



Embark on a Journey into the World of Wine - literally, visually, and with relish

Welcome!

For over two decades, I have had the privilege of working with wine, a fabulous product. It is always different, always new, whether I am sharing insights with audiences or organizing events and promotions.

In the world of wine, one always meets interesting people. Wine-makers who are passionate about what they do, vintners who love sourcing the perfect wine for their customers, gastronomers who realize the potential of wine, journalists who have carved a niche of knowledge for themselves and, last but not least, wine drinkers who want to enhance their enjoyment of wine.

I am in contact with all of them: I represent wine-makers and producers as authentically as possible, I communicate expert knowledge vividly and in an entertaining way and I act as MC, host or presenter at inspiring events for wine connoisseurs.

I would also love to work for you . . .

Sabine Ernest-Hahn

**I can offer:**

- Excellent wine-knowledge as a sommelière with 25 years of experience
- Expert knowhow as author of a specialist book for on-trade and wholesalers
- Over two decades of experience in wine-marketing and public relations with emphasis on wine presentation and wine seminars
- Comprehensive knowledge in the German market
- Impressive contacts to partners in on- and off- trade as well as to educational institutions
- Excellent knowledge of English and French, mother tongue German
- Design, development and presentation of seminars and wine presentations
- Organization of events and virtual tastings
- Confident and highly professional handling of situations and people
- A good sense for space, atmosphere and feelings – a requirement for creating positive emotions – on and off line

## Roadshows and Workshops for Hospitality and Trade Professionals

Concept, organization, implementation in one hand means you are always well looked after

- Tailor-made solutions for client's needs
- Scouting for special locations
- Attractive programmes
- Target group communication
- Authentic presentations with appealing live character
- Cost-effective calculations
- Collaborations with experts in the areas of graphic design, mailing, press contacts, and well-known sommeliers as speakers



## Wine Seminars and Guided Wine Tastings for Wine Connoisseurs





**WINE VIRTUAL** - The studio has a stage, sound, and vision. Initial virtual wine tastings and web-based seminars were very well received and proof how much of the excitement and emotion of real events can actually be transported digitally. Normally, wines are sent to participants beforehand but taking part in such seminars can also be interesting without sampling the wines introduced.

Zoom is the platform of choice since it offers the best possibilities. Two formats are possible:

### Web-based Meetings

All participants are present in audio and video, provided they want to be. Each participant operates audio and video himself or herself. A computer screen has side-by-side capacity for at least 25 participants but more participants may join on additional screens. Alternatively, a smartphone can be used with the active speaker view. The screen sharing mode can be used to display PowerPoint presentations, photographs, videos, or web screens.

### Web-based Seminars

A successful web-based seminar can be compared to a good theatre play. For it to work, it needs exciting topics, a well thought out script, and solid interactions between protagonists.

The participants remain anonymous during the seminar which means that the seminar may be recorded and posted online (Facebook, YouTube, company websites et al.). Although the participants are not present via camera and microphone, there are various ways to invite them in, via surveys, Q&A, chats, and by raising their hands.

After a seminar, a follow-up meeting may be organized where participants can see and interact with one another.

A lot of potential for participants and organizers without incurring traveling expenses or investing too much time.

