



BAR CONVENT BROOKLYN ANNOUNCES 2020 SHOW WILL BE 100% VIRTUAL

This Year, Bar Convent Brooklyn Will Bring Together The Bar Community Online With 'Infused365'

Brooklyn, NY (June 15, 2020)—Today, [Bar Convent Brooklyn](#) (BCB) announces that this year's trade-show will be held entirely online. Originally slated to open its doors in June, the show was postponed to August for safety reasons surrounding COVID-19.

Now, BCB's virtual trade show will be dedicated to providing education and support that recognizes and addresses the direct and essential needs of the industry. BCB will also launch a new platform for the industry that goes beyond the show itself called *Infused365*. This platform will act as a year-round, go-to hub; including showcasing resources presented during the virtual show on top of ongoing content that covers industry news, educational webinars and digital programming that unites the industry online;

The virtual conference will remain a place for attendees to connect with exhibitors and discover new products, plus network with fellow industry members. This year's show will offer the added value of online educational sessions, a dedicated matchmaking platform for attendees to set up individual appointments with brands, speakers, other attendees and more. Attendees will have the chance to interact with community members and participating brands in real-time. In addition, BCB will launch a podcast, dedicated to amplifying the voices of the industry and touching on all matters of equality, inclusivity and community support.

Before the virtual show goes live, *Infused365* will act as a portal for information on the upcoming schedule and online events. The platform will also host both the existing and upcoming educational sessions that are a part of BCB's ongoing UnCONVENTIONAL Wisdom series, currently being broadcast through BCB's social media channels. Post-conference, the educational seminars from this year's show will be made available on this site. New content will be added and available 365 days a year, *Infused365* will also offer introductions for industry members to organizations acting as useful resources for the hospitality community. These resources include employment opportunities powered by Culinary Agents, and content from a New York law firm who specialize in hospitality, addressing a post-COVID-19 environment. *Infused365* will also include industry news updates, a digital author's corner highlighting the work of author's in the hospitality industry, and virtual programming designed to support the bar community such as the recent 'Cocktail Madness' virtual competition on Instagram.

The health, safety, and wellbeing of the hospitality community is BCB's first and ultimate priority "With safety always our first priority and not discounting the possibility of further social distancing measures, we had hoped to stand in person with all of our supporters in August," said Paula November, BCB Event Vice President. "BCB's goal has always been to support our industry, this year we are dedicated to re-emerging from the current crisis as a united community. Our team is working diligently to innovate in new ways to deliver various channels for the hospitality industry to have the opportunity to engage, learn, and grow professionally and personally, while socially distanced."

BCB will also continue to consult with healthcare professionals and vigilantly monitor the COVID-19 situation and its impact on the hospitality industry to be able to plan for additional in-person offerings to be held when it is safe to do. Randy Field, Portfolio GVP of Reed Exhibition added, "We wish to provide a safe space now so that we can meet virtually with friends, family, and community. We are also looking to the future, assessing the possibility of continuing the BCB *On The Road* series in a modified physical and digital space as soon as the environment allows."

The BCB team will continue to provide further, timely information on virtual plans for 2020, and plans to return as a physical show in June 2021.

About BCB:

At Bar Convent Brooklyn, bar and beverage professionals are invited to network with peers and learn about new trends, techniques, and products in the domestic and international markets. Attendees can also attend demonstrations, keynote addresses, and panel discussions with leading industry experts. Exhibitors at Bar Convent Brooklyn are carefully curated to feature primarily premium, craft spirit brands, and mixers. www.barconventbrooklyn.com

About Reed Exhibitions:

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