

FOR IMMEDIATE RELEASE:

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NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27 -29, 2017
LAS VEGAS CONVENTION CENTER

2017 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW OFFERS UNIQUE OFFSITE EDUCATION AT TOP LAS VEGAS VENUES

Offerings include trainings at Southern Glazer's Wine and Spirits, Caesars Palace Back of House Tour, JEWEL Nightclub Bootcamp, Wynn Nightlife Tours

LAS VEGAS – Nightclub & Bar Convention and Trade Show attendees have the exclusive opportunity to obtain insider secrets and learn from some of the most successful entertainment venues, casinos and beverage businesses in Las Vegas with a variety of offsite tours, trainings and tastings.

Throughout the three-day convention, bar and nightlife professionals will have the opportunity to travel to **Southern Glazer's Wine & Spirits "The Academy Room,"** which houses the world's most advanced beverage training facility. Attendees will work directly with the company's top leaders during each session, learning trade secrets, trends and more. Tastings and trainings, which include hands-on learning experiences available for registration are:

- *Monday, March 27*
 - Mixology Training: The 5 Pillars for Establishing a Successful and Profitable Mixology Program, 11:00am-1:30pm
 - Whiskey Tasting: Fundamentals & History of American Whiskey, 3:00pm-5:30pm
- *Tuesday, March 28*
 - Beer & Sake Training: Curating and Hand Selling Modern, Diverse Beer and Sake Programs, 11:00am-1:30pm
- *Wednesday, March 29*
 - Core Wine Strength Training – Wine tasting and Staff Wine Training, 11:00am-1:30pm

The **Caesars Palace Back of House Tour**, Tuesday, March 28 from 1:00pm-4:00pm, offers attendees a back of house tour by Caesars Entertainment Corporations' Vice President of Food and Beverage, Cory Johnson. The tour offers an exclusive look behind the scenes at the property's employee entrance, warehouse, pool operations, Restaurant Guy Savoy, Mr. Chow, Montecristo Cigar Bar, the race & sports book and more.

Attendees purchasing the **JEWEL Nightclub Bootcamp** will learn directly from Orlando Oquendo, Executive Director, Hakkasan Nightlife Operations. On Tuesday, March 28 from 1:00pm-5:00pm, guests will embark on an intensive educational journey to learn insider knowledge, including nightclub operations, lighting and sound demonstrations, overall operations, SOS and floor operations, beverage and bar operations and more.

Those who purchase the **Wynn Nightlife Tour** will have the opportunity to visit one of the world's most successful venues. On Wednesday, March 29 from 11:00am-2:00pm or 2:00pm-5:00pm, attendees will tour the facilities with an executive team member, gaining expert insight into what it takes to run high-volume entertainment venues. The tour includes Intrigue Nightclub, XS Nightclub and Surrender Nightclub / Encore Beach Club. Attendees will tour VIP entrances, guest lines, security and DJ and lighting booths while learning what it takes to staff these venues, marketing, promotions and more.

Space is limited for offsite events and transportation is provided from the Las Vegas Convention Center. For more information on each offsite event and to register, visit the Nightclub & Bar Show [website](#).

The Nightclub & Bar Show, March 27-29, 2017, is the world's largest gathering of bar, nightlife and beverage professionals. The show offers industry professionals the opportunity to connect with suppliers, network with new businesses, discover new products and gain critical skills to ensure their success in the dynamic bar and nightclub industry. For those interested in attending the show or for more information, please visit www.ncbshow.com.

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About Nightclub & Bar Media Group:

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the [Nightclub & Bar Show](#), [VIBE Conference](#), [Nightclub & Bar Top Rated Lists](#), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

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