

File Created by [Blogging Rebirth](#) WP Plugin

Is Wine the New Golfing

As a wine instructor who came from the business sector world, I completely comprehend the seriousness of entertaining clients and I learned the hard way about the importance of wine skills while traveling a lot as a sales executive for a software company. Understanding wine is an essential executive talent!

Think of group wine tastings as the new golfing outing.

Unlike golf, enjoying wine does not require any prior experience or athletic prowess. One event I Am often asked to conduct is called "Don't Drink, Taste!" In this convention I teach the group the best way to taste wine using all of their senses. I frequently use foods like lemons (to explain acidity) and walnuts (to illustrate the feeling of tannins) to demonstrate how much they already know about tasting wine. This event puts everyone at ease and teaches the language to describe any wine in an easy way. By the end of the dinner newbs as well as seasoned wine lovers are having meaningful conversations about wine and how to pair wines with a meal.

Wine-tasting is a team sport

One of my preferred [executive retreat ideas](#) is a wine-focused team-building event that helps a group connect in a way that's snug and fun. Groups might be asked to guess the varietal of an unknown wine or tasked with pairing a dish with a wine that best enhances the food. I regularly utilize my training as life coach (and infrequently co-operate with training execs to include developmental tools, like Myers Briggs character testing), into my events. Grapes, just like employees have their own unique characters and understanding that may help you enjoy them more!

The price is right!

The current cost controls and rules many businesses face today are one more reason to cultivate wine savvy staff. Companies understand the significance of presenting a polished image and are investing in educating their executives. My Executive Wine 101 seminar was created specifically for the managing team of a large construction company to just do that. We covered the essentials of tasting, ordering and pairing wines. Not only did the group have a great time together but they left with urgent info to make their next business dinner not simply a success but cost effective too.

An old maxim says: "Over a bottle of wine many a chum is made." I believe that also applies to creating stronger groups and customer relations. So the next time you are thinking about making a great event for your quarterly meeting, organizing a team-building retreat or a reward for your best clients. Put down that golfing club and pick up a wine glass!

[Wine speaker](#) Laurie Forster is an expert on using wine in creative [team building ideas](#).

You can also find this article published on [Is Wine the New Golfing](#), and on the tag pages [business meeting ideas](#), [convention entertainment ideas](#), [corporate event entertainment](#), [corporate event ideas](#), [corporate hospitality ideas](#), [corporate retreat ideas](#), [corporate wine entertainment](#), [corporate wine event](#), [corporate wine tasting](#), [Team Building Ideas](#).