

SEMINAR TOPIC IDEAS

(From USBG Member Feedback)

*****Members are looking for seminars with hands-on/interactive components to keep them engaged (Activities like tastings, workshops, small-group problem-solving/challenges, etc.).**

ADVANCED BARTENDING

Advanced Bartending Tools (sous vide, centrifuge, etc.) - how to use

Aquavit

Amari Education

American Whiskey - categories

Baijiu deep dive

Blending Whiskies

Canadian Whisky

Career Enhancement/Progression

Chemistry of Alcohol

Cocktail History

Cocktail Menu Creation

Distillery info

Educational Opportunities/Programs

Fortified Wines

Genever

Gin Botanicals

Grappa

History and use of the three-chamber pot still in early America

IBA Presentation/Workshop

Industry Trends – What's Next?

iSi Seminar/Workshop

Poitin

Singani

Rums of the World

Water Chemistry & the effects on distilling/brewing

Yeast strain(s) and their impact on alcohol

LEADERSHIP

Bar/Distributor Partnerships

Brand Building

Building Your Bar Business

Creating a Bar Program - where to start

Events A-Z (include ideas)

How to be a USBG Board Member (role, responsibilities, expectations)

Management Basics

Marketing/Social Media

Membership - recruiting & retaining (measurable ideas and rewards)
Networking
Running a Chapter
Membership - recruiting & retaining (measurable ideas and rewards)
Unified Goals for the USBG
USBG 101 (structure, resources, etc.) – (Keynote?)

SOCIAL RESPONSIBILITY

Cultural Appropriation in Tiki Culture
DEI
How to Handle Guests Who Think You Are Their Therapist – what to say/do?
Interviewing for Jobs
Practical sessions on H&W
Personal Finance
The Effects of Diffuser Technology on the Environment in Mexico
Advocacy - Getting Involved/Getting Started