



The British Guild of Beer Writers' Year Book

Guidance for members submitting proposals

Aims

- Promote the Guild and its members among key audiences
- Build reputation of Guild as the go-to organisation for professional beer and pub communications
- Demonstrate diversity of skills among members
- Provide quick reference
- Offer the concrete benefit to corporate and individual members of inclusion in a widely circulated reference book
- Highlight winners of Awards – adding to their profile
- Lubricate communication between members and promote fellowship

Target Audiences

- Corporate and individual members
- Potential individual and corporate members
- Publishers (online and hard copy); radio, tv and podcast producers; editors; brewing and pub industry in-house marketers; agencies working for breweries and pubcos; festival and event organisers; beer competition organisers; and any others who might consider commissioning members

Why Hard Copies?

- Visibility – reaching beyond the website and being a physical reminder on desks and bookshelves
- Preference - some people (members and potential commissioners) still like print
- Speed – it's quicker to look up a member in the book than on the website
- Kudos – it adds gravitas and enhances image
- Longevity – a paper book lasts longer

Minimum Requirements for the Year book

- Commissioned pieces by Chair and awards' winners
- Photographs including the latest awards presentations
- Listings of all full members at least as attractively as 2019 YB. Shorter biogs could be introduced to increase manageability
- Listings of corporate members

Possible Ideas for Further Development

- Enhanced listings, both individual and corporate, on paid-for basis
- A key – symbols identifying members' specific skill categories
- Umbrella ad pages for those who wouldn't take a whole page ad
- Regional index of members for quick reference at back of book

The Task

- The whole gamut
- Developing the proposal in conjunction with nominated director/s
- Agreeing entries with all individual and corporate members
- Designing and printing
- Despatching to agreed distribution list
- Selling advertising to cover the entire costs
- All within an agreed timetable, with completion by Spring 2020

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