



ROUNDTABLE 5: NEW TECH- A FOUR LETTER WORD OR THE ANSWER TO OUR PRAYERS?

LOCATION: Salle des Voûtes, Table 3, Priory

DESCRIPTION

This group will address the collective experience of its participants, their philosophy and vision for the existing and anticipated breakthroughs in tech (i.e. AI, bio-tech, fintech, augmented reality, digital including social media and digital marketing...). Explore possible applications and impact of these trends in change-resistant fields like Fine Wine. Consider existing wine-tech and digital change to project likely evolutions in wine-related mores.

OBJECTIVE OF ROUNDTABLE

Draw from the collective wisdom of the participants and create a shared vision of what the best practices could or should be in the tech world, including digital, and its bearing on wine. How could the current and coming disruptions affect us? Articulate key points of the vision and the guiding principles that you think should inspire leaders in these fields going forward. Distil collective thinking into actionable ideas.

PREPARATION AHEAD OF ARRIVAL

Please review the questions below which are suggested as prompts to get you started. Please feel free to add topics that you think are related and relevant, and address them. You can also reach out ahead of the roundtables to gather insights from other contacts of yours who are experts in any the topics.

- 1) **THE PAST: *What was going on 10 years ago vs today?***
 - Back in 2007 before the market crash, or in 2009, just after it, what were some of the digital and tech trends that we thought would mark our times?
 - How accurate or relevant were those predictions?
 - Who were the artists and heroes we worshipped then and where are they now?

- 2) **WHERE ARE WE NOW? *Progress and new challenges***
 - What are your sacred cows that we should fight to protect and preserve?
 - How has wine-tech changed and is it for the better?
 - What disruption have we already seen and is likely to continue?
 - Which are the big areas that still pose real problems and frustrations, in wine and in society?

- 3) **LOOKING AHEAD (*3 years, 10 years and beyond*)**
 - Which are the sectors within the tech space that are causing the most excitement or commotion?
 - Where is tech likely to disrupt the Fine Wine world the most? The vineyard, the winery, commerce, secondary market trading, communication?
 - Can the pursuit of natural, environment-driven practices be reconciled with accelerating tech?
 - How are young tech-savvy people like millennials likely to interact with Fine Wine?
 - Is this parabolically accelerating tech curve going to pull generations apart, or can tech help to connect them?
 - If you had a magic wand and an unlimited budget, how would you want your world to be 10 years from now?

MATERIALS

Please gather any materials, studies, statistics, data, infographics, cartoons, visual supports that you think could add to the topic and would be interesting to share. (We are setting up a place on the cloud to compile these for reference)