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Top executives gather at the 47th Annual Impact Marketing Seminar in New York

Top executives discuss the future landscape of the drinks business

Friday, October 6, 2023



In the bustling heart of New York City, a remarkable assembly of industry leaders took place. The 47th Annual Impact Marketing Seminar, organized by M. Shanken Communications, Inc., welcomed a cohort of the drinks business's top executives. Their venue of choice, The Pierre, played host to a full house, evidencing the event's significance in the drinks industry calendar.

Marvin R. Shanken, chairman of M. Shanken Communications, kickstarted the proceedings with an opening address, setting the tone for what would be a day of insightful discussions and thought leadership. His words marked the commencement of the drinks industry's signature summit, a testament to the event's consistent value delivery to its attendees.

Throughout the morning, a series of esteemed speakers graced the stage, each delving into pertinent subjects that define the modern beverage landscape. Tony Latham from Bacardi Ltd talked about evolving strategies to attract the contemporary beverage consumer. Following Latham, Jessica Spence from Beam Suntory delved into the dynamic rivalry and potential futures of whiskey and tequila.

The program proceeded with Ugo Fiorenzo from the Campari Group expounding on the potential of a diversified portfolio in the drinks market. Diageo North America's Ed Pilkington weighed in on the indispensable role of innovation in the business's growth trajectory. Representing the chain retailers, Phil Markert shared insights into the changing face of the wine and spirits consumer.

Francis Creighton, at the helm of the Wine & Spirits Wholesalers of America, presented a compelling case in favor of the revered Three-Tier System. Finally, Coca-Cola North America's Dan White offered a fresh perspective on creating collaborative partnerships in the beverage alcohol domain.

Post these riveting presentations, attendees were treated to a Champagne reception, paving the way to a luncheon at The Pierre's esteemed Cotillion Room. The luncheon was elevated with the presence of NFL Hall of Famer and acclaimed television personality, Michael Strahan. In conversation with Shanken, Strahan delved into various subjects, followed by an interactive session with the attendees.

As the seminar drew to a close, the audience was left with an anticipation for the next edition. The 48th Annual Impact Marketing Seminar, slated for next year, promises to be yet another groundbreaking event, with the exact date still to be unveiled.