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## **2018 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW ANNOUNCES KEYNOTE PANEL, THE BAR OF TOMORROW: E-SPORTS, STREAMING & INNOVATION**

**Tweet it:** Learn tips on how to use #DisruptiveInnovation to your advantage during @NightclubBar's keynote, The Bar of Tomorrow on 3/28! #esports #streaming #innovation [ncbshow.com/](http://ncbshow.com/)

**Las Vegas—** On **Wednesday, March 28 at 11 a.m.**, the **2018 Nightclub & Bar Convention and Trade Show** will feature a riveting keynote panel discussion, **The Bar of Tomorrow: e-Sports, Streaming & Innovation**, with industry leaders from across the country. With the introduction and exponential growth in the popularity of e-Sports, streaming and cutting edge social applications, attendees will learn crucial insider knowledge on how this ever-evolving and “disruptive innovation” is impacting the bar and nightclub business – and what your business needs to capitalize on these explosive trends.

Moderated by **Thom Greco**, chairman of the advisory board of Nightclub & Bar and world-celebrated entrepreneur, the discussion will present unique challenges and opportunities facing all generations. Speakers included on the panel are:

- **Bill Dever**, Chief Strategist of Harena Holdings LLC
- **Nick Fotheringham**, Owner of The Nerd in Downtown Las Vegas
- **JT Gleason**, Director of Integration Success and Developer Success with Twitch.tv
- **Armando Lanuti**, President of Creative Works, Inc.
- **Shawn Smith**, President of Harena Data

Each panelist will present their unique perspective of how the introduction of e-Sports and social media into the bar space can attract and more importantly retain Millennials, attract Generation Z, and capture up-and-coming generations who will all be increasingly plugged into the expansive world of social media. They will present strategies and tips to best capitalize on these new opportunities for enticing a new customer base into your venue while optimizing repeat engagement. For a full bio on each of the panelists, visit the NCB Show Keynote [website](#).

The keynote is open to all attendees, speakers, sponsors and exhibitors. Additional keynote sessions will be announced soon and are sponsored by Revention. Please visit Nightclub & Bar Show's [website](#) for keynote updates and [here](#) for a full list of speakers.

The Nightclub & Bar Show returns to the Las Vegas Convention Center Monday, March 26 through Wednesday, March 28, offering attendees an unparalleled learning experience with a variety of keynotes, speaker sessions, networking events and more. Registered attendees will explore the expo floor, which will feature new products, services and more, which will ensure guests have the skills, tools

and knowledge they need to exceed in their current endeavor. For those interested in attending the show or for more information, please visit [www.ncbshow.com](http://www.ncbshow.com).

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**About Nightclub & Bar Media Group:**

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the [Nightclub & Bar Show](#), [VIBE Conference](#), Nightclub & Bar Awards, and produces daily content on [www.nightclub.com](http://www.nightclub.com).

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