

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)		January	9	Saturday	3:00pm - 6:30pm	
Welcome & Opening Session (30m)	Coordinators				10:00am - 10:30am	
Planning Wine Tourism Destinations (3h)	Nuno Fazenda		11	Monday	10:30am - 1:30pm	
Wine Market & Distribution (4h)	Paulo Ramos				3:00pm - 7:00pm	
Sales and Customer Management (4h)	Tim Munnion		12	Tuesday	9:30am - 1:30pm	
Understanding Consumer Behavior (4h)	Rosário Pinto Correia				3:00pm - 7:00pm	
Sustainable Production (4h)	João Luís Barroso		13	Wednesday	9:30am - 1:30pm	
Wineries Management (4h)	Nuno Cancela Abreu				3:00pm - 7:00pm	
Deconstructing Wine: The Science Inside the Bottle and Behind the Label (4h)	Tim Hogg + José António Couto		14	Thursday	9:30am - 1:30pm	
Business Marketing and Brand Management (4h)	Joana Santos Silva				3:00pm - 7:00pm	
Digital Wine Marketing (4h)					9:30am - 1:30pm	
Wines of Portugal Academy (3.5h) *	Vini Portugal / Wines of Portugal		15	Friday	3:00pm - 6:30pm	
Company Interaction: Successful Wine Brand (4h) *	Coordinators		16	Saturday	9:30am - 1:30pm	
Closing Ceremony			January	16	Saturday	Starting at 1:30pm

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

In collaboration with 

Total length: 46.5h

Program Directors:

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).