

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
Rebecca Dolan
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Lara Agnoli
Larry Lockshin
Natalia Velikova
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