

# WINE AUSTRALIA ROADSHOW

Wine Australia's mission is to be recognized as the world's pre-eminent wine producer. In order to establish a strong market presence in the US, Wine Australia worked to host an immersive event in six of the most influential cities in the US commencing in September and October 2019. EventLink was very excited to be brought in to help host Wine Australia's Roadshow. The goal was to provide a platform for wine businesses to showcase premium Australian wine through a wine expo and classroom style experiences.

EventLink's part in the Wine Australia Roadshow was to coordinate logistics for five of the six cities. We were in charge of negotiating contracts with all vendors from catering to AV. Our coordinators were the direct contact for all venues and vendors. We helped coordinate the wine makers/representatives onsite resulting in a smoothly ran show and successful expo in which merchants, bar owners, restaurant owners and more got to experience Australia's premium wines.

## SERVICES

- Onsite sampling
- Program management
- Environment design

