

FAQs: USBG 2024 National Conference Seminars

Thank you for your interest in submitting a seminar proposal for USBG 2024 National Conference!

Please read some of the frequently asked seminar proposal questions BEFORE submitting your proposal for a chance to present your seminar at the USBG 2024 National Conference, June 2-5, 2024.

When and where is the USBG 2024 National Conference?

The USBG 2024 National Conference will be held June 2-5, 2024, at the Hyatt Regency Denver at Colorado Convention Center in Denver, CO.

What is the seminar proposal timeline for 2024?

- August 29, 2023: Seminar proposal period opens
- 11:59 PM (Pacific) on November 1, 2023: Seminar proposal period closes
- January 2024: Seminar invitations sent
- April 2024 (Date/Time TBA): Speaker Ready Call
- May 2023: Final Details/Presentation Decks Due
- June 2-5, 2024: USBG 2024 National Conference

What are the USBG 2024 National Conference Educational Tracks?

When submitting your seminar proposal, you will select either Advanced Bartending, Leadership, or Social Responsibility. This determines who reviews your seminar. You may select multiple tracks, if you feel your seminar topic applies to more than one category.

- **ADVANCED BARTENDING** – These seminars are industry-driven and designed for bartenders of all levels, with a focus beyond the introductory level. (Don't be afraid to geek out!) Seminars under this track could include spirit category exploration, history, cocktails and trends, techniques, methodology, or career possibilities beyond the bar.
- **LEADERSHIP** – These seminars focus on general leadership, as it relates to business and chapter operations. Seminars under this track could include general leadership, chapter finances, fundraising, membership, general chapter operations and governance, social media, marketing, volunteer management, event planning and management, or opening a bar.
- **SOCIAL RESPONSIBILITY** – Seminars in this track focus on diversity and inclusion, interpersonal violence, stress recognition and management, and other health and wellness-related issues that affect the hospitality industry.

What are the seminar formats for the USBG 2024 National Conference?

The seminar formats offered in 2024 are:

- Presentation (informative lecture)
- Workshop (hands-on activity for attendees to participate in)
- Panel (multiple panelists discussing a topic/answering questions)
- Round-table (small group working to discuss a topic/solve a problem)
- Tasting (comparative category/portfolio tastings)
- Off-site session/Field Trip (distillery, brewery, winery tours, etc.)

Options are available for various seminar time lengths ranging from 15 minutes to 60 minutes in length, including Q&A. Please select the timing option that works best for your presentation.

Who is reviewing my proposal?

Depending on which track(s) your seminar corresponds with, a dedicated group of volunteers will review the submission received for their assigned track.

- Advanced Bartending: National Education Committee and the Conference Task Force
- Leadership: USBG National Board of Directors and National Council of Chapters
- Social Responsibility: USBG National Charity Foundation Board of Directors

Am I required to serve a cocktail or tastings to attendees during my seminar?

No, it is not required. If you opt to feature serves during your presentation (limited to TASTING SEMINARS under the Advanced Bartending Track), please include as much information about you will be serving in your proposal, as possible.

Please note that Tasting Seminars must be sponsored.

Samples are limited to three (3) one-ounce spirits or three (3) sample-size cocktails per seminar.

Submitting a Seminar Proposal

Who can submit a seminar proposal?

Anyone who feels qualified to present on their topic can submit a seminar proposal. *What are you knowledgeable and passionate about?*

Do I need previous presentation experience?

Prior presentation experience is not necessary, but encouraged. USBG Conferences offer a great opportunity for you to present to like-minded peers and solicit their feedback. We want you to be successful and feel supported while learning what works in your presentation and how you can improve.

How long should it take me to submit my seminar proposal?

Plan on about an hour. However, it will take less time if you are prepared with the following:

- Presenter Contact Info
- Seminar Title
- Brief overview of your seminar (teaser to be used in promotions)
- Detailed outline of main speaking points and key takeaways or a presentation slidedeck
- Brief Presenter Bio (to be used in promotions)
- Presenter Headshot (to be used in promotions)

- Presenter Social Media Handle (if available)

Proposals are evaluated solely on the quality of the proposal submitted. Your proposal should be as complete as possible to assist the reviewers in evaluating whether your seminar is a good fit for the USBG 2024 National Conference.

Can I submit multiple seminar proposals?

Feel free to submit multiple ideas and concepts! However, please submit each proposal separately.

How can I learn more about the proposal process?

Please contact Tiffany Soles at tsoles@usbg.org with any questions or concerns regarding the seminar proposal process.

Will there be any deadline extensions for proposals?

There is not an option to extend this proposal period.

When will I be notified if my seminar is selected?

USBG Staff will provide status updates for all seminar proposals starting on January 2, 2024.

Seminar Selection Criteria

What are you looking for in a USBG 2024 National Conference Proposal?

We are looking for relevant and innovative content.

What are the criteria used to review seminar proposals?

- Proposal Completion: was all the necessary data submitted?
- Detailed/Accurate Description: was the description sufficiently detailed and accurate to determine the validity of the proposal and presenter?
- Code of Conduct Standards: does the content appear to adhere to the [USBG Code of Conduct](#) Ethical Standards?
- Brand Advertisement: is the content strictly a sales pitch?
- Relevance to Category: does the seminar qualify as a relevant topic in the realm of bars/bartending/hospitality?
- Originality: is the seminar an original work of the presenter?
- Necessity: Is there a need to present the material contained in the seminar? NOTE: This especially applies to topics that have been presented multiple times in local and national conferences or Education Days.
- Quality: are key takeaways clearly defined and main topics supported?

- Engagement: Is there an opportunity for attendees to engage with the presentation (through small group collaboration, hands-on activity, tasting, etc.) as opposed to just listening to a presentation?
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Other Questions

Presenter Compensation

If you have questions about compensation, please email Tiffany Soles at tsoles@usb.org. Once a seminar is accepted, USBG Staff will provide confirmed Presenter benefits.

What happens if my seminar is accepted?

You will receive an email from USBG Staff inviting you to present your seminar(s) and confirming any compensation provided by the USBG. A Speaker Agreement will be issued to confirm the date and time of your seminar(s), materials that you will provide (if applicable), materials the USBG will provide (if applicable), and additional terms and conditions.

I work for a brand that would like to sponsor a seminar. How should I connect them to the USBG?

If your seminar is connected to a brand or they would like to sponsor your seminar, please make note of this in your seminar proposal.

Additionally, please ask them to contact Sheila Rosario, Director of Development, at srosario@usb.org or click [here](#) to schedule a call.