

2024 MMBA Conference Schedule of Events

(Subject to Change)

Saturday, April 20

8:00 AM – 5:30 PM = Registration

8:30 AM – 3:30 PM = *WSET Spirits Training*

11:00 PM – 12:45 PM = Putting Contest & Lunch

1:45 PM – 2:45 PM = *Pricing Strategies Seminar*

3:00 PM– 5:00 PM = *2024 Maker's Mark Blending Selection*

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Gourmet Wine Dinner

8:30 PM = Bottle (Beer) Share

Sunday, April 21

7:00 AM = Morning Walk

7:00 AM – 8:30 AM = Breakfast

8:00 AM – 1:00 PM = Registration

8:30 AM – 10:00 AM = *Beverage Alcohol Server Training*

9:00 AM – 10:00 AM = *If You Are Not Making Money - You Are Not Doing This!* Seminar

10:15 PM – 11:15 PM = *Bar Group Discussion*

10:15 PM – 11:15 PM = *Package Store Group Discussion*

11:30 PM – 12:30 PM = *Cannabis Update*

12:45 PM – 1:45 PM = Lunch

2:00 PM – 5:30 PM = Vendor Showcase

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 8:30 PM = Dinner

8:30 PM – 11:30 PM = Game Shows, Bean Bags & Music

Monday, April 22

7:00 AM = Morning Walk

7:00 AM – 8:30 AM = Breakfast / *Industry Statistics & Trends* Seminar at 7:45 AM

8:45 AM – 10:00 AM = Featured Speaker TBD

10:15 AM – 11:45 AM = *The Leadership Game* Seminar

Noon – 1:00 PM = Lunch

1:15 PM – 2:15 PM = *How to Be For Your Community* Seminar

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors,

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = *Theater Characters Themed* Dinner

8:30 PM – 9:30 PM = Awards

Tuesday, April 23

7:00 AM – 8:30 AM = Breakfast

8:45 AM – 10:15 AM = *MMBA Annual Meeting, Elections, & Industry Discussions*

11:00 AM = Home

