



# EVENT PLAYBOOK: WHAT TO WEAR & WHO SHOULD ATTEND

## TUESDAY, JUNE 24, 2025

EVENT	WHO ATTENDS?	ATTIRE
Board of Director's Meeting	Invited Business Attendee	Resort casual
Past Chairman's Meeting	Invited Business Attendee	Resort casual
Board, BIF & Past Chair's Reception	Invited Business Attendee	Resort casual

## WEDNESDAY, JUNE 25, 2025

BEMA Cup Golf Tournament	Pre-registered Attendees	Traditional golf attire
Non-Golf Activity	Pre-registered Attendees	Athleisure/Comfortable attire
Workforce Edition Education Sessions	Pre-registered Attendees	Resort Casual if joining in-person
Welcome Reception	All baker and supplier business attendees, adult guests and children.	Resort Casual
Small Group Dinners Off-Site	Pre-registered baker and supplier business attendees and their adult guest. Teens and children do NOT attend small group dinners.	Refer to restaurant dress code

## THURSDAY, JUNE 26, 2025

Good Morning Breakfast	All baker and supplier business attendees, adult guests and children.	Resort Casual
Keynote Address	All baker and supplier business attendees, adult guests and children.	Resort Casual
Industry Insight Sessions	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
Afternoon Tours	Pre-registered Attendees	Athleisure/Comfortable attire
Theme Dinner	All baker and supplier business attendees, adult guests and children.	Resort Casual

## FRIDAY, JUNE 27, 2025

Morning Tours	Pre-Registered Attendees	Athleisure/Comfortable attire
Industry Insight Discussions	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
Networking Luncheon & Program	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
General Membership Meeting	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
BEMA Committee Meetings	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
Small Group Dinners	Pre-registered baker and supplier business attendees and their adult guest. Teens and children do NOT attend small group dinners.	Refer to restaurant dress code
Afterglow	Baker and supplier business attendees and adult guests 21 and over. Teens and children do NOT attend Afterglow.	Resort Casual

## SATURDAY, JUNE 28, 2025

Breakfast Breakout Sessions	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
BEMA Connect	Baker and supplier business attendees only. This event is NOT for adult guests or kids.	Resort Casual
Baking Industry Forum Meeting	Invited Business Attendee	Resort Casual
Chairman's Dinner & Dance	All baker and supplier business attendees, adult guests and children.	Festive, yet casual