2024 Craft Brewers Conference
Researcher Presentation Proposal Submission Form

All prospective speakers are strongly encouraged to read the submission guidelines in full below *BEFORE submitting a proposal*.

Thank you for your interest in submitting a seminar or researcher presentation proposal for the 2024 Craft Brewers Conference® (CBC®), taking place April 21-24 in Las Vegas, Nevada! Please complete all information in this form to the best of your ability. Note that you can always save this form and return to it to complete later, but only proposals submitted before the submission period ends on Friday, October 13 will be considered. Additionally, please note that you will NOT be able to make changes to your proposal once it has been submitted.

The submission period ends on Friday, October 13 at 11:59 p.m. PT. No additional changes or proposals will be accepted after that time.

Submission Guidelines

- Seminar and researcher presentation proposals are reviewed and selected by the CBC Seminar Subcommittee, a group of Brewers Association (BA) members selected annually as industry experts in their fields.
- Seminars are expected to provide **actionable takeaways** for attendees to help improve their businesses. Proposals should clearly outline the skills and knowledge that attendees will learn from the seminar.
- Seminar descriptions and researcher presentation abstracts should accurately reflect the proposed presentation content. If selected, the title, description, and learning objectives submitted in your proposal will be used as the seminar information on the event website and in the conference program and mobile application. Titles and content of selected seminars and researcher presentations are subject to revision after Seminar Subcommittee review and approval.
- Be prepared to provide contact information, a short biography, and a headshot for ALL proposed speakers when you submit your proposal.
- Standard CBC seminars are hour-long presentations. However, submitters are encouraged to submit proposals for seminars in shorter or longer time slots and/or creative formats, where appropriate. Potential new formats could include short lectures or series, workshops, roundtable discussions, hands-on demonstrations, and more. You will have an opportunity in the submission form to describe your preferred seminar format.
    - This submission form also includes separate questions for researcher presentation proposals. To learn more about the CBC Researcher Presentation session format, please see the final section of this page below.
- You can begin filling out the form and save at any point for completion at a later date, but **you must submit the form on or before Friday, October 13** in order for your proposal to be considered for review. Once a proposal is submitted, you will no longer be able to make additional changes.

- o *It is highly recommended that you keep a copy of your proposal content and speaker information* in a Word document or other external file in case of any errors during the submission process.
  - o Changes (including speaker additions or changes in company affiliations) after a seminar is selected are subject to approval by the Seminar Subcommittee.
- **Seminar Deliverable Timeline***: Selected seminars are expected to follow a deliverable timeline (listed below). All deliverables will be reviewed by the CBC Seminar Subcommittee and feedback will be provided to presenters. Presenters are expected to make suggested changes to their seminar content based on this feedback. *Selected speakers should be aware of the deliverable timeline and able to commit to submit deliverables on time. Selected speakers who do not adhere to the deliverable timeline are subject to removal from the conference schedule.*
  - o Seminar content outline due January 5, 2024
  - o Presentation draft due February 2, 2024
  - o Final presentation deck due March 6, 2024
  - o Onsite presentation deck due April 10, 2024
  - o **Exact deliverable timeline subject to change*
- **Supplier Submissions**: Attendees have clearly expressed the sentiment that they prefer not to have supplier-generated presentations that only explore one specific product or solution in the educational tracks at CBC. *Suppliers wishing to present specific information on their products or services should consider a sponsored seminar.* Proposals from suppliers are welcome when balanced approaches and solutions to industry issues are presented and they do not reference specific products or services by name.
- **Submission Maximum**: Individual submitters (or supplier groups) are limited to a **maximum of 3** proposal submissions total. Any additional proposals beyond the third submission will be automatically rejected.
- **Speaker Registration and Travel**: All accepted speakers will receive a full complimentary registration for the event. However, all speakers are responsible for their own travel and lodging expenses. We recommend booking your hotel early as they do tend to sell out. ConferenceDirect is the official housing bureau for CBC 2024. Through this partnership, we have negotiated the best possible rates at the conference hotel. Book with ConferenceDirect here.
- **Speaker Fees and Honorariums**: Selected speakers for CBC are provided with a full complimentary conference registration in lieu of a speaker fee/honorarium.

For questions or for more information about the submission guidelines, please contact MacKenzie Staples.

Suggested Seminar Topics

The CBC 2024 Seminar Subcommittee has prepared a list of suggested seminar topics, organized by Areas of Focus. These topics are not intended to be an exhaustive list, but rather a guide to potential speakers to some of the top priority seminar topics that the committee would like to see presented on in 2024. Potential speakers are welcome to submit proposals beyond the scope of these suggestions but are encouraged to keep them in mind when planning their proposal content.
Download the full list of suggested topics.

Researcher Presentations

In addition to regular seminar proposals, the CBC 2024 Seminar Subcommittee is also accepting proposals for researcher presentations. If you are submitting a proposal for a researcher presentation, please read the instructions below before continuing to the application and make sure to select "Researcher Presentation" on the first question of the Seminar Proposal page of the submission form.

The CBC Researcher Presentation session is a unique session with a particular format unlike other seminars at the conference. This session will include a series of succinct presentations presented by individual researchers followed by an interactive poster session enabling attendees to directly engage with the presenting authors. The presentation style is inspired by the Ignite strategy for science communication, where a concise yet impactful narrative, lasting approximately five minutes, is coupled with auto-advancing slides.

Similarly, the poster template provided for this session diverges from the conventional approach, incorporating science-backed principles for a fresh design. This design emphasizes brevity, allowing the key takeaway message to shine. By adopting this approach, researchers can dedicate less time to poster creation and more time to meaningful conversations with attendees.

While these innovative formats may challenge researchers to recalibrate their science communication strategies, they promise to enhance information sharing both within and beyond their immediate fields, all in an engaging and inventive manner.

The CBC Researcher Presentation session is appropriate for those who are investigating specific testable questions with the goal of accumulating knowledge and advancing the field of brewing science. Suggested topics for this seminar should be technical in nature. Examples of technical topics include those related to beer quality, ingredients, safety, food safety, sustainability, and sensory.

Researcher presentation proposals will be reviewed and selected by the Seminar Subcommittee and accepted speakers will be asked to follow a similar deliverable timeline to the one listed under the "Submission Guidelines" section above.

For questions or for more information about the 2024 Researcher Presentation session, please contact Katie Fromuth.

Proposal Contact

* = Required fields

*First Name: _____

This field and the fields below are for you to complete as the proposal contact only. It will be used to approve or deny your proposal, and to reach out for more details. If you also plan to participate as a speaker for this seminar, you will need to fill out this information again, as well as the additional speaker information, in the last section of the proposal form.

*Last Name: _____

*Email: _____

*Company/Affiliation: _____

*Job Title/Role: _____

*☐ **Acknowledgement of Speaker Permission**: I certify that I have communicated with and obtained permission from the prospective speakers in this proposal to submit their names and information, and that, if selected, they have agreed to attend the 2024 Craft Brewers Conference® in Las Vegas, Nevada.

Researcher Presentation Proposal

* = Required fields

*Are you submitting a proposal for a Seminar or a Researcher Presentation?
- Seminar
- <mark>Researcher Presentation</mark>

*Seminar or Researcher Presentation Title: _____
Make your title both engaging and descriptive of your seminar content or Researcher Presentation topic. If accepted, this is the title that will be listed on the conference website and mobile application for the event. Please use title case — NOT all caps.

*Research Abstract: _____
_____
150 word limit. If accepted, this abstract will be listed on the conference website and in the mobile application. Your abstract should highlight the major points of the research and explain why the work is important to the craft brewing industry.

*Main Take Home Message: _____
In ONE sentence, please describe the main takeaway that attendees should learn from your researcher presentation.

*Areas of Focus: Select the Area/s or Focus (up to 5) that best encompass the content of your seminar or researcher presentation. Please use the suggested topics defined on the submission guidelines page as a guide for your selection/s. These will be used only to group proposals by topic area to simplify the grading process. Although you can select up to five areas of focus, please only select highly relevant areas related to your proposal topic. Selecting more or less area/s of focus will not affect how your proposal is graded.

- Adjuncts
- Beer & Food
- Beer Styles
- Beyond Beer Production
- Brewing Operations & Engineering
- Brewpubs & Taprooms Operations
- Community Engagement, Charitable Giving & Philanthropy
- Diversity, Equity & Inclusion
- Draught Beer Quality
- Events
- Export Development
- Finance & Accounting
- Food Safety
- Government Affairs & Legal
- Hops

- Hospitality
- Human Resources
- Malt
- Management, Leadership & Strategy
- Marketing, Branding & Advertising
- Mental & Physical Wellness
- Quality Labs & Microbiology
- Raw Materials & Supply Chain
- Safety
- Sales & Distribution
- Sensory
- Social Media & Digital Marketing
- Staff Management
- Statistics, Data & Trends
- Sustainability
- Yeast

File Upload (Optional): Upload a presentation file, research abstract, or other resource to help us understand the content of your proposed seminar or researcher presentation. Accepted File Types: .ppt,.pptx,.doc,.docx,.xls,.xlsx,.pdf,.png,.jpg,.jpeg,.txt,.csv

*Have you given this presentation before?
- Yes – at a past CBC
- Yes – but not at CBC
- No

*Have you given an Ignite, Pecha Kucha, or 3-mintue Thesis style of presentation previously?
- Yes
- No
- I don't know

*Do you understand the CBC Researcher Presentation session format (see the "Researcher Presentations" section of the Submission Guidelines page for more information) and agree, if accepted, to deliver a presentation in which slides are timed and advance automatically?
☐ Yes, I understand and agree.

*Recording Acknowledgement:
☐ All seminars and researcher presentations at CBC are audio and/or video recorded. If selected, I give the Brewers Association permission to record my presentation and share the recording with event attendees and Brewers Association members after the event.

*Agreement to Publish Presentation PDF:
☐ All seminars and researcher presentations at CBC are intended to be used as resources for event attendees and Brewers Association members. All presentation decks will be published as PDFs in the event mobile application and on the CBC and BA websites following the event. If selected, I give the Brewers Association permission to publish a PDF of this presentation for use by event attendees and Brewers Association members.

Speaker Information

* = Required fields

Prefix:
- Dr.
- Other (Please specify below)

Other Prefix: _____

Please complete if you selected 'Other' in the Prefix field above.

*First Name: _____

*Last Name: _____

Suffix: _____

*Email: _____

*Onsite Cell Phone Number: _____

This information will only be shared with the Brewers Association (BA) staff room monitor in the seminar/s a speaker participates in, if selected. It is only intended to give BA staff a way to quickly contact speakers with any delays or issues onsite at the event.

*Company/Affiliation: _____

*Job Title/Role: _____

*Speaker Bio: _____
_____

Please include the speaker's first and last name, title, company/affiliation, and location. You may also want to include any relevant current and previous experience; publications, qualifications, and awards; and/or a brief additional statement about relevant personal information.

*Upload Speaker Headshot: Speaker headshots should be at least 500x500 pixels, preferably in .jpg file type. They should be in color and include only the speaker (not a group).

*Address Line 1: _____

Please make sure that this is a valid mailing address. If selected as a speaker, this address will be used to send a speaker gift.

Address Line 2: _____

*City: _____

*State/Province: _____

For U.S. states, please use the 2-letter postal abbreviation.

*Zip Code/Postal Code: _____

*Country: _____

*Previous CBC participation: Has this speaker presented at a Craft Brewers Conference before?
- Yes
- No

*Optional Demographic Information: I consent to the collection of my race, ethnic origin, sexual orientation, disability status, or information revealing same, by the Brewers Association for the purpose of measuring diversity and inclusion efforts. I further understand that the Brewers Association will not "sell" such sensitive information to any third party and that I have the right to withdraw my consent to this processing purpose at any time by emailing info@brewersassociation.org.
- I consent
- I do not consent

Why Are We Asking? The Brewers Association is committed to equity and inclusion as it works to promote and protect American craft brewers, their beers, and the community of brewing enthusiasts. While the self-report questions below are not required, we would greatly appreciate the addition of your information. We will use the collected data internally and in aggregate to assess our progress toward the goal of fostering a more inclusive and diverse craft brewing community for both brewers and beer lovers. For the demographic questions below, we recognize that the categorizations provided will not fit every individual. As such, we welcome additional descriptions for each question.

Age: What is your age?
- 18-20 years old
- 21-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- 60-69 years old
- 70 years or older
- Prefer not to answer

Gender: To which gender do you identify (Select all that apply)?
- Female
- Male
- Nonbinary/Gender variant
- Not listed/Prefer to self-describe
- Prefer not to answer

Gender: Not listed/Prefer to self-describe: _____

Race/Ethnicity: To which races and/or ethnicities do you identify (Select all that apply)?
- American Indian or Alaska Native
- Asian or Asian American
- Black or African American

- Hispanic / Latina -o or Spanish Origin
- Middle Eastern or North African
- Native Hawaiian or other Pacific Islander
- White or European American
- Not listed/Prefer to self-describe
- Prefer not to answer

Race/Ethnicity: Not listed/Prefer to self-describe: _____

Sexual Orientation: Would you describe your sexual orientation in any of the following ways (Select all that apply)?
- Straight
- Lesbian
- Gay
- Bisexual
- Queer
- Asexual
- Not listed/Prefer to self-describe
- Prefer not to answer

Sexual Orientation: Not listed/Prefer to self-describe: _____

Veteran Status: Have you ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard?
- No
- Yes
- Prefer not to answer

Disability: Do you live with a disability or impairment that limits one or more day-to-day activities (Select all that apply)?
- No
- A sensory impairment
- A mobility impairment
- A learning disability
- Not listed/Prefer to self-describe
- Prefer not to answer

Disability Status: Not listed/Prefer to self-describe: _____