

Calendar of Events

August 26, 2019
- August 27, 2019

BrewSmart CLT: Sales & Marketing

Triple C Barrel Room

Join us in the Queen City for our final BrewSmart of the year, with a focus on sales & marketing. We've got you covered on the latest trends in craft beverage marketing and marketing in the 21st century to the metrics you should be using to set your sales team up for success and how to work with your distributor and/or sales team to increase your brand reach.

Scheduled sessions:

Crush Your Next Beer Release or Pre-Sale

John Kelley, CraftPeak

Fantastic Sales and Where to Find Them

Aaron Gore, Carolina Beer Temple

Lunch & Learn Sales Panel

moderated by Aaron Gore

What A Distributor Looks For in a Craft Beer Brand

Ed Johnston, Tryon Distributing

Marketing & Packaging Tricks for Maintaining Market Share

Ross Clodfelter, Device Creative

Shane Cranford, Device Creative

Advertising Legal Considerations that Every Brewery Should Know

Todd Hess, Barnwell Whale Patterson & Helms, PLLC

Website + Social Media 201

Stephanie Hudson, Sweet Tea

Rich Owings, SEO Educator

In Charlotte on Monday?

CLT Town Hall Brewers Gathering at Free Range Brewing

Monday, August 26

5pm - 7pm

Join us for a beer and hear about the Guild's legislative progress & upcoming agenda.

Need a hotel room? Book through our room block at the Hyatt Place here to receive a special discount rate or call them direct at (800) 993-4751 and use the code G-NCBE.

*** Please note that this event is open to all breweries and brewery staff, regardless of Guild membership. Allied trade vendors must be a member of the NC Craft Brewers Guild in order to participate. If you have any questions, please contact jasmine@ncbeer.org ***

October 3, 2019
- October 5, 2019

GABF - State Guilds Pavilion

Making the trek to Colorado for this mother of all beer festivals? Visit your friendly NC Craft Brewers Guild team at their booth in the State Guilds Pavilion.

October 5, 2019

The Big Sip: Chili/Stew Cook Off

Millennium Center

Afternoon

Steve Czumaj,

steve@ourlocalmedia.com

An all-inclusive event bringing guests to the historic Millennium Center in Downtown Winston-Salem NC. For the price of a ticket, guests can sample craft beers, wines, and spirits plus local restaurants will be offering tastings of their signature chili & stew selections.

A portion of the proceeds from this event will be donated to the NC Craft Brewers Guild to further our mission of supporting and educating our breweries.

October 17, 2019
- October 27, 2019

Our State Public House at the N.C. State Fair

N.C. State Fairgrounds

Youth Center Dr

Raleigh, NC

Join the Guild team & breweries from across the state at the third annual Our State Public House at the N.C. State Fair. Drink in the view from the porch while sipping on something local and delicious.

Make sure to like the Our State Public House FB page to stay up-to-date on the latest additions to this year's line-up!

November 5, 2019
- November 7, 2019

NC Craft Brewers Conference, Presented by ABS Commercial

Benton Convention Center

Twin City Quarter, 425 North Cherry Street

Winston-Salem, NC 27101

Join us once again in Winston-Salem for the sixth annual NC Craft Brewers Conference. Hone your craft, wander the trade show, and meet some of the other amazing people in the NC beer industry!

Ticketing and event details coming soon.