

Extract Series

Quarterly Member Driven Events

Every three months we'll be promoting a new Member Driven Event (MDE) series called Extract, which will each be based around a particular theme. For the themes we'll program 2 to 3 activities to choose from that each take a different approach to the theme that you can use for your MDE. Each activity has a template for what you need to execute it and how to stage it, as well as some talking points for discussion afterwards. If you're really ambitious you can do multiple activities at your event, but each activity is designed to fit on average an hour and a half event.

This program is all about fostering member to member interaction in burgeoning coffee communities, as well as encouraging engagement with professionals who may not yet be members. We want to expand important conversations about specialty coffee throughout all regions where we have active and enthusiastic members.

With these events, we would also like to encourage collaboration between Barista Guild of America and Roasters Guild members. We know that at all of the MDEs and TNTs that there is always a mix of baristas, roasters, production and sales representatives, as well as management and ownership. We've also had lots of producer and importer participation at these events and want them to be included as much as possible as well. This program is all about extending our communities and creating as much opportunity as possible for interaction and discussion at all levels.

Please try your best to capture some of the comments and discussion around your activity. After your event, a representative from the Roasters Guild or Barista Guild of America will be in contact with you to ask about how your event went and what the reactions and discussions were.

Also, please use and encourage the use of the hashtag #ExtractMDE for all Twitter and Instagram posts.

