



BAR CONVENT BROOKLYN WELCOMES 2021 EDUCATION SELECTION COMMITTEE

Seminars Submissions Open April 12

NEW YORK (April 8, 2021) - Bar Convent Brooklyn, one of the leading international trade fairs for the bar and beverage industry, is excited to welcome and officially announce its 2021 Education Committee members. This collective of respected industry professionals will hand-select the seminars, panels and masterclasses for this year's Bar Convent Brooklyn education program, which will be held on August 17 and 18 at the Brooklyn Expo Center.

This year, the annual revolving education committee includes Alexis Brown, the founder of Causing a Stir; Johnny Caldwell and Taneka Reaves, industry consultants and founders of The Cocktail Bandits; Joshua Davis, an industry veteran and founder of Brown and Balanced; Lynnette Marrero, co-founder of Speed Rack and Beverage Consultant; Julie Reiner, author, co-founder Social Hour Cocktails, and co-owner of Clover Club & Leyenda; and Jackie Summers, author, and industry speaker.

“We’re thrilled to have some of the world’s most respected industry innovators be part of this year’s Education Committee,” says Bar Convent Brooklyn’s Event Director, Jackie Williams. “The core tenets of Bar Convent Brooklyn include bringing impactful and actionable education to its attendees, and the education program for 2021 could not be in any better hands.”

BCB and the Education Committee are seeking presentations that aim to cover a range of topics from thriving in the post-COVID climate and adapting to new consumer expectations to maintaining digital momentum and cultural impacts on the past, present, and future of the spirits industry. Alexis Brown, 2021 Committee member says, “The desire to facilitate change from within and lend a fresh perspective is what inspired me to join the BCB Education Committee. I am excited to share topics that highlight and amplify the historical context of Black labor in hospitality and how those contributions heavily shaped our industry. I am excited for people to exchange a dialogue around uncomfortable topics that in turn help us heal and move forward progressively.

Fellow BCB Education Committee member Jackie Summers notes, “Our community is experiencing trauma from a combination of the effects of a global pandemic, including grief, isolation, and loss of income, and a world where social issues like racism, sexism, homophobia, transphobia, and xenophobia can no longer be ignored. I want to help my community deal with these issues in a healthy way.”

Submissions for the annual event's main stage programming will be open from Monday, April 12 until Thursday, May 6 via the barconventbrooklyn.com website. The BCB team will continue to provide further timely information for its 2021 show and, in the meantime, showcase eclectic content through its year-round, industry-focused digital hub, Infused365. The platform was designed specifically for the bar and beverage community to build industry and cultural knowledge, find financial support, discover job opportunities, support one another, and facilitate connections.

As New York City and surrounding states officially roll out COVID-19 vaccination programs to those aged 16 and older, Bar Convent Brooklyn looks forward to bringing the community together safely for the first time, uniting professionals from around the world to meet, share, learn, and create both online and in person. For those who are unable to join in person or prefer to participate remotely, education from this year's show will be available digitally.

BCB's first priority is the health and safety of individuals and the bar community as the world collectively begins to recover from the pandemic. Bar Convent Brooklyn is working diligently with its network of venue partners to create an event where attendees can conduct business safely and effectively by implementing protocols and best practices around COVID-19 response and prevention from public health officials as well as state and local governments.

For more information about attending or exhibiting at Bar Convent Brooklyn, visit BarConventBrooklyn.com.