

FEB 26, 2018 | GREENSBORO NC

# SELL MORE BEER

BREWSMART FOR SALES & MARKETING STAFF 10-5  
GUILD MEMBER SOCIAL 6 PM



## Schedule

Monday 10-5	Location: Pig Pounder Brewery 1107 Greccade Street, Greensboro NC	
10 am-5 pm	Trade Show	
10-11 am	Check-in	
11-12 pm	<b>Getting the Most out of Events &amp; Promotions</b> Wayne Holt & Adam Eshbaugh, 919 Beer	
12-12:45 pm	<b>Planning an Event? Legal Considerations</b> John Szymanckiewicz, Beer Law Center	
12:45 pm	Lunch sponsored by M.G. Newell	Beer Break sponsored by Mutual Distributing
	<b>Marketing Track</b>	<b>Sales Track</b>
1:30 pm	<b>Creating Your Brand</b> Christy Joyce, Tonic Branding	<b>Skills to Kill: Tips for Landing a Great Account</b> Burt Nehmer
3:00 pm	<b>Beer Break</b> sponsored by Tryon Distributing	
3:30 pm	<b>Navigating the Customer Experience</b> Christy Joyce, Tonic Branding & brewery reps TBA	<b>Managing Your Sales Staff &amp; Accounts</b> Burt Nehmer
5:00 pm	<b>Sessions &amp; Trade Show close</b>	
Monday 6-8	Location: Joymongers Brewing Co. 576 N Eugene St, Greensboro, NC	
6:00-8:00 pm	<b>Guild Member Social sponsored by Roberts Oxygen - open to all!</b> Dinner included for BrewSmart participants	