



NC Wine Guys Announce Third-Annual Blogger Summit on March 23

“Tell Your Story” themed event in heart of NC wine region will feature interactive learning and networking opportunities for bloggers, digital influencers, wineries and vineyards

CHARLOTTE, NC (February 11, 2020) – North Carolina’s go-to wine bloggers and influencers, NC Wine Guys, announced the upcoming dates and venue for their third-annual Blogger Summit hosting some of the region’s most influential digital voices and local wineries and vineyards for workshops and networking against the scenic backdrop of North Carolina’s wine region. The event will be held Monday, March 23, at the Shelton-Badgett NC Center for Viticulture and Enology at Surry Community College in Dobson, NC.

In a social media-dominated age where digital influencers, authors, and businesses are competing for limited attention spans, the summit – themed “Tell Your Story” – aims to equip attendees with tools and best practices to help their voices resonate with audiences. In addition to networking while enjoying local wines, bloggers, other digital influencers, and wine industry professionals in attendance will receive training in an interactive, engaging setting about the importance and how-tos of media kits creation, social media strategy, and press release writing and distribution.

“The goal of the summit is to bring together bloggers, digital influencers, wineries, vineyards, tourism development professionals, and other industry persons for a day of learning and networking,” says Matt Kemberling, one-half of the NC Wine Guys. “Sessions focus on how to expand the reach blogs, increase social media presence, and promotion of wineries and vineyards. And attendees won’t want to miss the Sunday before the summit – which includes wine tours, dinner, and networking among bloggers and digital influencers.”

The previous two summits were held at Hanover Park Vineyard in Yadkinville, NC, with attendance tripling between the first and second years – a trend the NC Wine Guys hope to build on with the turnout for the March 23 event. The duo plans to move the summit around the state in future years.

“We’re still so grateful to Amy and Michael Helton of Hanover Park Vineyard and the NC Wine and Grape Council for their generous support as we got started. David Bower, enology instructor at Surry Community College, has been instrumental in getting this third summit together – and we can’t wait to see what’s in store for #TellYourStory,” said NC Wine Guys’ Joe Brock.

To learn more about this year’s summit and to purchase tickets or become a sponsor, please visit ncwineguys.com/index.php/ncwine-bloggers-summit/.



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About NC Wine Guys

NC Wine Guys are bloggers and influencers covering local North Carolina wine, mead, and cider, with limited features also discussing craft beer and small boutique wineries outside of the state. Owners and chief editors Joe Brock and Matt Kemberling operate NC Wine Guys according to a simple, "truly local" mission: To support locally made wine, mead, and cider made from grapes, honey, and apples produced in the local area exclusively. In addition to their *Cork Talk* podcast covering local wine, Joe and Matt also blog about wine tips and wine and food pairings, among other related topics. The NC Wine Guys are the hosts of the annual Blogger Summit event held each spring in the wine region of North Carolina. To learn more about the NC Wine Guys and their upcoming Third Annual #TellYourStory Blogger Summit, visit ncwineguys.com.