

Offshore Wind Drinks

<https://offshorewinddrinks.com>

<https://www.linkedin.com/company/offshore-wind-drinks/>

Background and Organizer Information

Offshore Wind Drinks is an informal organization of offshore wind professionals who convene to network, socialize, and discuss ideas, trends and observations about the market. Many of our attendees are looking for ways to access the market and most are trying to learn more.

Anyone is welcome to organize an Offshore Wind Drinks event. Most Offshore Wind Drinks events are simple meetups. There typically are no “sponsors” and attendees pay for their own food and drinks.

If you would like to organize an OSW Drinks event, we do ask a few things of organizers, including:

- Please organize your event with several “cohosts.” The responsibilities of cohosting are simple:
 - Help to organize date, time, and place
 - Help to publicize the event
 - Attend the event to meet and greet
- It is helpful, though not necessary, to publicize the Offshore Wind Drinks event via LinkedIn – if you do so, please use *#offshorewinddrinks* so that we can repost on the Offshore Wind Drinks LinkedIn page: <https://www.linkedin.com/company/offshore-wind-drinks/>. Often you will get your best results with direct outreach to established contacts via email or other media.
- Use the [“Register Your Event” form on the website](#) to submit this information:
 - [Name of city] Offshore Wind Drinks
 - Date (i.e. Thursday, June 16th)
 - Time & time zone (i.e., 6pm EST)
 - Event/venue name (i.e., Town Hall Bar)
 - Event/venue address (i.e., 123 Mainstreet, Anytown)
 - Event/venue website (i.e., www.anysite.com)
 - Event contact name and email for questions (i.e., contact: KC Sahl, ksahl@vhb.com)
 - Event poster, graphic, or image file (file types: jpg, png, gif)

Feel free to list any other pertinent details (i.e., an Eventbrite for registering – not necessary but you may want to have an idea of how many people will attend). Alternatively, requesting that attendees RSVP is also helpful for getting a ballpark on attendance.

- Posters or flyers for sharing via email and posting on LinkedIn are encouraged—the more humorous and/or creative, the better. We encourage listing cohosts by name and affiliation, and we discourage including company logos.
- When organizing an event and gathering cohosts, we ask you to be inclusive of competitors and clients alike. We have found that professionals are more likely to attend if they do not feel that the event is organized just to market one or two firms. We also encourage

partnerships/cohosting with industry and government organizations, as well as a special effort to include MWBDE firms. Diversity, equity, and inclusion are important to the “spirit” of Offshore Wind Drinks.

- Occasionally, there might be events that necessitate “sponsorship” because the venue requires a deposit or because the hosts would like to provide food. If this is the case for your event, we still ask to you to consider all organizers “cohosts,” with perhaps special recognition to the “sponsor” during the event.
- After the event, please post photos on LinkedIn – again, please use the tag *#offshorewinddrinks*.
- None of these ‘asks’ are written in stone – please feel free to allow yourself exceptions where appropriate.

KC Sahl maintains the official/unofficial Offshore Wind Drinks list of participants. Occasionally, KC sends out emails to everyone on the list citing all the events being organized during a particular period. The list is not shared nor is it meant to be used as a marketing tool. There are now over 3,000 people on the email list. Please use the [“Sign up for Updates” form on the website](#) to join the email list.

Offshore Wind Drinks History

The first OSW Drinks event was planned in early 2020 as a get-together for a few offshore wind professionals at a bar in New York City. That event had to be canceled due to Covid but convened shortly thereafter as a virtual networking event. A great time was had, and those attending recognized the need for, and benefit of, networking opportunities to make connections and to grow the community of offshore wind professionals during the pandemic. It was decided that others should be invited, as well as speakers if possible.

It just grew from there. The Offshore Wind Drinks format lent itself to both learning and networking, a differentiator as we grew weary of tiresome virtual lectures. We followed a 1-hour format of announcements, a cocktail-making lesson, three short presentations and three networking sessions in virtual breakout rooms. As the world’s Covid-related precautions and protocols eased, the first few Offshore Wind Drinks LIVE events were held in cities around North America and Europe. We had our first LIVE event affiliated with a conference in 2021, where Offshore Wind Drinks “house band” *Making Wind* made its debut. *Making Wind* has played at various offshore wind conferences, including that first show in Richmond, and the latest IPF conference in Baltimore in March 2023. Offshore Wind Drinks events are regularly held throughout North America and Europe, and new events are always welcome.

Questions, comments, corrections, or additions, please contact:

KC Sahl at ksahl@vhb.com or 1 (347) 205-4536

Feel free to use this logo in your LinkedIn posts and other promotions for your Offshore Wind Drinks event:

