

THE HUMANS OF WINE VOICES*

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Where are you based?

I live in Padova, where also my office is based.

What is your job in the wine industry?

I have been working in the wine industry for a few years now and I am particularly concerned with communication, pr and press. I started my career in the wine & food industry with Fiera di Verona where for fifteen years I have dealt with wine events, food and food technologies. At some point I decided to open my own agency and I started my adventure "alone": an exciting new experience that still lasts today!

What kind of activities are you developing to reach your customers/readers/followers?

In particular, during the recent lock down, I decided to put my face on social media, that is, to appear on video in first person, not only on audio, talking about wine of course but also about other themes in a flash way, so as not to bore and, above all, to keep the involvement of non-professionals alive, which I am still doing. Instead, I continued to drink my customers' bottles but also presenting them with my face and above all combining them in photos with something about me: a shoe, a dress, a jewel, always for the reason mentioned above, or to retain my followers but above all to increase their engagement.

How did your approach to the wine business change after this emergency?

In a very pragmatic way: things have changed and will never return as before. We must adapt and accept the change and face it. Covid-19 has in some ways only accelerated some dynamics that would inevitably have surprised us for their speed.

How do you see the promotion of wine go further?

In my opinion, the promotion of wine will be increasingly global on the one hand, with an increasingly ethical language linked to the sustainability of processes and products, while on the other hand (and here I am referring mainly to social media) it will continue to be linked to the interlocutors in the industry, but today also less technical, more smart and therefore usable by non-professionals, by non-professionals who are not necessarily wine lovers.

Covid-19 forced us to digitalize: were you ready or did you have to adjust to the on line world?

The online world is increasingly connected to offline: it seems an oxymoron but it is not. Today what happens with the "perfected" digitalization does not only concern the moments in which we are "live" or publish videos. I mean, our skills rather reside in creating long-lasting dialogues and, above all, a continuous communication that, from a more technical perspective, seem to be externally connected with digital tools but actually concern every moment of our industry activity (visits to the cellar, tastings, interviews). Social media play a fundamental role in this process. I am implementing this aspect, however, integrating my online professional activity with my offline life, which is always clearly visible.

What are the values that have become more important at this time?

Seriousness and credibility come always first for me.

One thing from this covid time you would bring with you and one you would leave behind.

I would like to keep the proactive anxiety of not disappearing into thin air, which has allowed me to continue communicating, inventing new ways and content even while staying at home on my sofa. Instead, I would like to leave behind the uncertainties created by the moment: we must always go forward, regardless of the context in which we live because we do not actually know what can happen: anything can happen!



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