



FAQs: Tales of the Cocktail® Seminars

Thank you for your interest in submitting a seminar proposal for Tales of the Cocktail® 2022! Please read below the seminar frequently asked questions **BEFORE** submitting your [seminar proposal](#) for a chance to celebrate 20 years of educational programming and present your topic at the 20th anniversary of Tales of the Cocktail, July 25 - 29, 2022.

What is the format of Tales of the Cocktail 2022?

Tales of the Cocktail 2022 is a hybrid conference - with opportunities to present both:

- In-person in New Orleans, and/or
- Virtually

When and where is Tales of the Cocktail 2022?

Tales of the Cocktail 2022 will be held July 25th - 29th, 2022 in New Orleans, Louisiana. Our host hotel is The Ritz-Carlton.

What is the seminar proposal timeline for 2022?

- November 16th, 2021: Seminar Proposal period Opens
- 11:59 PM CST on January 16th, 2022: Seminar Proposal period Closes
- March 3-12, 2022: Phone Interviews
- April 2022: Seminar Invitations Sent
- April 14, 2022: Final Title, Description, and Panelists
- May 11, 2022: Final Cocktails/Serves
- July 25-29, 2022: TOTC2022

Diversity, Inclusion, & Safety

Please consider diversity, inclusion, & safety in your seminar proposal. This means considering how your topic impacts the mental and physical health of others who may be watching or listening to your content. Items to consider throughout your application: presentation content, relevance, diversity of presenters, target audience, and global perspective.



Tales of the Cocktail Foundation makes an intentional, ongoing effort to ensure that individuals from distinct geographical, racial, ethnic, socio-economic, gender and other distinguishable backgrounds and experiences fully participate in all aspects of its educational content and are instrumental in decision-making processes. To encourage this, we ask that diverse worldviews and experiences are sought out and prioritized throughout the entire process.

Additionally, please examine how your topic may be perceived by a range of diverse perspectives while submitting. The Tales of the Cocktail Education Committee may suggest that your panel be expanded, combined, or reformatted in an effort to best serve the audience and industry as a whole.

The 2022 seminar proposal application form is designed with the intention to be inclusive to a variety of global voices. If English is not your first language and/or if you simply feel more comfortable, you may submit sections 3 and 4 in video format on the application platform. All other sections must be completed via the written form section.

What is a seminar at Tales of the Cocktail®?

The Tales of the Cocktail® annual cocktail conference is a platform for innovative and informative educational seminars for the drinks industry to be held. TOTCF categorizes its educational seminars in three streams: Beyond the Bar seminars, Business seminars, and Culture seminars. Seminars are selected by the Education Advisory Committee.

Who is reviewing my application? [For a list of the TOTCF 2022 Education Advisory Committee please click here.](#)

The Education Advisory Committee consists of 35 drinks industry experts from around the world who volunteer their time and who work tirelessly to review hundreds of applications to put together a well-rounded slate of educational content that supports bartenders, owners, operators, distillers, servers, barbacks, marketing, and more. The goal of educational seminars are to Educate, Advance, and Support the drinks industry - therefore seminars should be educational in nature as opposed to a brand presentation.***

****If you have a brand or concept you would like to showcase, please contact partners@talesofthecocktail.org*

What are the seminar formats for Tales of the Cocktail?



The seminar formats offered in 2022 are:

In-Person or Digital:

101/201: 60 mins. 1 presenter.

Panel: 60-90 mins. 1 moderator and 3-4 panelists. The most common format.

#SEDTalk: TEDTalk style 10-15 minute topic overviews. You may apply for a single #SEDTalk or as a group of #SEDTalks. Each presenter speaks for 10-15 mins. Spirits, Education, and Development. #SEDTalks are separated by track:

- Business
- Culture
- Beyond the Bar
- Other

Short Format: 20-30 minute standalones. 1-2 presenters. Singular topic, in-depth.

Interview: 10-30 mins. 1 interviewer and 1 interviewee.

In-Person Only:

Exclusive Tastings: 90 mins. 1-2 presenters. An opportunity for attendees to taste rare and/or unobtainable spirits via showcase.

Lab Style/Technique: Hands-on technique building, or teaching a physical skill. Hands on for attendees allowing for engagement with equipment or other experiential learning style models. Tastings and cocktails may be served but are not mandatory.

Digital Only:

Roundtable: 60-90 mins. 1 moderator and up to 9 participants. Larger format space to include a variety of experts on a specific topic, often related to Beyond the Bar or Bar Recovery.

What are the Tales of the Cocktail Educational Tracks?

When submitting your seminar proposal, you must select Business, Culture, or Beyond the Bar as your main track. This determines who reviews your seminar, and where it fits into the educational slate. Many topics cross categories, please choose the track you find most relevant. You can select multiple subcategories, across tracks.

BUSINESS

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 fall under the following streams:

1. ***Business 101***



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.

2. *Business 201*

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

3. *Bar Career*

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.

4. *Bar Recovery*

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

5. *Financial Health*

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

6. *Operations & Organizational Behaviour*

Any seminar dealing with internal operations, employee retention, benefits, organizational behaviour, etc.

7. *General*

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

CULTURE

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. These seminars vary in format to accommodate audiences ranging from 30-200. Most of these seminars include tastings and/or cocktails and are 15-90 minutes in length.

Seminars covering these subjects fell under the following streams:

1. *Spirits 101*



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.

2. *Spirits 201*

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

3. *Exclusive Tasting*

An opportunity for attendees to taste rare and/or unobtainable spirits via showcase.

4. *History*

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

5. *Cocktails*

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

6. *Trends, Techniques, and Methodology*

Any proposal dealing with the techniques and trends of bartending.

7. *General*

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

BEYOND THE BAR

Beyond the Bar Seminars is the place to advocate and support the complex issues that affect our industry. TOTC 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 and/or Physical Health*

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



2. Diversity, Equity, and Inclusion

Seminars discussing diversity and equity in hospitality from a range of perspectives including but not limited to: employee wellbeing, racial justice, accountability, LGBTQIA+, and gender equality. Seminars related to the intentional, ongoing effort to ensure that diverse individuals fully participate in all aspects of organizational work, including decision-making processes and the ways that diverse participants are valued as respected members of an organization and/or community.

3. 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.

4. 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.

5. Sustainability

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

6. General

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

Am I required to serve a cocktail(s) or tasting(s) to attendees during my seminar?

No, it is not required that a cocktail or tasting be served during your seminar. However, we do strongly suggest the serving of a cocktail and/or tastings during your seminar to demonstrate your points if they pertain to the topic. [View the maximum number of cocktails or tastings per type of seminar.](#)

For more information and FAQs regarding working with the Cocktail Apprentice Program (CAP) for your seminar, [CLICK HERE.](#)

Submitting a Seminar



Who can submit a seminar proposal?

Anyone qualified can submit a seminar proposal. The person who will moderate (be the main point of contact, curate, and lead) the seminar should complete the seminar proposal. The seminar submitter/moderator will need to work with the Education Advisory Committee and TOTCF team throughout the entire process.

The Education Advisory Committees' are looking for innovative material. Please take a look through the [last 8 years of presented seminars](#) to ensure your proposal is unique. You may also want to review the 2020 and 2021 seminars held digitally via the Tales of the Cocktail [YouTube Channel](#).

What if English is not my first language?

The Proposal must be submitted in English for the judges to be able to review. Options to record part of the proposal in an English-speaking video are provided. Please feel free to translate the application in your native language, and then translate your answers to English for the seminar application, including any video submissions. TOTCF has had previous seminars conducted in Spanish, with English subtitles, and are excited to offer this option to applicants again for 2022 for interested applicants.

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. However, you should be prepared with your seminar description, panelists, and execution specifics before submitting. The application platform has the ability to save proposals as a draft for applicants to go back at a later time to finish. Proposals 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 proposal completely?

A seminar proposal needs to be completed in its entirety or it will be disqualified. All proposals should be well developed concepts.

Can I submit multiple seminar proposals?



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 the Tales of the Cocktail conference.

How can I learn more about the proposal process?

Please contact Tales of the Cocktail Foundation via email submissions@talesofthecocktail.org with any questions or concerns regarding the seminar proposal process.

Will there be any deadline extensions for proposals?

There is not an option to extend this proposal period.

When will I be notified if my seminar is selected?

The TOTCF Education Advisory Committee will review the proposals and the TOTCF team will notify the selected seminar applicants around April 7th, 2022.

Seminar Selection Criteria

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

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

What are the criteria used to review seminar idea proposals?

- **Overall:** quality of proposal
- **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. Once a seminar is accepted, the moderator will be emailed with presenter benefits.

What happens if my seminar is accepted?

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

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

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 an 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