

SPEAKING ENGAGEMENTS



ABOUT BETTER DRINKING CULTURE

Nearly every negative consequence related to alcohol is the result of drinking too much. Inspired by this realization, Camden Brieden, a social impact entrepreneur, co-founded the grassroots movement Better Drinking Culture in 2015. The big idea? Empower people to drink better, and all of these problems go away. Jason Ley, CEO, leads BDC's mission to shift our culture's relationship with alcohol in a healthier and more positive direction #BecauseHangoversSuck. BDC engages a tribe of legal drinkers and non-drinkers through educational and lifestyle content, programs that create an elevated consumer experience, and collaborative initiatives with the alcohol industry, colleges and universities, and communities to create safer and more financially viable places to live, work, and play.

SHIFTING THE CONVERSATION

BDC brings a long overdue fresh perspective to addressing the issue of alcohol misuse. Alcohol should be a choice—not an expectation. BDC is a platform that supports a simple, yet effective mindful drinking approach for those who choose to drink. Inviting BDC into the conversation will demonstrate how this is a holistically better alternative. Fair warning: BDC disrupts the dialogue to which our culture has historically adhered to challenge it and inspire change for the next generation.

PRESENTATION TOPICS

The Learning Curve Between Binge and Mindful Drinking

Key takeaways:

- How to make moderation aspirational
- Why our friends are really laughing at us

Mental Health and Alcohol: A Casual Relationship

Key takeaways:

- How to protect our mental and emotional health
- Prevent the immeasurable consequences of alcohol misuse

Best Practices in Alcohol Service and Marketing

Key takeaways:

- Why “drink responsibly” may not be the most effective approach
- What the alcohol industry can do to hold itself to a higher standard

Creating a Better Drinking Culture in Your Community

Key takeaways:

- Tangible action steps to formally launch BDC in your city or organization
- How to use our book, *The Drinker's Manifesto*, as an educational resource for social impact and to protect your community's longevity and profitability

Requires a commitment for an extended partnership beyond a speaking engagement.

WHAT TO EXPECT

Authenticity | BDC speaks from the heart in an approachable, conversational tone, and at eye-level.

No Artificial Sweeteners | BDC will not sugarcoat the realities of our current drinking culture.

Inspiration + Empowerment | BDC challenges the audience to be accountable for the health, safety, and well-being of themselves and others.

APPROPRIATE FOR

Colleges | Greek Life | Student Athletics
City Tourism | Community Organizations
Alcohol's Three Tier System | State Guilds
Corporate Health and Safety | Law and Policy

FORMATS

Keynote | Workshop | Event Host | Guest Speaker | Panel Moderator

PRICING (subject to change)

Within 150 Miles of Zip 49503

Half Day: \$2,000 | Full Day: \$4,000

Beyond 150 Miles of Zip 49503

Half Day: \$3,000 | Full Day: \$5,000

Includes dedicated access to BDC for up to 4 hours (Half Day) and 8 hours (Full Day).

PREVIOUS AUDIENCES

