

Research required

<p>½ hr</p>	<p>Open the website www.InspectorGrape.com. The site audience is food & wine enthusiasts – some of them know a lot about wine but most people don't know that much but are very eager to learn more.</p> <p>To get an idea of the content & style read the blog post & watch the video for Pan Fried Sardines at this link http://inspectorgrape.com/ep-22-vino-verde-and-pan-fried-sardines-recipe-serves-2 Click on the menu buttons and take a few minutes to browse the site.</p> <ul style="list-style-type: none"> ▪ About – tells you who we are ▪ Just Wine – articles & videos focusing on wine only ▪ Wine & Food – articles & videos where food & wine is matched in great combinations (includes recipes) ▪ Wine News – Wine related items found in news papers & blogs – a smart phone wine app, opening of a new restaurant, etc ▪ Wine labels – a slide show of pictures of wine labels – all these wines can be found in the sections Just Wine or Food & Wine. So this tab is just another way for the audience to find their favourites wines or explore. ▪ Videos - a library of videos – all these videos can be found in the sections Just Wine or Food & Wine, YouTube and on the Podcast. So this tab is just another way for the audience to find their favourite videos. ▪ Press – press clippings from newspapers, magazines or blogs that mention how great Inspector Grape is
<p>OK now that you know what the website is about; please do the following tasks that will greatly help us to build the site.</p>	
<p>2 ½ hrs</p>	<p>We want to start a new series of blogs under the title The Student Winemaker's Diary. We need to find people studying wine making that will be willing to guest blog about their work in the vineyard.</p> <p>We need you to search Google to find Institutions in specific countries where people study wine making so that we can contact them.</p> <ul style="list-style-type: none"> ▪ For institutions you can search terms like Academy, University, College, School ▪ For people or courses you can search terms like Winemaker, Viticulture, Viticulturist, Wine making, Wine studies, Wine student, Wine Course ▪ For countries search only for Australia, South Africa, Chile, USA, England, Italy. <p>We need you to search for these institutions and then do some further research on them to find the best ones and put the results in a report (Word Doc). In the report include the following fields:</p> <ul style="list-style-type: none"> • Country • Name of institution • URL (s) (include multiple URLs if there are more than one main / noteworthy page on the site or different wine related departments) • Name of the course(s) • Contact details of person in charge of the course. If this is not available then just general contact details for the institution. • Short over view of the Institution, just a paragraph or 2 – you should be able to find this

	<p>on their site</p> <ul style="list-style-type: none"> • Any social media links e.g. Twitter, Facebook, etc • Indicate if you find any reviews online of these institutions or their wine making courses. Are they good or bad? Include any relevant URLs <p>I would prefer to have 10 well-researched institutions in the report rather than 100. The number of institutions will vary a lot between countries so don't feel you have to find 10 for each country. England may have only 2 and Australia will a 100 to choose from. Let Google guide you – just look at the results on the first page. Also the institutions don't have to be massive – quality is more important than size so if a school has a great review I would prefer to see it in the report rather than a massive university with unhappy students.</p> <p>A good starting point would be to search “Best winemaking course in Australia” and variations thereof.</p>
15 min	<p>Read the document http://inspectorgrape.com/wp-content/uploads/2011/02/IG-MediaKit-Jan2011-v03.pdf. This document will be sent to potential sponsors for the new podcast series.</p>
2 ¾ hr	<p>We need you to do research & help us find potential sponsors that we can approach. The podcast will be audio interviews with South African winemakers in their vineyards talking about their vineyards, winemaking & other tourist attractions in the area.</p> <p>Please search Google to find South African companies, government organisations, charities etc that promote South African wine, wineries, wine routes or tourism internationally.</p> <p>In the report include the following fields:</p> <ul style="list-style-type: none"> • Company / Organisation Name • URL (s) (include multiple URLs if there are more than one main / noteworthy page on the site or different departments) • Contact details of person in charge of media relations / marketing / sponsorship. If this is not available then just general contact details. • Short over view of the Company / Organisation, just a paragraph or 2 – you should be able to find this on their site • Any social media links e.g. twitter, face book, etc
1 hr	<p>We currently have an old Facebook Group – http://www.facebook.com/group.php?gid=97659430064</p> <p>For one of our other sites we have a Facebook fan page http://www.facebook.com/london.metabolicbalance</p> <p>But we are aware that Groups and fan pages have different functionality. Just not sure exactly what the differences are. Please compile a report that compares Groups and fan pages – functionality, strengths & weaknesses, etc. How do people use them to best effect? If fan pages are better than Groups can a group be migrated to fan pages? If Groups cannot be migrated to fan pages how can we get the most from using the Group or should we start over with a fan page? These are the questions we have. Have other people had similar issues? How have they found answers to these questions?</p>
3 hrs	<p>We want to create videos where our wine taster can visit London based independent wine shops / wine merchants / wine cafes. We also want them to visit delis that are close to these wine shops. Compile a report that lists London independent wine shop – you can find them by searching in Google Maps.</p> <p>In the report include the following fields:</p> <ul style="list-style-type: none"> • Company / Organisation Name • URL • Contact details of person in charge of media relations / marketing. If this is not available then just general contact details. • Short over view of the Company / Organisation, just a paragraph or 2 – you should be able to find this on their site • Any social media links e.g. Twitter, Facebook, etc <p>Then search Google Maps for independent – delis in London. This report should contain the same fields as for the Wine shops.</p> <p>If possible it would be very helpful if you can indicate which delis are closest to which wine shops.</p>

