

FOR IMMEDIATE RELEASE:

June 9, 2021

**NIGHTCLUB
& BAR SHOW**

 **DATASSENTIAL**

**F&B MARKETING INNOVATOR AND DATASSENTIAL DIRECTOR,
COLLEEN MCCLELLAN TO DELIVER KEYNOTE AT
2021 NIGHTCLUB & BAR SHOW**



TWEET IT: F&B Marketing Innovator and @Dataessential Director Colleen McClellan to deliver keynote at 2021 @NightclubBar Show on 6/29/2021. Learn more at ncbshow.com

LAS VEGAS — Colleen McClellan, Director of Datassential, will deliver the keynote, **“Recovery & New Growth Opportunities”** during the **2021 Nightclub & Bar Show** on Tuesday, June 29, from 2 p.m. – 2:40 p.m. at the Keynote Stage located on the Expo Hall Floor.

McClellan’s keynote will map out anticipated consumer expectations in today’s rapidly evolving bar and restaurant industry. Attendees will receive expert insight on how to take full advantage of the industry’s long-awaited rebound through knowledge of the latest trends and risks in 2021’s third and fourth quarter including:

- Consumer attitudes: where they are now vs. the start of the year covering comfort vs experimentation, desire for experience, and more.
- How the next 6 months unfold and what will matter the most.
- How to prepare for a roaring holiday season, off-premise lingering needs, inflation, and labor.

“I am ecstatic to discuss the highly-anticipated rebound of one of the fastest evolving industries in the world during my keynote,” said Colleen McClellan, Director of Datassential. “As industry tastemakers alike, it is up to us to not only take advantage of this long-awaited period of revival, but to continue to innovate and transform the industry into something even better.”

Colleen boasts over 20-years of experience in marketing, insights and innovation for both retail and foodservice markets. Throughout her career, she has utilized her industry expertise to translate trends and insights into profitable actions across all food and beverage categories. Currently, Colleen is a Director with Datassential, a certified Sommelier and WSET III certified in wine. Adding to her expert qualifications, Colleen holds an MBA in International Business, an MS in Managing Information Systems and a BS in Neurobiology and Physiology.

The keynote is open to all attendees, speakers, sponsors and exhibitors. Please visit Nightclub & Bar Show’s [website](#) for updates and here for a full list of [speakers](#).

The Nightclub & Bar Show returns to Las Vegas June 28 – 30, offering one of the world’s most important gatherings for bar, restaurant, and beverage professionals in the industry. The show offers industry professionals the opportunity to network, learn about new trends and products, and gain critical skills to ensure their success in the eternally evolving bar and nightclub industry. For those interested in attending the show or for more information, please visit www.ncbshow.com.

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About Nightclub & Bar Show

Nightclub & Bar Show is the go-to resource for the bar and restaurant industry. Mirroring the fast-paced, trend-setting nature of the hospitality industry, Nightclub & Bar has been providing the specific tools that bar and restaurant owners, operators and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. Nightclub & Bar Show is part of the Bar & Restaurant Group, a division of the Questex Hospitality Group which also produces VIBE Conference, World Tea Conference & Expo, and daily content on barandrestaurant.com.

About Questex

Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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