colony since the early nineteen hundreds. Painters such as Picasso, Dali and Miro adored the town. It was also a favourite of writers, Tennessee Williams and Douglas Fairbanks. The artistic heritage lingers on in several fine galleries and art museums.

The town also boasts some stunning Cuban-style colonial architecture (built on the wealth of the sugar trade), and many grand neo-classical Catalan mansions with magnificent carved timber doors, hand-painted ceramic tile murals, and intricate wrought iron balconies, door lanterns and window grilles.

The conference promises to be exciting, interesting and useful. We will have a number of authoritative speakers and an extensive seminar programme led by hands on speakers.

Sitges is 28 kms from Barcelona and is well connected by rail and bus.

The 1st Wine Pleasures International Wine Tourism Conference and Workshop will bring together wine tourism professionals from around the world to discuss, reflect on and develop their ideas. The conference programme will offer many opportunities for professional contact and development. It involves a three-day programme of over 40 seminars, talks, workshops, panel discussions and plenary sessions. It also gives delegates a chance to meet leading authorities on wine tourism and exchange ideas with fellow professionals from all sectors of wine tourism.

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GETTING TO SITGES

By air

Barcelona airport (El Prat)
For Reus airport [click here](#)
For Girona airport [click here](#)

By Train - From the Airport (BCN - El Prat)

When you arrive at the airport, go through arrivals and follow the signs for the Train Station (Marked RENFE). You will see a long walkway that operates between Terminal A and B. Get on any of the trains and then get back off at the first stop, El Pratt de Llobregat station. This has been completely redesigned and is now underground. Go up the escalator, turn left and then go immediately down the next escalator. Take the train that says "Vilanova G" on the front. Watch the signs and get off at the Sitges Stop. It takes approximately 20 minutes.

Important Notes: After 10.25 p.m. or 22.25 your only option is The Mon Bus which now leaves between Terminal B & C. (see below) Or you could take a taxi, which costs approximately EUR 60.

By Train - From the Barcelona Centre

You need to get the train from Sants or Paseo de Gracia station. Journey time is 40 mins.

To get an exact timetable visit the official [RENFE](#) Site. This link will take you directly to the Barcelona timetable.

By Train - From Madrid

Frequent high speed trains (AVE) run between Barcelona and Madrid. Details can be found at www.renfe.es/ave

By Bus from the Airport (El Prat)

Getting the bus is probably the easiest way to get to Sitges. Take the 'Mon Bus' in between terminal A and B. The journey time is approximately 30 to 45 minutes depending on traffic and the time of day you arrive. The following timetables are up-to-date as of Mar 2007.

Monday to Friday - Every Hour between 07:40 and 23:40

Saturdays - Every 2 hours between 08:40 to 22:40

Sundays and Holidays/Festivals - Every 3 hours between 09:40 and 21:40.

Mon Bus Offices (Spanish Speaking): (0034) 93 893 7060.

For English Speaking Information contact the Barcelona

By Taxi from the Airport (El Prat)

Taxi's (normally Black and Yellow Mercedes) are lined up outside the arrivals hall. The average fare is approximately EUR 60 but you might find someone nice and cute to share the cost, if you are lucky. Make sure you have your destination written down clearly and hand it to the taxi driver. Otherwise he may "miss-interpret" you and take you on a round trip of Barcelona.

You then have 2 options to get to Sitges. You can take the "AutoPista" or "Por La Costa", the Motorway or via the coast road. The coast road is indeed very beautiful but can be quite a journey. The views of the Mediterranean are spectacular. Allow 40 minutes for this journey. The alternative motorway option takes 20 minutes.

By Taxi from Barcelona Centre

You can hail a taxi from almost anywhere in the city. Expect the fare to cost between EUR 60 and EUR 80. Note the two options for getting to sitges in the paragraph above.

From the Airport - Reus to Sitges

The following is based on feedback. Our recommendation is to get either the bus or a taxi from the airport to Tarragona Station.

*Times Subject to change - Mondays to Fridays: 07:25, 08:25, 09:25, 12:55, 13:55, 14:55, 17:55, 18:55 and 19:55.

Info -0034 977 770 698. - Fare EUR 3
Otherwise get a taxi - Fare EUR 15 approx

Option 1 - More trains, but one change.

At Tarragona you have two choices - Option 1 - Take the train to San Vicencs de Calders. You leave the station and go outside to the local trains platform which is in the open air. Change trains there for Sitges train (sixth stop). Trains to Sitges are every 15 minutes.

Option 2 - Less trains but direct to Sitges.

Trains from Tarragona are also very frequent. You are heading north, towards Barcelona. Buy a ticket straight through to Sitges. Prices vary in Spain depending on the type of train, so a straight through ticket is recommended. Not all trains stop at Sitges, so be sure to ask. The whole trip should be about 1 hour 15 minutes.

From the Airport - Girona to Sitges

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Tourist Office:

Barcelona Airport Tourist Office:

(0034)93 478 4704

Open from: 09:00-21:00

Take a taxi to Girona Station, from there take the train to "Sants Station". There you can catch the train to Sitges.

Trains from Girona to Barcelona takes about 1'20/1'30 h. There are a few that take just one hour. Then you have to add the Sitges train time. Expect 2'30 h. of total time, including the break between the Girona train and the Sitges one, at Sants Estació.

- Girona to Sants (Approx EUR 6).
- Sants to Sitges (Approx EUR 4.50)

Car parking

Car parking in the Port of Aigua Dolç is possible but there is a charge. At the entrance to the Port there is free parking area. If this is full then a parking space can be found on the nearby residential streets.

By Bus from Barcelona Centre

Take Bus Number N30, from Ronda Universitat near Plaza Catalunya and from Gran Via next to Plaza Espana. The bus leaves every hour on the hour up until 4am.

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ACCOMMODATION

Accommodation in the Port Sitges Resort is limited and we recommend that delegates reserve as early as possible. Accommodation reservation and payment should be made directly with the hotel. Alternative hotel options can be viewed at <http://www.sitgestour.com/jaddresses/16.html>

MEALS

The Hotel Sitges Resort will offer lunch and dinner in the restaurant but delegates must book in advance as places are limited to 80 max. The Port de Aigua Dolça has many restaurants and for proximity we recommend any and all of those open. For bocadillos the Hotel Sitges Resort .

EVENING EVENTS

A programme of evening events will be arranged for delegates during the evenings of the conference week. Activities will include wine tastings, food and wine pairing, winery visits and cultural visits.

If you would like to join forces with Wine Pleasures and sponsor an evening event, please contact us.

INTERNATIONAL DELEGATES

Delegates who require an invitation in order to make visa arrangements and other travel requirements should contact Wine Pleasures by fax on + 34 93 897 60 16 or by emailing info@winepleasures.com Please state your full name, postal address, fax number, and email address.

SPONSORSHIP OPPORTUNITIES

We are always looking for new sponsors and ideas to be sponsored to enable Wine Pleasures to host a memorable conference for delegates. If you are interested in sponsoring part of the Wine Pleasure Wine Tourism Conference, please contact us.

CANCELLATIONS & INSURANCE

Cancellations of conference registrations received before 1st December 2008 will incur a 50% cancellation charge. Cancellations after this date will not be refunded.

For equipment fee cancellations received before 1st December 2008 any banking or administration charges will be deducted from your refund. Cancellations after this date will not be refunded.

We strongly recommend that delegates purchase insurance to cover any cancellations and losses that may occur whilst they are away from home.

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DELEGATE REGISTRATION FORM

PERSONAL DETAILS

Title (Mr, Ms, Mrs..) _____ Family name: _____

First name: _____

Address: _____

Country: _____

Tel: _____ Fax: _____ Email: _____

CONFERENCE REGISTRATION FEES

Registration form & full payment received after 1st November Euros €35 + 16% tax

Single day attendance fee. Please indicate your chosen attendance day by ticking the appropriate box:

Saturday €18 + 16% tax Sunday €18 + 16% tax Monday €12 + 16% tax

TOTAL PAYABLE TO WINE PLEASURES: _____ €

METHODS OF PAYMENT

Credit card. We accept all major credit cards, excluding American Express.

Card type _____ Expiry date ____ / ____ 3-digit Security Code _____

Card Number _____ Cardholder _____

Signature :

Euro Cheque, made payable to Wine Pleasures

Bank transfer to Wine Pleasures, Caixa Penedès, Pl. Fortmico, 9 – 08779 La Llacuna (Barcelona) Spain.
IBAN: ES46 2081 0077 0033 0000 5074. All bank charges must be paid by the delegate.
Invoices will be sent via email to all delegates.

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CONFERENCE BADGE

Company where employed or other affiliation for inclusion on your conference badge. (Your name automatically appears on your badge)

Would you like your name and email address to appear in the participants' book? Yes No

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Cancellation of registration fees received before 1 December 2008 will incur a 50% cancellation charge. Cancellation of registration fees received after 1 December 2008 will not be refunded. We strongly recommend the delegates purchase insurance to cover any cancellations or losses that may occur while away from home.

Please make every effort not to leave your registration until the last minute as the Wine Pleasures Office will be fully committed to conference arrangements during December. Unless we receive your registration form and full payment by Friday 2nd January, you will need to complete a registration form and pay cash on arrival at the venue. Registrations are accepted at the conference.

Please return this form to
Wine Pleasures, C/Vino y Sol, 1 - 08779 La Llacuna (Barcelona) Spain
F. + 34 93 897 60 16 - E. info@winepleasures.com

Your registration will not be firm until full payment is received.

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