

**Contact:**

Haley Messner  
619-312-1212  
[Messner@fastforwardevents.com](mailto:Messner@fastforwardevents.com)

**FOR IMMEDIATE RELEASE:**

**SOMMCON® ISSUES CALL FOR TOPICS AND SPEAKERS, SUBMISSIONS DUE  
APRIL 3, 2017**

*Speaker Applications Accepted Now For Conference and Exposition For Sommelier-Level  
Education And Training, Set for November 15-17, 2017*

**San Diego, CA (March 13, 2017)** – [SommCon®](#), Southern California’s leading conference and educational summit for wine, beer and spirit industry professionals and serious enthusiasts is currently seeking qualified speakers for the 2017 educational program, to be held November 15-17 in San Diego, CA.

SommCon® brings together some of the greatest thought leaders, entrepreneurs and artisans to discuss, develop and lead the conversation on the business of wine. In 2016, 1,500 professionals, including Master Sommeliers, Masters of Wine, and CSWs participated in over 40 sessions, keynote presentations and a trade tasting and expo.

Professionals with unique perspective and experience are encouraged to apply to present at SommCon®. Topics range in diversity and include in-depth explorations of today’s leading trends, fundamentals and more. SommCon® participants include wine buyers, distributors, hoteliers, Cicerones, sommelier candidates, wine sales professionals, wine and spirit educators, beverage directors, winemakers, winery and restaurant staff, retailers, wine writers and more.

Industry professionals interested in joining this year’s talented roster of educators must submit applications by April 3, 2017. Selected presenters will be notified by email by May 5, 2017. For further information regarding requirements and how to apply, view the [Speaker Application](#).

SommCon® takes place November 15-17, 2017 in San Diego, CA. For more information about SommCon®, visit [SommConUSA.com](http://SommConUSA.com) and follow SommCon® on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

**ABOUT SOMMCON®:** SommCon® is a leading conference and exposition for education and training of beverage professionals and serious enthusiasts. Held November 15 - 17, 2017, in San Diego, CA, the three-day conference brings together industry professionals of all levels to discuss, develop, and lead the conversation on the business of wine. SommCon’s® education is built by industry thought leaders for trade professionals and serious enthusiasts who have a passion for wine, beer and spirits and an unyielding quest for knowledge. Attendees learn and taste their way through keynote sessions and educational classes, complete with a trade-only tasting and expo. SommCon® is produced by Fast Forward, an event management agency specializing in productions for the food, beverage and hospitality industries, [fastforwardevents.com](http://fastforwardevents.com).