

BCB

BAR CONVENT

BROOKLYN

BCB Brooklyn 2025: Main Stage Speaker Guidelines

What We're Looking For

Speakers to share best practices, ideas and innovations that will benefit the professional bar and beverage community members both domestically and internationally.

Speakers should provide cutting-edge information to keep the audience competitive, help them gain a fresh perspective and have actionable takeaways that they can implement in their everyday work environment, business or personal development.



Audience

Bartenders, bar owners, directors and managers, F&B managers, restaurants, distributors, importers

Education Session Topics

- Advanced Bartending Techniques and Operations
- Business, Leadership, and Legal
- Community Impact and Social Responsibility
- Industry Trends and Future Outlook
- Marketing and Technology
- Personal and Career Development
- Other/ Your Innovative Idea



Speaker Benefits

- Enhance the knowledge and skills of their industry peers
- Share their passion and expertise and gain professional and personal recognition as a subject matter expert
- Enhance the name recognition of their brand
- Receive a complimentary badge to BCB Brooklyn 2025
- \$200 fee per session

(Please note: If multiple participants are involved in the session, the fee will be split)

*BCB Brooklyn does not provide travel,
hotel coverage or reimbursement.*



Speaker Responsibilities

- Speakers must agree to submit their contracts, bios, photos, videos and presentations by the agreed-upon deadlines.
- Speakers must agree to help promote their session at BCB Brooklyn through emails, videos, social media, and/or other avenues.

Session Length and A/V

- Every speaker will have up to 45 minutes to present their topic, including Q&A.
- A stage, podium, loudspeaker, projector, computer and microphone will be provided.



Submission Guidelines

Be creative, thorough, and informative, and make sure to tailor your presentation to the audience.

Deadline for submitting proposals is Friday, January 17, 2025.

Please note that the presentations on the Main Stage cannot include any sampling or tasting components.

Education content must be commercial-free and vendor-neutral.

If you're interested in sponsored education or tasting sessions featuring your products, please reach out to our [Booth and Sponsorship Sales](#) team.



Review Process

The BCB Brooklyn Education Committee will review all submissions and approve each session to deliver and ensure the best quality, diversity, and range of programming. The committee is comprised of industry experts providing a great cross-section of experience and communities. The BCB Brooklyn team will contact you before the end of February and inform you if your submission has been accepted. At that time, you will receive further information and instructions.

The committee ensures that the presentation aligns with the overarching education strategy and offers a variety of topics. BCB Brooklyn seeks to promote inclusion and celebrate diversity and welcomes all submissions.

Please note that we receive many submissions and only have a limited number of sessions available for the BCB Brooklyn education program.



Submissions will be Evaluated on the Following Criteria

- The speaker's expertise
- The quality and appropriateness of subject matter for the target audience
- Precision of description of learning objectives/key takeaways
- Sufficient breadth and depth of information on the topic
- Potential to improve the knowledge and skills of the audience
- Actionable takeaways
- Fit to the length of the sessions
- No commercial aspects
- Originality, relevance/importance, and innovation level of presentation
 - Preference for sessions not presented elsewhere



Cheers!

Thank you in advance for
your time and submission.

