



2027 TECH CONFERENCE

SPEAKER INTEREST GUIDE

We're excited to announce the theme of our 2027 Technical Conference: *Brewing Better Together: Building Better Breweries Through Local Expertise and Shared Knowledge.*

As we begin planning this year's conference, we're looking for Wisconsin brewers, brewery owners, taproom managers, and industry partners to help shape the educational program.

We've put together a list of session topics we'd love to feature, and we're looking for members who are interested in sharing their knowledge and experiences around these topics. Take a look at the ideas in this Speaker Interest Guide, then complete our [Speaker Interest Form](#) to let us know which topics interest you.

Don't see your idea on the list? We'd love to hear that, too! The Speaker Interest Form includes space to suggest additional session topics and presentation ideas that would benefit Wisconsin breweries.

BREWERY & PRODUCTION TRACK

State of Wisconsin Beer (Panel)

What's happening across Wisconsin's brewing industry right now? We're looking for brewers from different regions to discuss local trends, challenges, opportunities, and what they're seeing in today's market. We'd like to have 5 or 6 members on this panel.

Lager Renaissance: Why Everyone is Brewing Lagers Again

Has your Wisconsin brewery embraced lagers? Share what you've learned—from brewing techniques to how customers are responding and what makes lagers successful in your market.

Brewing with Wisconsin Ingredients

How is your brewery incorporating Wisconsin-grown ingredients? We'd love to hear stories about local malt, hops, fruit, agricultural partnerships, and sourcing that showcases Wisconsin.

Low-ABV & Non-Alcoholic Beer

Has your brewery experimented with NA beer, hop water, low-ABV or THC options? Share what worked, what didn't, and what Wisconsin consumers are asking for.

AI & Technology for Breweries

How is your brewery using technology to work smarter? We'd love practical demonstrations of tools that have helped Wisconsin breweries save time, improve operations, or increase efficiency.

Quality & Efficiency: Small Changes, Big Results

What quality improvements, process changes, or operational efficiencies have made the biggest difference in your brewery? Share practical systems, lab practices, workflow improvements, or cost-saving ideas that other Wisconsin breweries can put into practice.

TAPROOM, HOSPITALITY & SALES TRACK

The Taproom as a Third Place (Panel)

Join fellow brewery and taproom leaders for a conversation about what keeps guests coming back. We're looking for panelists willing to share what's working at their brewery—from hospitality and guest experience to events, community engagement, and creating spaces people want to return to. We'd like to have 5 or 6 members on this panel.

Marketing on a Small Budget

What's working for your brewery? We'd love real Wisconsin success stories about marketing, partnerships, events, and community outreach.

Building a Community, Not Just Customers

How has your brewery created loyal fans? We're looking for real-world ideas that build lasting relationships—from mug clubs and membership programs to recurring events, community partnerships, loyalty programs, and traditions that keep guests coming back.

Staffing, Retention & Culture

Every brewery faces staffing challenges. Share the ideas, systems, or culture-building efforts that have worked for your team.

Events That Actually Make Money

Which events generate repeat customers and real revenue? Share the lessons your brewery has learned about creating profitable programming.

Taproom Financials

What operational changes have helped your taproom become more profitable? Share practical examples other breweries can apply.