



PREPARING YOUR 2025 FOCUS SESSION SUBMISSION

A guide to the submission form for Brewing Summit 2025.

The Brewing Summit Planning Teams aim to select timely, well-designed sessions that add value to the associations and their members. Creative, interactive sessions are encouraged, as they help attendees gain practical ideas and valuable knowledge. The Planning Teams also ensure a diverse range of topics, with no two sessions covering the same subject.

Any member of the ASBC or Master Brewers brewing community may submit sessions.

The Planning Teams are seeking session topics aligned with the 2025 meeting theme, *Evolving in a New Environment*. Below are the focus areas, along with *example* topics for inspiration. While sessions within these focus areas are encouraged, topics outside these areas will also be considered for inclusion in the 2025 program.

FOCUS AREAS

ASBC Focus Areas



- **Improving Quality and Mitigating Microbiological Risks of NA Beer**
 - *Example Topics:*
 - *Preservatives, Pasteurization, and Reducing Risk in NA Beer*
 - *Minimizing Spoilage in NA Processing and Draught*
 - *Enhancing Flavor Profiles of NA Beer*
- **Leveraging Sensory and Chemical Approaches to Extend Shelf Life**
 - *Example Topics:*
 - *FAN and its Impact on Flavor Stability*
 - *Alternative Ingredients and the Impact on Flavor*
 - *In-line Data Collection and Measurements*
 - *FAN's Role in Hop Creep*
 - *Nitrogen and Yeast Nutrition*

ASBC Focus Areas Continued

- **Defining Quality for Alternative Beverages**
 - *Example Topics:*
 - *Best Practices for Measuring the Quality Aspects of Alternative Beverages*
 - *Agave Spirits Interactive Sensory Session*
 - *Managing Quality and Sensory of THC Beverages*
 - *Distilling Chemistry and Aging*

- **Exploring Yeast Strain Innovation**
 - *Example Topics:*
 - *Cutting-edge Developments in Modified Yeast Strains*
 - *Advancements in Bioengineered Yeast*
 - *Hybridization versus CRISPR*
 - *Novel Yeast Generation Techniques and Technology*
 - *Haze and Flavor Technologies Pertaining to Yeast*
 - *Diversity in Wild Yeasts and Organisms*

- **Leveraging AI and Analytics**
 - *Example Topics:*
 - *Recipe Development*
 - *Root Cause Analysis in the Brewery*
 - *Instrumentation and Process Monitoring and Control*
 - *In-line Data Collection*
 - *Data Management*

- **Exploring New Possibilities of Novel Ingredients**
 - *Example Topics:*
 - *Alternatives to Barley*
 - *Water Chemistry*
 - *Enzymes*
 - *Alternative Grains*

- **Hops: Emerging Research**
 - *Example Topics:*
 - *Targeting Hop Specs*
 - *Efficiency Gains and Practices*
 - *Ways to Improve Flavor Extraction*
 - *Innovative Extracts and Use*
 - *New Hop Varieties*

- **Malt and Barley: Emerging Research**
 - *Example Topics:*
 - Grain and Malt Quality
 - Understanding Malt Chemistry
 - Efficiency Gains and Practices
 - Ways to Improve Extract Yield

Master Brewers Focus Areas:



- **NA's Impact on Brewing Operations**
 - *Example Topics:*
 - *Mitigating Spoilage Risks*
 - *Efficient Processes for Quickly Changing Product Lines*
 - *Draft Line Safety*
 - *Overcoming Packaging Challenges*
 - *Raw Ingredient Alternatives*

- **Capitalizing on Technology in the Brewery**
 - *Example Topics:*
 - *AI and Brewing Software*
 - *Automation for Smaller Scale Brewers*
 - *Sustainable Engineering*
 - *Success in Beer Recovery*
 - *Heat Pumps (not vendor specific)*

- **Reaching the Forefront of Non-Beer Products**
 - *Example Topics:*
 - *Business Strategy of Responding Quickly to Consumer Desires*
 - *THC Products*
 - *Distilling content*
 - *Distillery Operations*
 - *FMBs and RTDs Processes and Safety*

Master Brewers Focus Areas Continued

- **Managing Supply Chain Challenges**
 - *Example Topics:*
 - *Processes for Developing and Sourcing New Varieties of Grains*
 - *Incorporating Food Industry Processes into Sourcing*
 - *Ingredients and the Global Supply Chain*
 - *Grower Perspectives on Sustainability*
 - *Novel Takes on Brewery Waste*

- **Navigating the Regulatory Landscape**
 - *Example Topics:*
 - *Food Safety and NA Production*
 - *Labeling Requirements, Reporting, Allergens, Nutritional*
 - *THC Regulations*
 - *Import/Export Barriers*
 - *Global Economic Challenges*

- **Brewer's Approach to Adapting**
 - *Example Topics:*
 - *Innovating in Styles*
 - *Approaches to Making Shelf Stable Products*
 - *Application of Innovative Products (hop extracts)*
 - *Doing More with Less*
 - *Economical and Sustainable Solutions*
 - *Maximizing Flavor Stability and Quality*
 - *Business Approaches - Acquisitions, Mergers*
 - *Implications of Products Having a Longer Shelf Life*
 - *Packaging Materials - Meeting Consumer Demands, Economical Choices*
 - *DO - Packaging Setups, Capabilities*

FOCUS SESSION CONTENT

Brewing Summit 2025 Theme

The theme of Brewing Summit 2025, "Evolving in a New Environment," will focus on the latest research and insights to tackle the brewing industry's current challenges and opportunities. It reinforces the need for brewers, scientists, and innovators to explore how to maintain the industry's legacy and standards while adapting to and exceeding modern demands and challenges.

Alignment to the theme is an important consideration for the Planning Teams so that the entirety of the meeting program content can be threaded together to support a common message or topic. The meeting theme above illustrates this common thread and will provide a base of expectation for attendees regarding the curated content they will be offered.

Proposed Session Title

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.

Topic

The Planning Teams are seeking session topics that fall under particular focus areas supporting the 2025 meeting theme. The team is looking to build the program with these particular focus areas, however if your topic does not fit within one of the buckets below, it will still be considered for 2025 – it is not a requirement, only encouraged, that sessions fall within these focus areas.

ASBC

- *Improving Quality and Mitigating Microbiological Risks of NA Beer*
- *Leveraging Sensory and Chemical Approaches to Extend Shelf Life*
- *Defining Quality for Alternative Beverages*
- *Exploring Yeast Strain Innovation*
- *Leveraging AI and Analytics*
- *Exploring New Possibilities of Novel Ingredients*
- *Hops: Emerging Research*
- *Malt and Barley: Emerging Research*

Master Brewers

- *NA's Impact on Brewing Operations*
- *Capitalizing on Technology in the Brewery*
- *Reaching the Forefront of Non-Beer Products*
- *Managing Supply Chain Challenges*
- *Navigating the Regulatory Landscape*
- *Brewer's Approach to Adapting*

Description

The description is your opportunity to tell the Planning Teams and your future audience what to expect during this session experience. 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 community. DO NOT include the title of the session. DO NOT list the session presenters or participants.

Relevance

Describe the value your session will bring to the Brewing Summit community in terms of novelty, timeliness of the topic, or the impact the topic will have on the brewing industry. This information assists the Planning Teams in ensuring that sessions with meaningful impacts on the community are considered for acceptance.

Brewing Summit 2025 Theme

The theme of Brewing Summit 2025, "Evolving in a New Environment," will focus on the latest research and insights to tackle the brewing industry's current challenges and opportunities. Describe how your submission aligns to this theme.

LEARNING OBJECTIVES

Learning Objectives

Learning objectives should be clear and realistic for the time attendees will spend in your session. These are important for the Planning Teams when reviewing your proposal as they demonstrate that the goals and purpose of your session 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 session, thereby enticing them to participate.

Provide the attainable learning objective(s) that will be accomplished during this session's 75-minute timeframe. Begin your learning objectives with phrases such as:

"This session will introduce..."

"At the end of this session, attendees will be aware of..."

"Attendees will be able to explain..."

FOCUS SESSION SUBMISSION CATEGORY

The following category selections will help ensure all disciplines within Brewing Summit are covered in the session approval process. The categories will also help meeting attendees browse the content by keywords. Finally, Brewing Summit will strive to use your selections in the following categories to target-market members and drive interest to your session.

[Link to categories document](#)

FOCUS SESSION FORMAT

Session Format

The Planning Teams encourage your creativity in designing your Brewing Summit 2025 Focus Session. The format does not need to follow a traditional session format. Your preferred format should support your session's goals and objectives. For example, if your goal is to provide attendees with differing expert opinions on a topic, then a panel discussion or Opposing Viewpoints format would work well to showcase the opinions in an interactive manner. A traditional presentation format would not be successful for comparing viewpoints. Attendees enjoy creativity in session design; thus, when deciding between two sessions of similar content and impact, the level of interaction and creative elements will be a deciding factor.

Indicate your designed session format.

- Panel Discussion: All panelists on stage, each one gives a short introductory talk, followed by engaging discussion with the audience
- Opposing Viewpoints: 2 or 3 panelists with differing viewpoints, each gives an introductory talk, followed by engaging discussion to explore the different points of view
- Ignite Session: Speakers have 5 minutes to talk accompanied by 20 slides. Each slide appears for 15 seconds and automatically advances - no script for the speaker. Talks can be followed by discussions or small-group breakouts.
- Campfire Session: Speaker begins with a 15–20-minute talk, then Speaker shifts to facilitator, allowing attendees to answer questions and provide comments to each other.
- Workshop: The session involves attendees physically completing a hands-on learning activity. Note - sessions are 75 minutes, so the activity must be able to be completed in that timeframe.
- Podium Traditional Lecture: One speaker at a time, PowerPoint presentation followed by Q&A
- Other: Please provide details

Interactive Elements

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.

FOCUS SESSION PROMOTION

Target Audience

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

Describe your target audience.

Promotional Material

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?

FOCUS SESSION ORGANIZERS

Providing your desired or planned speakers/panelists is important for the review process. However, be careful not to finalize your speaker's participation until the Planning Teams have accepted your session. As you plan for your

submission, it is perfectly acceptable to connect with planned speakers, with the caveat that the session must be reviewed and accepted before official plans are made.

The Planning Teams give preference to sessions with a diverse group of speakers and panelists. This includes gender diversity, racial diversity, and diversity in professional backgrounds. The speakers should be experts in the subject matter of your session, and skilled at giving presentations and keeping audiences engaged. The Planning Teams do not give preference to sessions with speakers who have spoken frequently at Brewing Summit conferences; it is of more value to the community to bring in new speakers with new ideas.

Indicate the person's name, affiliation, and proposed subject matter. The Planning Teams prefer in-person speakers at the conference, however if the only way for the expert to participate is by virtual format, please indicate this as well.

Organizers List

For each organizer and proposed speaker, indicate name, affiliation, and email address. Choose the appropriate Role selection for each entry.

FINALIZE SUBMISSION

Once all submission tasks are complete, be sure to click the button labeled 'Submit' at the top 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.