

DIGITAL WINE TASTING PROJECT

LEARNING ACTIVITY

19/21.09.2023



Funded by the Erasmus+
Programme
of the European Union

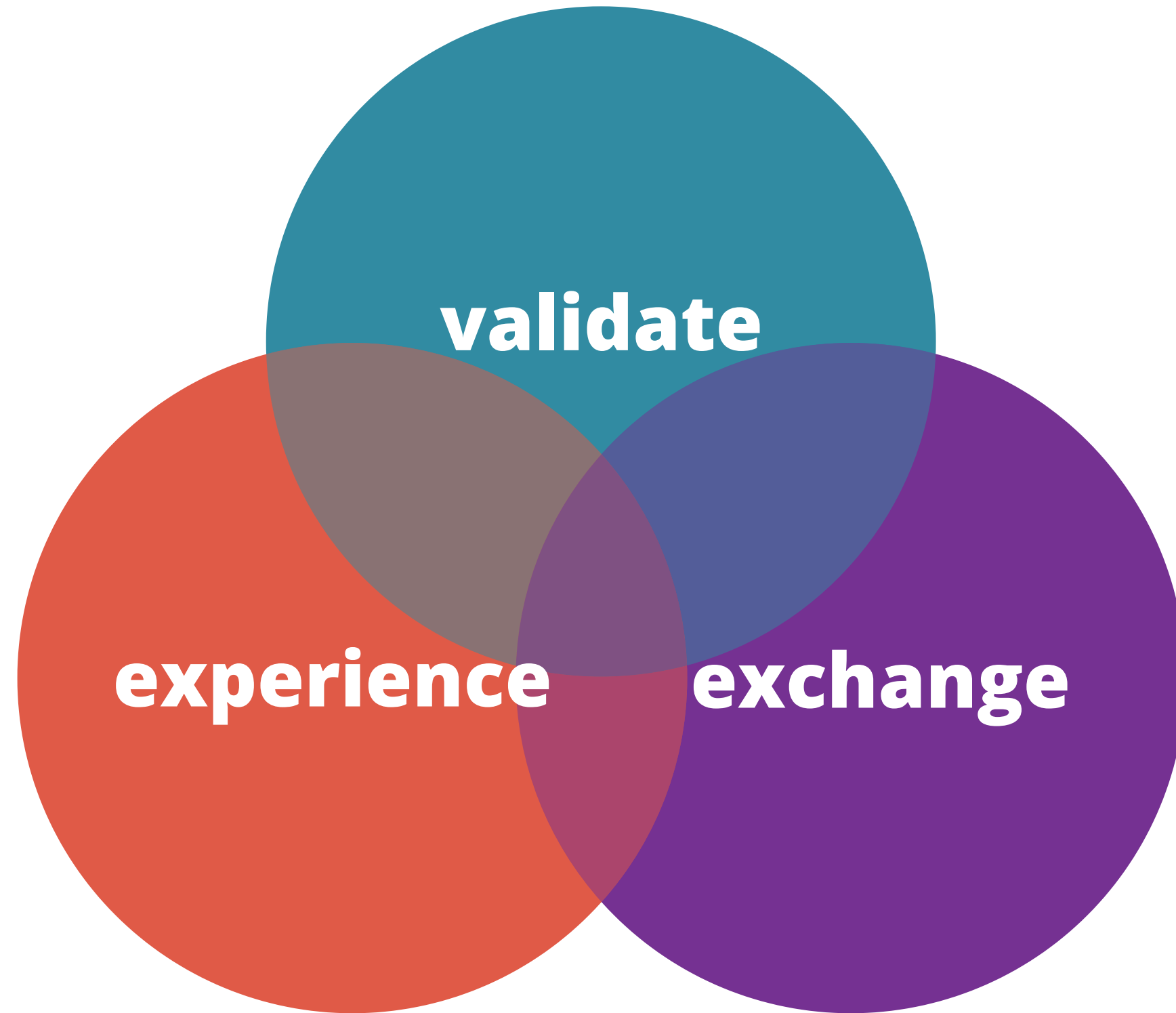
www.dtasting.eu

Learning Activity Philosophy

Validate: the aim is to validate the microlearning course on "Digital Wine Tasting" by collecting feedback from end-users.

Experience: the aim is to experience innovative ways of wine marketing, wine tourism and culinary heritage through the Marche region's best practices (Heritage Marketing, Storytelling, Augmented reality);

Exchange: the aim is to give the participant an opportunity for knowledge exchange among themselves and with local stakeholders (municipalities' tourism departments and wine companies).



Learning Activity Programme - Offida, Italy, 19-21 September 2023

19 SEPTEMBER

VALIDATE

9.15h-10.30h ICE BREAKING

Game and self-presentation

11h-13h WORK GROUP

Prepare an online tasting event (design) under the mentoring of the experts so they can give feedback and improve the strategy.

Precondition: participant needs to do the microlearning course previously, self assess and share practical things and suggestions for improvement

**13h30m-16h WINE CLASS
"TRAIN YOUR PALATE"**

In this wine class, the participant will learn how to recognise the basic wine flavours

20 SEPTEMBER

EXPERIENCE

**9.30h-13h OPEN AIR
CULINARY HERITAGE
STORYTELLING GAME**

15h-18h WORK GROUP

On the base of the online tasting event designed the day before, participants will simulate an event (20 min showcase) for the other groups.

Apply the competencies framework and evaluation.

Provide feedback (by experts and other groups)

19h SOCIAL DINNER

21 SEPTEMBER

EXCHANGE

9.30h-13h WORK GROUP

Consolidate a strategic plan for d-tasting events.

Apply improvements from the collected feedback during the previous sessions and events they participated.

Satisfaction grid

**14h-16h KNOWLEDGE
EXCHANGE SESSION**

LA participants will meet local stakeholders (wine entrepreneurs, municipality delegates of tourism) to discuss and exchange with them best practices related to wine marketing and wine tourism

travel day

travel day

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