



## **How to Host an official Barista Guild of America Regional Barista Jam™**

*The purpose of a Barista Guild Jam is to foster community between Baristas and retailers within a particular region as well as the Barista community and the Specialty Coffee Industry worldwide.*

*These events, which are officially sanctioned by the Specialty Coffee Association of America (SCAA) and the Barista Guild of America (BGA), offer all participants a high level of training and education that will expand their knowledge and skills.*

*At official BGA Regional Barista Jams, experts from the Specialty Coffee Industry address topics of interest for Baristas and retailers of all levels.*

*Topics of interest range from but not limited to espresso and milk preparation, cupping and tasting coffees, coffee origin information, equipment maintenance, coffee roasting and SCAA sanctioned Barista Competitions. All skill levels are welcome and encouraged to attend these exciting educational events!*

The very first step to hosting an official BGA Regional Barista Jam is to set a date. The BGA recommends taking currently scheduled SCAA and BGA events into consideration when selecting your date.

Hosting a Regional Barista Guild Jam requires a \$1000.00 licensing fee. This licensing fee entitles you to access the BGA membership database as well as receiving assistance from the BGA Executive Council and your local Chapter Representative, which enables you to utilize various experiences and expertise to ensure a quality educational event for the Baristas and retailers of your area.

Based upon experience, initiating the hosting process at least six to eight months prior to the scheduled date of the BGA Regional Barista Jam is recommended.

Though it is not an absolute requirement, the BGA does encourage the hosting of an official BGA Regional Jam two or more months prior to the specific SCAA Barista Competition within your region.

Please see the SCAA website or contact Marcus Boni for possible SCAA or BGA scheduled events.

The BGA has created a detailed list of requirements and criteria to assist you in various stages of planning for hosting a BGA Regional Barista Jam.

Thank you for your commitment to coffee excellence. Your hard work and dedication is invaluable to our industry. Please feel free to contact the Barista Guild Executive council at any time during your planning. We wish you a very successful and enjoyable Regional Barista Guild Jam.

Sincerely,

*The BGA Executive Council*

**As host of a Regional Barista Guild Jam**, you are responsible for collecting all sponsorship fees to offset the cost of hosting the event. The BGA has suggested sponsorship levels available to help you with this matter. Hosts are also responsible for registering all Jam attendees. Anticipate attendance from 50-100 people, or more, depending on marketing efforts and networking within the region.

Hosts are responsible for setting their own Jam registration fees; however, the fee to attend must follow the following guidelines: Registration fees for a two-day event may not exceed \$50 per BGA Member and \$90 for non-members. Registration fees for a one-day event may not exceed \$35 per BGA Member and \$60 per non-member. If a host chooses to collect less than the suggested fees from non-BGA members the host must set the BGA member fee 40% less than the non-member fee. **Hosts are entitled to keep all fees collected.**

Each host must have BGA membership applications on hand at the Jam (including access to online registration) and must give a brief talk about the BGA and the importance of membership. We request that the host take an active role in encouraging prospective members to sign up for the BGA. Hosts are required to mail Mansi Chokshi, at the SCAA, all BGA applications collected at the Jam no less than three days following the event.

To enjoy an “almost stress-free” planning for your regional Barista Guild Jam, this list can be utilized as an ideal timeline or planning calendar. Those who do not have as much time according to this timeline should follow this checklist in as much the same order according to whatever time is available for planning. Except where indicated as “optional” or “recommended,” all items listed below are required.

### **Three to four months prior to event:**

- Contact Marcus Boni, [mboni@scaa.org](mailto:mboni@scaa.org) at the SCAA and Heather Perry, [Heather@klatchroasting.com](mailto:Heather@klatchroasting.com) Chair of the BGA Executive Council to request position as an official host of your region.
- Whether you choose to host a one- or two-day event, once date(s) are confirmed and a signed contract is returned to Marcus Boni along with the \$500 fee, your right to be official host of a Regional Barista Guild Jam will be secured.
- Secure a venue. Keep in mind that some facilities are usually booked well in advance or may not have adequate electrical requirements. An appropriate venue should have adequate water supply and 110 volt and 220 volt electrical outlets of sufficient quantity and amperage to support each espresso machine station.
- Contact your local BGA Chapter Representative. The Chapter Representative has contact information for all BGA members in your Region. If you do not know who your Chapter Representative is, please visit [www.baristaguildofamerica.net](http://www.baristaguildofamerica.net) to access this information.

### **Three months prior to event:**

- Secure a featured keynote speaker. The BGA Executive Council and your local BGA Chapter Representative can help you determine and contact an appropriate featured speaker.
- Begin seeking and securing sponsors. Please see “**Suggested Sponsorship Levels**” below on pages (10-11). Securing sponsors is the responsibility of the host, although the BGA Executive Council and your Regional Chapter Representative can help provide leads and ideas of potential sponsors to target. Marcus Boni will also be able to assist in providing contact information for SCAA member companies in your region.
- Confirm contact information for invoicing of all Sponsors.
- Design a flyer for the Jam.  
The BGA Executive Council and your local Chapter Representative can provide examples of previous flyers for official BGA Regional Barista Jams. The flyer should include the name and a short description of the featured speaker, along with the day, date, time, and location of the event. The flyer should also include the BGA and SCAA logos.
- Decide whether to hold an official Chapter meeting at the Jam and include announcement in itinerary as appropriate.  
Note: holding an official town-hall-style meeting at the Regional Jam is optional, although many hosts see an advantage of holding a meeting at the same time that many local members are already in attendance.
- Create the schedule of events. “**Suggested Schedule of Events**” can be found on page (7-9).
- The BGA Executive Council must approve any changes to this template before any announcements or publication of the event.
- Create your Regional Barista Guild Jam Registration Form.  
(Note: Registration fees for a two-day event may not exceed \$50 per BGA Member and \$90 for non-members. Registration fees for a one-day event may not exceed \$35 per BGA Member and \$60 per non-member. If a host chooses to collect less than the suggested fees from non-BGA members the host must set the BGA member fee 40% less than the non-member fee.)
- Email Marcus Boni your flyer, schedule of events and registration form. These forms will be emailed to all BGA members and SCAA members in your region.
- Begin invoicing and collecting sponsorship monies.

### **Two months prior to event:**

- Design an event T-shirt.
- Print flyers and begin publicizing the event.
- Email attendee’s a confirmation letter upon receipt of their registration form.
- Post an announcement on the BGA blog at [www.baristaguil dofamerica.net](http://www.baristaguil dofamerica.net) . Request the BGA Executive Council to make the topic “sticky” so it remains at the top of the page until the day of the event.

- Request a post on the SCAA homepage and online forums.
- The BGA also recommends that you post an announcement of this event on other Specialty Coffee Industry websites (the BGA Executive Council can provide a list of suggestions) (recommended).
- Begin publicizing the event in your area. The BGA recommends visiting local coffee shops and providing the flyer and host's contact information for the event.
- Send announcements and flyers to coffee shops within your region via US postal services.
- Submit a press release to industry publications and local media. The BGA Executive Council and your Regional Chapter Representative can help.
- Arrange and secure airfare and lodging for keynote speaker.
- Solicit additional speakers as needed for specific workshops. A BGA Jam is required to have at least four Educational Sessions from the approved list as indicated in the "**Schedule of Events**", found on page (7). Suggested speakers for specific workshops are local professionals in your area such as roasters and equipment specialists or other professionals in the industry.
  - Secure a presenter for "Coffee Shop Equipment Maintenance"
  - Secure 1-2 presenters for "Cupping"
  - Secure a presenter for "Roasting Presentation"
  - Secure a presenter for "Coffee Origin/Seed to Cup Presentation"
  - Secure an experienced competitor and at least one USBC and/or WBC certified Judge for "Competition Info Session"
- Secure donation or sponsorship of refreshments, breakfast and lunch.
- Secure donation or sponsorship of milk.
- Solicit items for give-away, attendee favors or "Schwag Bags".
- Reserve a venue for a night-before Reception (optional).
- Submit final design of T-shirt including logos of sponsors, SCAA and BGA logos.
- Solicit, purchase or secure clipboards, pens and pads of paper for cupping coffee and related workshops (recommended).
- Purchase or secure all Barista supplies for all espresso stations.
- Finalize event itinerary.

### **One month prior to event:**

- Order T-shirts.
- Secure promotional materials from all Sponsors for each Sponsor Display Table.
- Confirm reception (optional).
- Confirm hotel arrangements (optional).
- Confirm airfare and local travel arrangements for featured speaker.
- Follow up with coffee shops, Baristas, retailers, and prospective attendees.
- Reserve chairs and other necessary furniture.
- Solicit espresso and identification labels from local or national roasters.
- Solicit coffee and identification labels for cupping workshops.

- Solicit coffee, airpots and identification labels for brewing drip coffee for attendees.
- Solicit and secure audio-visual equipment as needed.

**Two weeks prior to event:**

- Confirm delivery of all large equipment.
- Secure an onsite technician to set up equipment.
- Secure deliveries of all food items.
- Check list twice and take inventory of all items received.

**One Week Prior to the Official Barista Guild Jam:**

- Secure all food delivery with updated attendance numbers.
- Secure coffee for espresso, cupping, and drip brewing-confirm roast dates!
- Purchase paper plates, napkins, plastic utensils, etc.
- CLEAN (if applicable).
- Finalize itinerary.
- Print handouts/brochures of event itinerary.
- Print official USBC score sheets (if including Competition Info Session).
- Print cupping score sheets and other handouts.
- Print BGA Jam Registration Forms.
- Print BGA Membership Applications.
- Print list of pre-registered attendees for registration.
- Print list of current BGA members (available from Michelle Campbell).
- Assemble schwag bags.
- Secure demo equipment for Coffee Shop Equipment Maintenance Presentation (if Presenter is not providing).
- Secure music and equipment for event. Quiet, background noise is recommended.
- Order water for espresso machines.
- Email attendees a Jam reminder notice.

**The day before the event:**

- Allow on-site technician to hook up espresso machines.
- 5-gallon water jugs for espresso machines should be delivered today.
- Treat water (if necessary) for proper water profile.
- Set up display tables for sponsors including promotional materials received.
- Set up espresso stations with all necessary supplies.
- Set up buffet tables for breakfast and lunch as applicable.
- Arrange tables and chairs for all attendees.
- Set out trash cans throughout the room.
- Confirm or receive milk and food deliveries.
- Set up A/V equipment.
- Don't forget the ice!

### **The Day of the Jam:**

- Huddle together with volunteers and helpers, assigning each person a task or multitude of tasks.
- Remember, as a host, you are responsible for cleaning and maintenance throughout the day. It is important to assign these tasks accordingly.
- Recommended tasks for volunteers include (but are not limited to) the following:
  - Room Setup and cleanup crew.
  - Brew coffee throughout the day.
  - Greeter/Attendee Registration.
  - Food Setup and Cleanup.
  - Music and A/V needs throughout the day.
  - Have trash removed from premises as needed.
  - Check overflow buckets and knock boxes, empty as needed.
  - Maintain fresh milk and freshen ice as needed.
- Maintain the schedule of events by keeping all presenters on schedule.
- Thank all sponsors and volunteers throughout the event.
- Indicate where restrooms and drinking water are located.
- Have fun and learn about espresso!

### **After the Jam:**

- Within three days of completion of Barista Guild Jam, send new BGA membership application forms and fees collected via insured Federal Express packaging to:
  - Specialty Coffee Association of America
  - Attention Mansi Chokshi,
  - 330 Golden Shore, Suite 50 Long Beach, CA 90802
- Send Thank You notes and promised goods to all sponsors.
- Send a list of Sponsors contact information and volunteers contact information (including presenters) to the BGA Executive Council.
- Write a list or short paragraph wrap of the event for the BGA Executive Council and your own records. Include specific information about what worked, what did not work, how many attendees, quality of presenters, etc.
- Get some rest and start looking forward to next year!

# Barista Guild of America Regional Barista Jam™

## Schedule of Events

The BGA has set certain criteria that *must* be followed to ensure superior educational value for BGA Jam attendees and consistency among official BGA Jams. Within the requirements, however, there exists ample room for creativity to ensure all Jams are unique and fresh. BGA Jams can be One- or Two-day formats. For the Two-day format, it is acceptable to either increase the length of time for each Educational Session or add more total sessions. All Educational Sessions are required to have qualified instructors. Times shown are recommended and are approximate, and do not include Jam Time.

### Required for every BGA Jam:

- Basic techniques of espresso preparation (1 hour)
- Introduction to SCAA United States Barista Championship basics (1 hour)
- Jam Time (unstructured time intended for Baristas to freely use espresso machine stations) (2-3 separate sessions of 1-2 hours each/at least 3 hours total Jam Time)

### Additional Required Educational Sessions (Choose at least 4):

Note: The following list of approved Educational Sessions is exhaustive. If a host wishes to include an Educational Session not listed here, it must be pre-approved by the BGA Executive Council prior to the event. The four-plus chosen Educational Sessions can be combined to be included in the same time slot where necessary. Sample jam schedules can be found on pages (8-9)."

- General knowledge of origin information and coffee production (1 hour)
- Coffee brewing and history (30 minutes)
- Basic single-origin coffee appreciation (30 minutes)
- Equipment cleaning and maintenance (1.5 hours)
- Proper milk steaming techniques (1 hour)
- Latte Art (1.5 hours)
- Coffee cupping (2 hours)
- Espresso tasting (1 hour)
- Coffee roasting (1 hour)

## **The following are Sample Jam Schedules for the One-day Jam format and the Two-day Jam format.**

The following Sample Jam Schedules are to aid hosts in creating Jam Schedule. The requirements stated above are the mandatory elements- the following schedules merely serve as examples of how these requirements can be incorporated. All sample instructors listed are for the purpose of providing examples for instructors and are entirely fictional.

### **Friday Evening/Evening before Day One Barista Guild Evening Reception**

Whether the event is the One- or Two-day format, this reception is optional; however, it offers a great opportunity for attendees to meet one another before the next day's events.

### **One-Day BGA Jam**

#### Saturday/Day One:

8:00-8:20	Sign In and Continental Breakfast
8:20-8:30	Welcome, Announcements, Thank Sponsors
8:30-9:15	<b>Educational Session 1: From Seed to Cup</b> (includes coffee origin information as well as roasting basics) <i>Instructor: Abraham Lincoln, Green Coffee Buyer for local roasting company</i>
9:15-9:30	15 Minute Break /Set up Educational Session 2
9:30-10:15	<b>Educational Session 2: Extracting the Best Espresso and Espresso Tasting.</b> <i>Instructor: Marie Curie, featured Keynote Presenter and nationally renowned Barista</i>
10:15-11:30	<b>Jam Time 1</b>
11:30-12:00	Lunch/Set up Educational Session 3
12:00-1:00	<b>Jam Time 2</b>
1:00-1:45	<b>Educational Session 3: Milk Steaming Techniques.</b> <i>Instructor: Marie Curie, Keynote Presenter</i>
1:45-2:00	15 Minute Break/Set up Educational Session 4
2:00-2:45	<b>Educational Session 4: Latte Art</b> <i>Instructor: Marie Curie, Keynote Presenter</i>
2:45-3:45	<b>Jam Time 3</b>
3:45-5:45	<b>WBC, USBC and Regional Competition Introduction and Practice</b> <i>Instructors: Lucille Ball, USBC and WBC Certified Judge, Tim Duncan, WBC Certified Judge, and Marie Curie, former Regional Barista Champion and competitor for 3 years</i>
5:45-6:30	<b>Educational Session 5: Espresso Machine Cleaning and Maintenance.</b> Hands-on instruction session. <i>Instructor: J.K. Rowling, local Espresso Machine Technician</i>
6:30-midnight	Wrap Up/Clean Up/Go Home!

***The following is an example of a two-day BGA Jam:***

**Day 1 of 2-day BGA Jam**

Saturday/Day One:

8:00-8:20	Sign In (Continental Breakfast)
8:20-8:30	Welcome, Announcements, Thank Sponsors
8:30-9:30	<b>Educational Session 1: Coffee Brewing Basics</b> (includes instruction of brewing techniques and focus on seasonal single origin coffees) <i>Instructor: Eleanor Roosevelt, local Roaster and Green Coffee Buyer</i>
9:30-9:45	15 Minute Break /Set up Educational Session 2
9:45-10:45	<b>Educational Session 2: Extracting the Best Espresso</b> (includes preparation techniques instruction and tasting) <i>Instructor: Wolfgang Mozart, Featured Keynote Presenter and internationally renowned Barista</i>
10:45-12:30	<b>Jam Time 1</b>
12:30-1:30	Lunch/Set up Educational Session 3
1:30-2:30	<b>Jam Time 2</b>
2:30-4:30	<b>Educational Session 3: Coffee Cupping.</b> <i>Instructors: Joey Ramone, local Green Coffee Buyer and International Cupper, and Sarah Jessica Parker, local Roaster</i>
4:30-5:30	<b>Educational Session 4: Milk Steaming Techniques and Latte Art.</b> <i>Instructor: Wolfgang Mozart, Keynote Presenter</i>
5:30-6:30	<b>Jam Time 3</b>
6:30-7:30	<b>Educational Session 5: Espresso Machine Cleaning and Maintenance.</b> Hands-on instruction session. <i>Instructor: Montgomery Burns, local Espresso Machine Technician</i>
7:30-8:00	Day One Wrap up/Clean up

**Day 2 of 2-day BGA Jam**

Sunday/Day Two:

**WBC, USBC and Regional Competition Information Session and Practice Opportunity**

11:00-1:00	<b>Educational Session 6: Round Table Discussion: Ask the Judges.</b> <i>Instructors: Kelly Clarkson, USBC Certified Judge; Pablo Picasso, USBC and WBC Certified Judge, and Kanye West, USBC and WBC Certified Judge</i>
1:00-3:00	<b>Competition Demonstrations and Practice Rounds/Jam Time 4,</b> <i>led by Wolfgang Mozart, Featured Keynote Presenter and USBC and WBC Champion</i>
3:00-3:30	Event Wrap up/Clean up/Go home!

## **Suggested Sponsorship Opportunities for Barista Guild of America Regional Barista Jams**

The following sponsorship levels are recommended by the BGA Executive Council as an appropriate and effective means for Event Hosts to offset the costs of hosting a Jam. However, each Event Host is free to collect sponsorship monies in any amount or not at all if the Event Host would like to be the sole sponsor of the Jam. Please contact Michelle Campbell (SCAA) with any questions about sponsorship or ideas of companies to target in your area.

### **Platinum/Official Event Host \$2000**

- Premier Hosting Sponsorship
- Company name mention in platinum sponsorship section of brochure
- Company name mention in public relations materials
- 6' display table onsite during event
- Company logo on Platinum section of T-shirts and printed materials
- 8 Free T-shirts
- Announcement of Appreciation

### **Gold \$1500**

- Company name mention in gold sponsorship section of brochure
- Company name mention in public relations materials
- 6' display table onsite during event
- Company logo in gold section on T-shirts and printed materials
- 6 Free T-shirts
- Announcement of Appreciation

### **Silver \$1000**

- Company name mention in silver sponsorship section of brochure
- Company name mention in public relations materials
- 3' display table space onsite during event
- Company logo in silver section on T-shirts and printed materials
- 4 Free T-shirts
- Announcement of Appreciation
- 

### **Bronze \$500**

- Company recognition and logo in brochure and T-shirts
- Company name mention in public relations materials
- Display table on site during event
- 2 Free T-shirts
- Announcement of Appreciation

### **Breakfast**

Projected at \$10.00 per plate based on approximated number of attendees **or** donation of product based on projected number of attendees

- Company recognition in the brochure and T-shirts
- Signs at breakfast tables
- Announcement of appreciation
- 2 free T-shirts

### **Lunch**

Projected at \$10.00 per plate based on approximated number of attendees **or** donation of product based on projected number of attendees

- Company recognition in the brochure and T-shirts
- Signs at lunch tables
- Announcement of appreciation
- 2 free T-shirts

### **Barista Reception**

Pre-Barista Jam reception for Baristas, sponsors and volunteers

Projected at \$10.00 per attendee based on approximated number of attendees

- Company name recognition in brochure
- Signage at tables during reception
- Announcement of appreciation
- Company name mention in bronze sponsorship section of printed materials and T-shirts
- 2 Free T-shirts

### **Milk**

Projected 20 gallons delivered on-site prior to event

- Company name mention in bronze sponsorship section of brochure and T-shirts
- 3' display table space onsite during event
- 2 Free T-shirts
- Announcement of Appreciation

### **Water**

Projected 10 (ten) five-gallon jugs of acceptable water delivered on-site prior to event

- Company name mention in bronze sponsorship section of brochure and T-shirts
- 3' display table space on-site during event
- 2 free T-shirts
- Announcement of Appreciation