

## **Park Street University Speaker Guidelines Bar Convent Brooklyn 2024**

### What we are looking for:

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

Presenters should provide cutting-edge information designed to keep the audience up-to-date on trends, gain a fresh perspective, and/or enhance their skill set.

### Audience:

The primary audience is brand owners seeking guidance for the U.S. market. We prioritize quality over quantity both in our content and in our audience.

### Session lengths and A/V:

Each speaker will get 10-15 minutes for a presentation, and participate in a 15-20 minute Q&A

### Speaker Benefits:

- Receive a complimentary pass to Bar Convent Brooklyn
- Gain professional and personal recognition as a subject matter expert
- Enhance the name recognition of your company
- Pass on knowledge and skills to your industry peers

### Speaker Responsibilities

Speakers must agree to submit contracts, bios, photos, and presentations by the deadlines.

Speakers must agree to help promote their session at Bar Convent Brooklyn through emails, videos, social media, and/or other avenues.

### Submission guidelines:

Be creative, thorough, and informative, and make sure to tailor your presentation to the audience. The most successful Park Street University presentations include applicable guidance and materials for the target audience.

Educational content should be commercial-free and vendor-neutral. Speakers are encouraged to focus on educating the audience rather than promoting their own company or product.

### Session Topic Areas:

- Business, Leadership & Legal
- Future of the Industry & Industry Trends
- Community & Society (Sustainability, Diversity, etc.)

### Review process:

Park Street's team will review all submissions and approve each session to improve the quality, diversity, and range of the program. The panel consists of industry experts that provide a great cross-section of experience and communities. They will contact you and let you know if your submission has been accepted and you will receive further information.

Submissions will be evaluated on the:

- the speaker's expertise
- the quality and appropriateness of subject matter for the target audience
- the 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
- fit to the length of the sessions
- originality, relevance/ importance, and innovation level of presentation

The committee makes sure that the presentation aligns with the overarching conference content strategy and offers a variety of topics. Bar Convent Brooklyn seeks to promote inclusion and celebrate diversity and welcomes all submissions.

If you have questions please contact Emily Pennington, Park Street Content Manager at [epennington@parkstreet.com](mailto:epennington@parkstreet.com).