

**Conference Co-Chairs**

Armando Maria Corsi  
David Jaud  
Rebecca Dolan

**Organising Committee**

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Amelie Burgess  
Armando Maria Corsi  
David Jaud  
Hannah Ford  
Harriet Gray  
Irma Dupuis Day  
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Nathalie Spielmann  
Roberta Capitello  
Simone Loose  
Steve Charters  
Tatiana Bouzdine-Chameeva

## Program – At a glance

### Tuesday 3 February 2026

10:00–13:00 AWBR Board Meeting | Union House, Adelaide University

15:00–17:00 Wine Masterclass with Andrew Caillard & Angus Hughson | Barr Smith Library, Adelaide University

17:30–20:30 Welcome reception | Union House, Adelaide University

### Wednesday 4 February 2026 @ National Wine Centre, Adelaide (SA)

#### Industry Forum – Facing the Future | 9:00–14:00

09:00–10:30 Introduction & Plenary Talks

10:30–11:00 Morning Break

11:00–13:00 Industry Futures Lab

13:00–14:00 Lunch & Networking

#### Parallel Session 1 | 14:00–15:30

Track A – Sustainable Wine Tourism

Track B – Trends & Transformations

15:30–16:00 Afternoon Break

#### Parallel Session 2 | 16:00–17:30

Track A – Branding, Authenticity & Provenance

Track B – Place, Storytelling & Brand Strategy

#### BYOB Dinner | 19:00–22:00 (Pick-up 18:00 – 10 Pulteney Street, Adelaide)

Boatshed Hallet Cove | Hallet Cove (SA)

**Thursday 5 February 2026 @ National Wine Centre, Adelaide (SA)**

**Parallel Session 3 | 09:00–10:30**

Track A – Pinot Noir Around the World

Track B – Digital Marketing & Communication

Track C – Design & Language

10:30–11:00 Morning Break

**Parallel Session 4 | 11:00–12:30**

Track A – Branding & Communication

Track B – NOLO Wines & Innovation

12:30–13:30 Lunch

**Parallel Session 5 | 13:30–15:00**

Track A – Regulation & Trade Dynamics

Track B – Managing Uncertainty & Resilience

15:30–16:00 Afternoon Break

**AWBR Concluding Plenary Session | 16:00–16:45**

**Gala Dinner | 18:30–22:00 (Pick-up 18:00 – 10 Pulteney Street, Adelaide)**

Penfolds – Magill Estate | Magill (SA)

**Friday 6 February 2026**

**Study Tours – (Pick-up 10 Pulteney Street, Adelaide)**

Barossa Study Tour – 7:45–17:45

Adelaide Hills Study Tour – 8:00–17:30