

**FOR IMMEDIATE RELEASE:**

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## **2020 NIGHTCLUB & BAR SHOW INTRODUCES ALL-NEW EXPERT WORKSHOPS AND CONFERENCE SESSIONS, MARCH 30 – APRIL 1**

**Las Vegas** – Celebrating 35 years as the nation’s most influential gathering of bar and restaurant tastemakers, the **2020 Nightclub & Bar Show** will offer a variety of informational-packed conference sessions and expert workshops to allow industry professionals the opportunity to gain critical skills and insight into the dynamic bar and nightclub industry.

### **Conference Sessions:**

The only program designed to meet the needs and challenges of bar and restaurant owners, operators and professionals looking to get ahead in the industry, this year’s conference will include more than 70 sessions across five tracks covering food and beverage, guest experience, people and staffing, operations, and marketing and promotions.

- **Food & Beverage:** Culinary experts from around the world will discuss the importance of creating proprietary menus that set owners ahead from the competition without putting them behind on labor and food costs. Attendees will also learn about unique beverage trends including the rise of zero-proof cocktails, sustainability, and the latest in wine.
- **Guest Experience:** To help operators deliver the value their guests are expecting when dining out, each guest experience session will provide insight into what tactics are driving new and repeat business alike.
- **Staff & People:** Focusing on how bar and restaurant operators attract, train and retain all-star staff members, attendees will learn from industry experts as they discuss a variety of topics ranging from wellness and benefit offerings to how bar owners are combating the rise of minimum wage by creating a culture that makes work more than a paycheck.
- **Operations:** While systems and profit and loss statements may not be the most glamorous discussion, nothing else sets operators up for continued profitability and expansion. Not only does it increase the odds for being successful in this tough business, but it also allows owners to get hours of their day back by running a business instead of the business running them. Attendees will learn from operators who have both earned millions in sales and raised seven-figures in funding.
- **Marketing & Promotions:** Providing guests with a playbook of how to stand out among a sea of competitive messaging, each marketing and promotions session will break down a different

element while addressing local search, online reputation, social media, advertising, public relations, loyalty programs, and more.

### **Expert Workshops:**

Providing a more in-depth learning experience, this year's expert workshops will include interactive three-hour sessions allowing guests the opportunity to walk away with new knowledge and ideas that can be implemented immediately into their business.

- **Risky Business: The Systems for Beating the Odds in the Bar Business**, with **Sean Finter** (Founder/President, Barmetrix)
- **No Nonsense Successful Leadership Strategies In 180 Minutes**, with **Frank Besednjak** (President, The Training Source Inc.)
- **Take Back Your Budget & Profitability: The Key to Controlling Food, Beverage & Labor Costs**, with **David Scott Peters** (Industry Experience/Coach, DavidScottPeters.com)
- **Boost Your Tabs, Tips & Profits with The Seven Ways Successful Teams Sell**, with **Bob Brown** (President, Bob Brown Service Solutions)
- **Break the Marketing Machine**, with **Donald Burns** (The Restaurant Coach, Off the Range Ventures, LLC), **Andrew Freeman** (Founder, af&co.) and **Candace MacDonald** (Managing Director of Consulting Services, af&co.)
- **F&B Innovation Workshop: Menu Analysis and Design Strategies**, with **Chef Brian Duffy** (Founder, Duffified Experience Group)

Nightclub & Bar Show attendees that purchase a VIP Pass will have access to one expert workshop and all conference sessions during the 2020 Nightclub & Bar Show. Additional workshops can be added to any registration for \$149.

Those interested in attending the 2020 Nightclub & Bar Show March 30 – April 1 can visit [www.ncbshow.com](http://www.ncbshow.com) for more information or to register. Additional details about the expo floor, speakers, nightlife activations and more will be announced in the coming weeks. Nightclub & Bar Show is a trade event and not open to the general public.

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### **About Nightclub & Bar Show**

Celebrating 35 years as the nation's most influential gathering of bar and restaurant tastemakers, Nightclub & Bar Show is owned by Questex and is the go-to resource for the hospitality industry. Mirroring the fast-paced, trend-setting nature of the hospitality industry, Nightclub & Bar has been providing the specific tools bar and restaurant owners, operators and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. Nightclub & Bar Show is part of the Bar & Restaurant Group, a division of the Questex Hospitality Group which also produces VIBE Conference, Nightclub & Bar Awards, and daily content on [www.barandrestaurantexpo.com](http://www.barandrestaurantexpo.com).

**About Questex**

At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.

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