

Pink Boots Society Biennial Conference
January 28, 2026 // 3:00 PM

CURATED WITH INTENTION



Designing Beverage Events That Build Culture & Community

Who We Are:



Cat Bruno (she/her)
Babesburgh
Pittsburgh



Jen Price (she/her)
Crafted for Action
Atlanta



You don't have to sell your venue - sell a good time!

The landscape has changed:

- Shifting consumer habits and trends
- Small beverage brands need new ways to draw customers
- Traditional marketing can only go so far

Events can:

- Drive tasting room traffic
- Strengthen emotional connection to a brand
- Turn customers into community members
- Showcase your space as more than a place to grab a drink



What We'll Cover Today

Successful events are built around:

- Purpose
- People
- Place
- Possibility



What We Mean by Events ‘Curated with Intention’

- Designing events that reflect your mission
- Curating speakers, talent, and vendors with intention
- Tips for marketing that build momentum
- Getting it done, even without a full event team
- How to leverage partners and local supporters
- 25–30 real event ideas you can take home

Events Should Be...



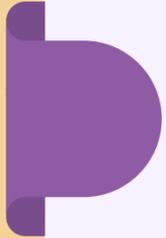
Hands-on



Interactive



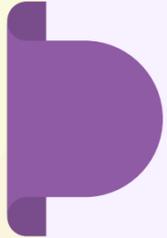
Repeatable



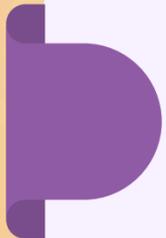
Affordable



Shareable



Inclusive



Flexible



Memorable



Fun

If guests are just sitting and listening? It's a lecture, not an event.

Tailor the Event to the Crowd You Want

If you want:

- **Young professionals** → modern, social events
- **Women consumers** → atmosphere, inclusion, safety, belonging
- **Craft beginners** → education with low pressure
- **Industry insiders** → tactical, technical sessions



Case Study: Babesburgh

The proof:

- 45 events produced in 2025 – 90% at breweries and bars
- Events ranging from yoga to perfume-making to business panels
- Growth powered by word of mouth (took ~2 years)

Example:

- Perfume class → most diverse attendees of any Babesburgh event
- Why? It spoke to identity, creativity, and femininity – not just alcohol
- Most popular: Paint your Pet workshop – a universal and unifying theme



Case Study: Crafted for Action

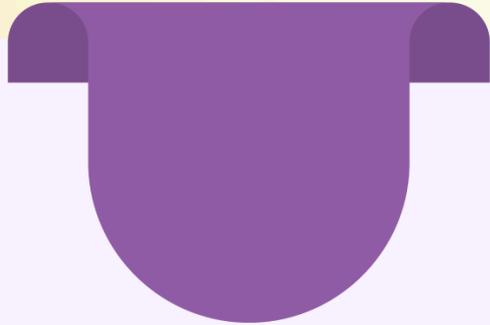
A different model, but same mission:

- Multi-day conference
- Workshops, tastings, shared experiences
- Focus on learning, networking & representation
- Creates a “Come as you are and belong here” environment

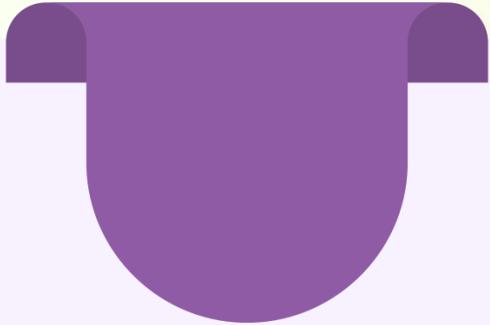
Diversity isn't the theme—it's the standard.



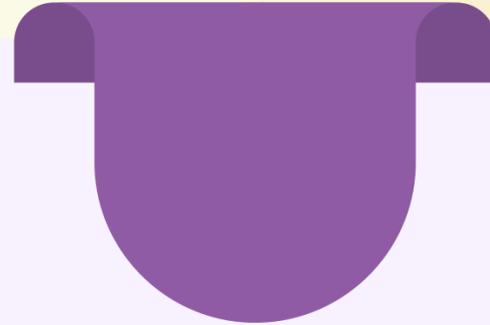
Marketing That Builds Buzz



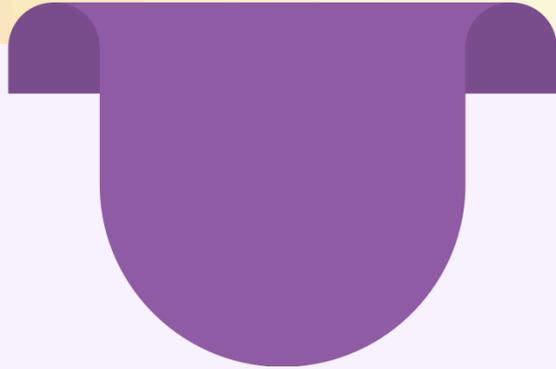
Start early



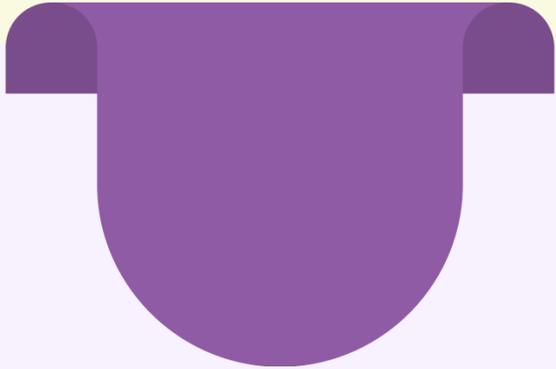
Tell a story



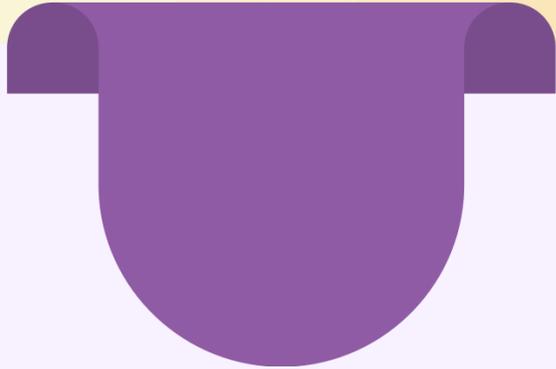
**Be
welcoming**



**Behind the
scenes
previews**



**Speaker /
instructor
spotlight**



**Make it
personal, not
corporate**

How to Keep Attendees Coming Back



Keep Archives

Lasting Moments

Build Tradition

Celebrate Community

FOMO

Types of Events That Work

Educational

- Style deep-dives
- Beer 101 for beginners
- Industry certifications
- Ingredient exploration

Fun & Social

- Brunch Bingo
- Paint & Sip
- Girls' Night Out
- Holiday parties

Hybrid

- A workshop that ends in a party
- A panel that begins with a tasting



Measuring Success (Beyond Just Ticket Sales)

Look for:

- Repeat attendees
- Social engagement
- New partnerships formed
- Media attention
- Requests for more events
- The “buzz” in the market

**Are people talking about you when you're not in the room?
That's success.**

Final Thoughts

Great events don't just fill space. They.

- Shape culture
- Create belonging
- Give people memories
- Shift the industry
- Build something bigger than the beverage



Q & A

Ask us anything!

Cat Bruno: hello@babesburgh.com
@babesburgh

Jen Price: info@craftedforaction.com
@craftedforaction

Presentation link:
www.babesburgh.com/pink-boots

Before We Go...

Babesburgh Bash

June 6

3:00 pm - 8:00 pm

Allegheny Landing Park

CRAFTED
for Action™

6TH ANNUAL CRAFT BEVERAGE
CONFERENCE

JUNE 4 - 7, 2026
ATLANTA, GA

EARLY BIRD PRICING ENDS MAR 14.

CRAFTEDFORACTION.COM

CRAFT. COMMUNITY. CULTURE

**Great events don't
happen by accident.**

**They are curated with
intention.**

The logo for Babesburgh features a stylized, flowing line above the word "Babesburgh" written in a bold, black, cursive script.

CRAFTED
for *Action* ™