

The Business of Craft Beverage

The A-B Tech Small Business Center, in collaboration with the Craft Beverage Institute of the Southeast and Burial Brewing is launching a monthly webinar series to discuss a variety of topics related to starting, owning, running and working at small businesses in the craft beverage industry.

These webinars are the perfect fit for any aspiring entrepreneur, those who are looking to plug in their unique skill set, and for those who have a genuine interest in the craft beverage industry. You will hear from professionals and entrepreneurs from around the Country who work in a variety of areas including but not limited to sales, marketing, and human resources. There will also be discussions on some of the challenges of starting and running a small business including revelations of day to day operations and big picture goals.



All webinars will take place via Zoom and have limited capacity to ensure we engage in meaningful dialogue. People viewing the webinar will also have the opportunity to connect with panelists after the event.

Webinars will take place monthly for the remainder of 2020 from 3:00 PM - 5:00 PM.

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| August 27: | The Barriers to Entry: The Challenges of Opening a Small Business and Why We Do It Anyway |
| September 24: | Developing a Brand: Creative and Practical |
| October 22: | I've opened a business, now what?: Growth and Planning |
| November 19: | Moving product: Sales and Quality Control |
| December 17: | Hiring People: Human Resources and Management Tools |

These programs will be offered at NO COST on a first come, first served basis. SPACE IS LIMITED.

Please visit the NC Small Business Center Network website at <https://bit.ly/2XY6kwZ> for full program descriptions and registration links.

Be sure to follow the [abtechsmallbusinesscenter](#) on  [Instagram](#) and  [Facebook](#) for program updates.

