

BCB

BAR CONVENT BERLIN

OCTOBER
2020

WWW.BARCONVENT.COM

POURING DIGITAL
HOSPITALITY IN THE NEW NORMAL

Why a BCB Special Edition in 2020?

The whole bar world is affected by the Covid 19 crisis. To protect our exhibitors and visitors and because of many restrictions* we have consciously decided to go new ways in 2020. With the **new "Pouring Digital"**, the BCB team is working on an **alternative concept combining live and digital events**. In times of crisis we offer you as an exhibitor new business opportunities and the chance to meet bar owners and bartenders not only **on site** in Berlin, but **also digitally**.

#WeAreInThisTogether

#weareBCB

#stayhealthy

* The BCB planned for 12 to 14 October 2020 cannot be carried out in its original form. This is due to the spread of the corona virus and the "Ordinance banning major events against the background of the SARS-CoV2 pandemic" issued by the Berlin Senate on 21 April 2020. With this ordinance, major events in Berlin with more than 5,000 participants are initially prohibited until 24 October 2020.



On the go in the digital world & In Berlin

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- **Event: on the WWW**
(Web & Social Media) Selected locations in Berlin and worldwide, which transmit content via livestream
 - **Barweek:** around the clock
 - **Target Group:** national and international participants
 - **Participation Opportunities:**
 - Integration of content within the education programme e.g. recordings, virtual tastings and workshops in selected locations
 - Integration of real products in connection with virtual tastings
 - Digital matchmaking
 - Company presentation and product listing on the BCB website

- **Event: decentralized in Berlin**
Possible integration of Berlin bars, hotels & restaurants
- **Duration:** October 2020
- **Target Group:** national and international participants – depending on current travel regulations
- **Participation Opportunities:**
 - Integration of content within the education programme
 - Workshops and tasting of different brands
 - matchmaking/networking on site

Advantages: *Modular formats on site and the implementation of digital formats, allow the event to be designed with a high degree of flexibility, so that unforeseen regulations and situations can be taken into account.*

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Detailed participation options will follow shortly.