

The calendar may have adjustments. Please confirm dates with the final calendar handed in on the 1st day of the program.

| Module | Faculty | Month | Day | Week Day | Schedule |
|--|-----------------------------------|----------|-----------------|-----------|--------------------|
| Program Welcoming Insights in Wine Industry by George Sandeman, Sponsored by Vini PORTUGAL * (3.5h) | | February | 2 | Sunday | 3:00pm - 6:30pm |
| Welcome & Opening Session (30m) | Coordinators | | 3 | Monday | 10:00am - 10:30am |
| Planning Wine Tourism Destinations (3.5h) | Nuno Fazenda | | | | 10:30am - 1:30pm |
| Wine Market & Distribution (4h) | Paulo Ramos | | 4 | Tuesday | 3:00pm - 7:00pm |
| Business Marketing and Brand Management (4h) | Joana Santos Silva | | | | 9:30am - 1:30pm |
| Digital Wine Marketing (4h) | | | 3:00pm - 7:00pm | | |
| Sales and Customer Management (4h) | Tim Munnion | | 5 | Wednesday | 9:30am - 1:30pm |
| Understanding Consumer Behavior (4h) | Rosário Pinto Correia | | | | 3:00pm - 7:00pm |
| Deconstructing Wine: The Science Inside the Bottle and Behind the Label (4h) | Tim Hogg + José António Couto | | 6 | Thursday | 9:30am - 1:30pm |
| Sustainable Processing in the Winery (4h) | Andrew Waterhouse | | | | 3:00pm - 7:00pm |
| Wineries Management (4h) | Nuno Cancela Abreu | | 7 | Friday | 9:30am - 1:30pm |
| Training by Wine Academy - Wines of Portugal (3.5h) * | Vini Portugal / Wines of Portugal | | | | 3:30pm - 7:00pm |
| Company Interaction: Successful Wine Brand (4h) * | Coordinators | | 8 | Saturday | 9:30am - 1:30pm |
| Closing Ceremony | | February | 8 | Saturday | Starting at 1:30pm |

* These events will take place outside the Catholic University of Portugal

In collaboration with



Total length: 46.5h

Coordinators:

Nuno Fazenda - Holds a PhD in Regional and Urban Planning (in the field of Tourism) from the Higher Technical Institute, Masters in Management and Environmental Policies from the University of Aveiro and Undergraduate Degree in Tourism from the University of the Algarve, including an exchange year at the University of Wales in Cardiff. Former Director and Deputy Director of two hotels. With 15 years professional experience in the tourism field, Nuno Fazenda was Expert-Coordinator at the CCDRN with responsibility for the Action Plan for Tourism in the North of Portugal, and technical coordinator of the Tourism Development Plan for the Douro Valley. Was an invited Professor at George Washington University Business School and has been conducting several communications in Portugal and abroad, including Europe, Brazil, China, Mexico and the United States. He is a professor at Universidade Católica Portuguesa, member of the Scientific Council of the Faculty of Philosophy and Social Sciences of the UCP and international expert of World Excellence for Destinations Center. He is Director of the Department of Community Programs Management in Tourism of Portugal, I.P., and he is in charge of the coordination of Tourism 2027 - National Tourism Strategy of Portugal.

José António Couto - Professor at the College of Biotechnology of the Portuguese Catholic University and researcher of CBQF (Fine Chemistry and Biotechnology Centre) in the area of wine science. He got his B.Sc. degree in Biology (Scientific-Technological branch) from the Faculty of Sciences of the University of Porto and his Ph.D. degree in Biotechnology (Microbiology) from the Portuguese Catholic University. He published several papers in refereed international journals and has participated in several professional meetings and international congresses. He coordinates academic teaching programmes from undergraduate degrees to doctoral studies: master's degree in Applied Microbiology (ESB-UCP) and post-graduation on enology (ESB-UCP).