



FAQ: Tales of the Cocktail® Seminars

When is Tales of the Cocktail 2021?

Tales of the Cocktail will be held September 20th - 23rd, 2021, on a virtual platform. TOTC will again be free to everyone in the community.

What is the format?

Tales of the Cocktail 2021 (TOTC2021) will be held in a **digital format** with presentations streaming across the globe. If appropriate, watch parties and pop-ups *may* be held in local bars around the world. Presenters from all over the world are invited to submit a seminar application. Presenters are encouraged to submit a topic that:

- Promotes the Foundation's mission to Educate, Advance and Support the global Spirits industry
- Addresses critical challenges impacting the Spirits community
- Nurtures nascent and emerging topics and organizations that are reflective of and responsive to community needs

What is a Seminar at Tales of the Cocktail®?

Tales of the Cocktail is a platform for innovative and informative educational seminars for the drinks industry. Tales of the Cocktail Foundation (TOTCF) categorizes its educational seminars in three streams: **Beyond the Bar** Seminars, **Business** Seminars, and **Culture** Seminars. Seminars are selected by our [Education Committee members](#), consisting of 30 drinks industry experts from around the world.



Traditionally, the Foundation hosts Tales of the Cocktail annually in New Orleans as a global, educational event for the bartending community. The goal of the Educational Seminars is to Educate, Advance, and Support our industry, therefore seminars should be educational in nature as opposed to brand presentation.***

****If you have a brand or concept you would like to showcase, please contact*

partners@talesofthecocktail.org

What is a Business Seminar?

The bar industry is evolving constantly with innovative ideas, progressive bar programs and creative bar concepts that shape the drinks industry. Business Seminars are a platform to address current trends in industry commerce, venture, and style. Seminars under the Business Seminar stream deal with topics like COVID recovery, marketing, operations management, human relations, cash flow, investors, real estate, sales, profits and more.

Seminars covering these subjects fell under the following streams:

1. Business 101
2. Business 201
3. Bar Career
4. Bar In-depth
5. Bar Recovery
6. Financial Health
7. General

What is a Business "101" Seminar?

A comprehensive introduction to a topic, giving good all-round basic information for someone new to that topic, which in this case is all things related to the business or bars or brands. We recommend only having 1 moderator for 101 seminars.

What is a Business "201" Seminar?

A higher-level deep dive into a topic. We recommend 1 or 2 presenters for 201 seminars.



What is a "Bar Career" Seminar?

Any proposal dealing with current or future career possibilities or training, for bartenders and for any alternative or parallel careers. If your proposal deals with issues which can be career-related such as (for example) physical and mental health, harassment, inclusion, or substance abuse, it may fit better into Beyond The Bar.

What is "Bar Recovery"?

Bar Recovery is specifically related to business sustainability, and rebuilding and supporting the bar industry in the wake of COVID-19.

Other topics that fall under the Business Seminar category:

Financial Health – Financial Health is related to business finance, costing, and financial recovery.

General – Any seminar that does not fit into any of the above categories.

What is a Culture Seminar?

Covering a variety of topics, these seminars are industry-driven and designed for bartenders of all levels to brush up on their spirit proficiency and drinks industry history. Culture seminars are a space to educate participants on the specifics of the drinks industry.

Seminars covering these subjects fell under the following streams:

1. Spirits 101
2. Spirits 201
3. History
4. Cocktails
5. Trends, Techniques, and Methodology
6. General

These seminars vary in format to accommodate audiences ranging from 30-200. Most of these seminars include tastings and/or cocktails and are 60-90 minutes in length.



What is a Spirits 101 Seminar?

A comprehensive introduction to a topic, giving good all-round basic information for someone new to that topic, which in this case is all things related to the business or bars or brands. We recommend only having 1 moderator for 101 seminars.

What is a Spirits 201 Seminar?

A higher-level deep dive into a topic. We recommend 1 or 2 presenters for 201 seminars.

Other topics that fall under the "Culture" Seminar category:

Cocktails – Any proposal dealing with the history, components or preparation of cocktails or a category of cocktail.

Trends, Techniques, and Methodology – Any proposal dealing with the techniques and trends of bartending.

History – Any proposal dealing with historical research that does not fit into any of the above categories.

General – Any seminar that does not fit into any of the above categories.

What makes a Beyond the Bar Seminar?

Beyond the Bar Seminars is the place to advocate and support the complex issues that affect our industry. Tales of the Cocktail Foundation Seminars involving Mental and Physical Health, Diversity, Intersectionality, Substance Use, and Sustainability will fall under Beyond the Bar. The intersectionality of such topics will allow for attendees to easily distinguish topics of interest they are seeking to participate in while at Tales of the Cocktail.

Seminars covering these subjects fell under the following streams:

1. Mental Health
2. Physical Health



3. Diversity, Equity, and Inclusion
4. Intersectionality
5. Substance Use
6. Sustainability
7. General

What is a “Mental or Physical” Health Seminar?

Any seminar related to the emotional and physical wellbeing of folx in the greater drinks industry.

What is a “Diversity, Equity, and Inclusion” Seminar?

Any seminar related to the emotional and physical wellbeing of folx in the greater drinks industry.

Other topics that fall under the "Beyond the Bar" Seminar category:

Intersectionality – Any proposal regarding how the intersection of social and political identities in the drinks industry combine to create different modes of discrimination and privilege. Examples of these aspects are gender, caste, sex, race, class, sexuality, religion, disability, and physical appearance.

Substance Use – Any proposal dealing with the management and use of alcohol and/or other substances in relation to the drinks industry and/or mental health.

Sustainability– Any proposal dealing with the larger topic of environmental sustainability in the drinks industry.

General – Any seminar that does not fit into any of the above categories.

Submitting a Seminar

Who can submit a seminar idea?

Anyone qualified to submit a seminar submission. The person who will moderate (be the main point of contact, curate, and lead) the seminar should complete the seminar submission. The seminar



submitter/moderator will need to work with the Education Committee and TOTCF team throughout the entire process.

Our Committees are looking for innovative material, please take a look through the [last years of seminars](#) to ensure your proposal is unique.

Do I need previous presentation experience?

Prior presentation experience is not necessary, but encouraged.

How long should I take to submit my seminar?

Please set aside an uninterrupted hour to complete the application. You should be prepared with your seminar description, panelists, and execution specifics. The application platform has the ability to save the submission as a draft and go back at a later time to finish. Submissions are evaluated solely on the quality of the proposal submitted.

What if I do not know who will be sponsoring my seminar?

Seminar proposals do NOT have to be submitted with sponsors in place. Please note if you have any specific brands or products associated with your seminar. The TOTCF Partnership Team will help in pairing the seminar with a sponsor.

What happens if I don't submit a seminar submission completely?

The seminar submission needs to be completed in its entirety or it will be disqualified. All submissions should be well developed concepts.

Can I submit multiple seminar submissions?

Feel free to submit multiple ideas and concepts, but we will not schedule any one person to participate in more than three (3) seminars during Tales of the Cocktail.

How can I learn more about the submission process?

Please contact Tales of the Cocktail Foundation via email Submissions@talesofthecocktail.org with any questions or concerns regarding the Seminar Submission Process.



Will there be any deadline extensions for submissions?

There is not an option to extend this submission period.

When will I be notified if my seminar is selected?

The TOTCF Education Committee will review the submissions and the TOTCF team will notify you by in June and July if your seminar is selected.

Seminar Selection Criteria

What are you looking for in a Tales of the Cocktail seminar submission?

We are looking for new, innovative, influential, and relevant content that will support the industry.

What are the criteria used to review seminar idea submission?

- **Overall:** quality of submission
- **Relevance:** to current and enduring industry topics
- **Uniqueness:** of topic and certainty that proposed content has not been presented at a prior major trade event
- **Completeness:** of presentation plan with distinct start and finish with enough potential body to captivate an audience for allotted time. There may be multiple people submitting a similar idea.
- **Inclusivity:** in regards to topic, panel, content sources, and audience.
- **Reliability:** of proposed research and presentation information. Industry experts will vet proposals for accuracy of information. Proposed new material will be reviewed based on presenter background and expertise within the field.
- **Presenter history:** All proposals will be considered from both new and experienced presenters
- **Achievability:** of being able to present the material proposed within the time, venue, and financial and logistical constraints of the event

Presenter Compensation

If you have questions about compensation please email Submissions@TalesoftheCocktail.org.



What happens if my seminar is accepted?

You will receive an email from Tales of the Cocktail Foundation inviting you to present your seminar(s), adhere to the deadlines and materials needed, and acknowledge the compensation provided by Tales of the Cocktail Foundation.

I work with a brand that would like to sponsor a seminar, how should I connect them to TOTC?

If your seminar is connected to a brand, please say so in the appropriate section on the application. Brands must reach out to partners@talesofthecocktail.org to be considered for seminar sponsorship.

What if I have another idea that is not a seminar?

If you would like to submit an idea for an event that isn't a seminar we will have a separate form that you can use to submit those ideas to. If you have any questions please contact Partners@TalesoftheCocktail.org

What are the major deadlines?

- 2/1 - 3/15** Seminar Submission Open

- 3/16** Deadline to submit your seminar(s)

- 5/3 - 5/14** TOTC2020 Seminar Submission Phone Interviews

- 6/25 - 6/29** TOTC2020 Seminar Invitations Sent

- 7/02** Final TOTC2020 Seminar Titles, Descriptions, and Panelists Due for accepted seminars.

- 8/02** Last day to submit edits for TOTC2021 Digital Platform



9/20 - 9/23 TOTC2021