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“Kickoff to FIFA World Cup 2026: Licensing & Regulation at Large Public Events,” NCSLA 2025 Central/Western Regional Conference

October 5-7, 2025 Rapid City, SD

Join [Claire Mitchell](#) on Tuesday, October 7, at the National Conference of State Liquor Administrators (NCSLA) 2025 Central/Western Regional Conference for her panel on licensing and regulation at large public events.

Collegiate and professional sporting events, conventions and expos, music festivals, arts and cultural celebrations, and state and local fairs are just a few examples of the many large-scale public events that take place across our regions throughout the year. These events are logistically and operationally complex, particularly when alcohol sales and consumption are involved. How will eventgoers be monitored for overconsumption? Should there be limits on the types of alcohol served? What is the appropriate license type for the event? Who can receive sponsorship dollars?

This panel, moderated by Claire Mitchell, will offer perspectives from both state regulators and industry representatives on the laws, policies and best practices that govern alcohol service at major public events and the ways that government and business can collaborate to create safe, compliant and enjoyable event experiences for all. With many US cities gearing up for FIFA World Cup 2026 events, you won't want to miss this session!

Panelists: Rebecca Smith, Director Licensing and Regulation, Washington Liquor and Cannabis Board

Russ Elliott, Deputy Director, Colorado Liquor Enforcement Division

Dacia English, Outreach & Education Coordinator, Montana Alcoholic Beverage Control Division

Elizabeth Kruis, Senior Vice President Legal - Food & Beverage, Live Nation

Visit the [NCSLA website](#) to register and for more information.

Featured People

[Claire Mitchell](#)

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