

83rd Annual Conference

Tentative Schedule of Events

Sessions are open to all registrants unless otherwise indicated

SUNDAY, MAY 17

02:00 PM – 06:00 PM Registration

MONDAY, MAY 18

08:00 AM – 06:00 PM Registration
01:30 PM – 02:00 PM *Public Affairs Committee
01:30 PM – 03:00 PM *Industry Advisory Committee
02:00 PM – 02:30 PM *Governance Committee
03:00 PM – 04:00 PM Workshop I: Alcohol Regulatory and Policy Update
03:00 PM – 04:00 PM Workshop II: SAM & PQRS: Enhancing the Customer Experience
04:30 PM – 05:30 PM *Board of Directors Meeting
06:30 PM – 09:30 PM NABCA Town Center & Dinner

TUESDAY, MAY 19

07:00 AM – 08:15 AM Breakfast
07:30 AM – 06:00 PM Registration & Banquet Ticket Exchange
08:30 AM – 10:00 AM General Session I: Conflicting Economic Indicators
10:00 AM – 10:15 AM Morning Break
10:15 AM – 11:30 AM Business Session I: Balancing Alcohol Regulation
11:30 AM – 02:00 PM NABCA Trade Show & Lunch
01:30 PM – 02:30 PM Seminar I: Product Liability
02:30 PM – 02:45 PM Afternoon Break
02:45 PM – 03:45 PM Seminar II: Innovative Practices – Part One
06:30 PM – 09:30 PM NABCA Town Center & Dinner

WEDNESDAY, MAY 20

07:00 AM – 08:15 AM Breakfast
07:30 AM – 03:00 PM Registration & Banquet Ticket Exchange
08:30 AM – 10:00 AM General Session II: Balancing Conflicting Careers
10:00 AM – 10:15 AM Morning Break
10:15 AM – 11:30 AM Business Session II: Global Expectations – What's Ahead for Alcohol
11:30 AM – 02:00 PM NABCA Trade Show & Lunch
01:30 PM – 02:30 PM Seminar III: Diversity and Demographic Dynamics
02:30 PM – 02:45 PM Afternoon Break
02:45 PM – 03:45 PM Seminar IV: Innovative Practices – Part Two
06:00 PM – 07:00 PM Reception
07:00 PM – 11:00 PM "Boots, Buckles & Bling" Annual Banquet

***INVITATION ONLY**