



PREPARING YOUR 2026 PRE-MEETING WORKSHOP SUBMISSION

A guide to the pre-meeting workshop submission form for the 2026 ASBC & CIBD Meeting.

WORKSHOP DETAILS

You'll be asked to indicate length of the workshop (full or half-day), anticipated attendance, and items you anticipate needing for the workshop such as A/V or lunch.

WORKSHOP CONTENT

Title

For Workshops and Sessions, use title case, capitalizing only the first letter in each word. Titles should be eye-catching but encompass the content of the session. The Planning Teams may recommend changes to your title should your submission proceed through the acceptance process. The title is the first opportunity to interest your audience; keep this in mind.

Workshop Format

Indicate the type of workshop you are planning: Hands-on workshop, panel discussion, traditional presentations, or other.

Description

The description is your opportunity to tell the Planning Team and your future audience what to expect during this Workshop. Well-written and clear descriptions will be best received by the reviewers. Your description should answer the question "why are you submitting this content?" Describe the session in detail, including the topic's significance to the brewing and distilling communities. DO NOT include the title of the session. DO NOT list the session presenters or participants.

Learning Objectives

Learning objectives should be clear and realistic for the time attendees will spend in your workshop. These are important for the Planning Team when reviewing your proposal as they demonstrate that the goals and purpose of your workshop are well-thought-out and that all your speakers/panelists will strive to provide these objectives during their participation. The learning objectives provide prospective attendees with clear expectations of what they should be able to take away from your workshop, thereby enticing them to participate.

Provide the attainable learning objective(s) that will be accomplished during this workshop. Begin your learning objectives with phrases such as:

“This workshop will introduce...”

“At the end of this workshop, attendees will be aware of...”

“Attendees will be able to explain... ”

Target Audience

Your description should align with your desired target audience. Should your workshop be accepted, this information will be helpful for prospective attendees browsing the meeting program and for the Headquarters Marketing Team to promote your content.

Promotion

Should your proposal be accepted, the Headquarters Marketing Team will use these statements in promoting your session.

What statements would you use to promote this session to your target audience?

Additional Materials

Do you anticipate incorporating interactive elements or additional materials to your session?

Example: samples for tasting or smelling, handouts, specialized software to demonstrate, etc.

Please describe and indicate whether attendees will be asked to acquire specific items to fully participate in this workshop. For example, specific beverages (beer, seltzer, cider, etc.), specific foods, or specific items.

FINALIZE SUBMISSION

Once all submission tasks are complete, be sure to click the button labeled ‘Submit’ at the bottom of your submission summary screen in order to submit your session. Once submitted, you will receive a confirmation email, and the session will no longer be labeled incomplete on your submissions page.