



U.S. BEVERAGE ALCOHOL FORUM SCHEDULE OF EVENTS

THURSDAY, MAY 3

10:00 am - 12:00 pm

U.S. BEVERAGE ALCOHOL FORUM

Palace Ballroom

10:00 am - 11:00 am
**HOW SUCCESS STARTS WITH STORY AND IGNITES
THROUGH DIGITAL CONNECTIONS**

You've heard that it takes a good story to have a successful brand. Discover the elements of a compelling story that will resonate with today's consumer, then learn how to tell that story through effective digital connections.

SPEAKERS:

Ted Wright, *CEO, Fizz Corp*

Elliott Clark, *Apartment Bartender*

11:00 am - 12:00 pm
#TRENDING: WHAT'S HOT AND WHAT'S NOT

Join us and hear what is trending this year in an increasingly cluttered consumer space. More importantly, identify what is driving consumer purchasing choices, which include non-alcohol sophisticated mocktails and even marijuana in some parts of the country. Our panelists will discuss these distractions and what is currently trending to help you best position your products.

EMCEE:

Tony Abou-Ganim, *The Modern Mixologist*

SPEAKER:

Brandy Rand, *President, U.S. IWSR*

PANELISTS:

Troy Clarke, SP, B.A.R. Ready, *Director of Mixology & Spirits Education, Martignetti Companies*

Dale DeGross, *DeGross Company*

Jonathan Pogash, *President & Owner, The Cocktail Guru, Inc.*

Updated 3.14.18 (subject to change)