



## BAR CONVENT BROOKLYN 2024 UNVEILS EDUCATION SCHEDULE

*Cultivating Innovation, Expertise and Diversity: This Year's Education Program Highlights*

**New York, New York (April 18, 2024)** - [Bar Convent Brooklyn](#), the premier international trade event for the bar and beverage industry, is excited to announce the much-anticipated education schedule for the upcoming 2024 event, set to take place on June 11 and 12 at Brooklyn's Industry City.

Attendees can expect an immersive experience of more than 50 insightful sessions across the Main Stage, Liquid Lounges and Park Street University, during which they will dive into a diverse array of themes shaping the bar and beverage industry. A continuously expanding roster of sessions is available for viewing on the official Bar Convent Brooklyn website [here](#).

The Main Stage education program was meticulously curated by Bar Convent Brooklyn's Head of Education, **Lynette Marrero**, Co-Founder of Speed Rack, MasterClass host, award-winning bartender, Liquid Creative Director of Aplós and Partner and Chief Mixologist of Delola, alongside the esteemed annually revolving Education Committee. The 2024 committee includes: **Tiffanie Barriere** of The Drinking Coach, **Derek Brown**, Founder of Positive Damage, Inc., **Fatima Butler** of Rooted in Hospitality, **Touré Folkes**, Founder and Program Director of Turning Tables, **Julie Reiner**, Owner of Clover Club, Milady's, and Leyenda and **Sarah Troxell**, St ~ Germain Brand Ambassador. Together, these industry leaders bring a wealth of experience and expertise to the table, ensuring the education program offers varying perspectives and invaluable insights for attendees.

"Our wide range of sessions reflects our commitment to fostering innovation, promoting inclusivity and providing critical insights surrounding holistic hospitality, such as mental health, career paths and more," says Marrero. "From exploring global hospitality traditions to delving into the nuances of premium spirits, our education program offers a unique opportunity for attendees to expand their knowledge, refine their skills and connect with fellow enthusiasts. We look forward to welcoming everyone to a spirited and enriching experience at Bar Convent Brooklyn."

The captivating Main Stage program offers a comprehensive exploration of various topics and industry trends, nurturing an environment of inclusivity, innovation and professional growth within the beverage community. Among the program's highlights are discussions on inclusivity, delving into the profound impact of producers of color and the nuances of Middle Eastern hospitality, all of which contribute to a richer understanding of cultural diversity and its role in shaping bar programs. Moreover, sessions focusing on innovation spotlight emerging trends in non-alcoholic beverages and lesser-known spirits like imo shochu, reflecting the industry's commitment to pushing boundaries and fostering creativity. Conversations dedicated to bartender advocacy programs and leadership training underscore the significance of ongoing professional development, empowering attendees with the skills and knowledge necessary to thrive in their careers.

In the Liquid Lounges, visitors will immerse themselves in the sensory and creative dimensions of the beverage industry, with hands-on tastings, interactive demonstrations and discussions covering topics such as California Brandy craftsmanship and Cognac pairing with cheeses. Meanwhile, Park Street

University sessions cater to distributors, marketers and entrepreneurs, covering topics such as crafting success through modern marketing technologies, insights into what offerings are currently winning in retail, decoding finance trends essential for brand owners, understanding the purchasing behaviors of Gen-Z and much more.

"We're thrilled to reveal the dynamic education schedule for this year's Bar Convent Brooklyn," says Bar Convent Brooklyn Event Vice President, Jackie Williams. "Our goal is to provide an array of topics and perspectives that will ignite conversations, foster innovation and ultimately elevate the craft of bartending and hospitality."

Tickets can be purchased [here](#) on the Bar Convent Brooklyn website. Pre-purchased tickets online will be priced at \$90 for one day and \$140 for both days up until June 3. After June 4, upon availability, tickets will be \$120 for one day and \$180 for two days.

To find out more information about attending, visit the website ([www.barconventbrooklyn.com](http://www.barconventbrooklyn.com)) and follow along on social at [@barconventbrooklyn](https://twitter.com/barconventbrooklyn).

###

**About RX:**

RX is a global leader in events and exhibitions, leveraging industry expertise, data and technology to build businesses for individuals, communities and organizations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).

**Media Contact**

Rachel Harrison Communications

[bcb@wearerhc.com](mailto:bcb@wearerhc.com)