

# HOW TO USE THE CO-LAB :

1. Watch the webinar videos
  - After watching the introduction, start with #2 – Why Cultivate Togetherness
2. Download the webinar slide decks as a reference
3. Use the Takeaways from each webinar to help you get started
4. Apply the insights to tailor social media, communications and events
5. Check out the Resources to see what you can use
6. Participate in the online sessions – bring your questions!
7. Share the work that you're doing
8. Offer feedback on other tools you'd like to see

# CO-LAB DOS & DON'TS:



- Watch the videos in order
- Share with your colleagues
- Start a brainstorm on how to tailor your communications to today's consumers
- Download slides and key Takeaways
- Read the Resources section — including important legal information
- Offer your feedback



- Don't share outside the wine community without contacting us first (copyright)
- Don't get discouraged – let us know if you have questions
- Don't keep it to yourself – tell us what works and what doesn't