



THE BRITISH  
GUILD OF  
**BEER WRITERS**

## **CORPORATE MEMBERSHIP**



# ABOUT THE GUILD

The Guild was formed in 1988 “to extend public knowledge and appreciation of beer and pubs.” We now have over 300 individual members. Between us, we generate millions of words and tens of thousands of images - appearing in publications, on air and on digital platforms that collectively reach tens of millions of people.

Among us are journalists, editors, broadcasters, researchers, market commentators, publishers, bloggers, and podcasters. We have illustrators and photographers, marketeers, public relations practitioners, public affairs experts, event specialists and trainers. We are key influencers.

Most of our members are based in Britain, but we have international reach and growing representation from abroad.

What we share is a passion for beer - and if your company has something of interest to tell us, count on us. We are interested.



Membership of the Guild affords opportunities to engage with our individual members, giving your organisation, brands and members of your team a raised profile with our influential communicators.

## MEMBER BENEFITS

### TRAINING

As a corporate member, you or members of your team are entitled to take part in our training sessions. These include skills as varied as videoing, beer judging and pitching stories to editors and journalists.

There are other opportunities too. Your company may be experts in areas that would be of huge interest to the Guild. Why not propose members of your team to provide training in their specialist fields? Or you could offer to set up and host training sessions.

If you want your company's voice to be heard, and its prowess to be recognised, there's nothing quite like positioning yourselves as educators.



### MENTORING

You may have colleagues who would benefit from mentoring by one of our many experts. Alternatively, you may be hugely experienced yourself, and wish to offer your support to one of the many up and coming beer communicators in our ranks. Either way, we welcome the involvement of our corporate members.



# MEMBER BENEFITS



## YEARBOOK

As a corporate member, your company will be included in the enhanced listings of our very fine (although we say it ourselves!) yearbook.

All individual and corporate members receive a copy and it is distributed far and wide among journalists, publishers and news outlets.



For additional impact - with your brand or company messaging aimed at this top audience - take out an ad.

## DAILY ALERTS

Every day - including weekends - we send out news alerts and invitations to our beer communicators.

Much of this content comes from corporate members, whose submissions we like to prioritise. Clearly your offerings have to be relevant and engaging to be included - but hey, if you want to be a member of the British Guild of Beer Writers, you'll know that!



These daily newsletters are well received, widely read and are often picked up by individual members for interpretation, comment, and inclusion in, or generation of, further stories.



## SEMINARS, TALKS AND TASTINGS

Take advantage of the opportunities to be updated on current trends; to gain insights into the markets; to learn more about different aspects of brewing and beers. Rub shoulders with journalists and commentators over a bock, a NEIPA, a stout or a mild.

Offer to host a Guild event. It's a great way to show off your facilities and talent - and we are really keen to extend our programme across different regions.



## ANNUAL AWARDS & DINNER

Come and join us for this hugely enjoyable chance to network. Take a table. Invite beer writers to sit alongside your team for a fabulous evening of skilfully matched beer and food.

Even better than that: sponsor one of the highly coveted Guild awards. Be associated with the razzmatazz of the awards and the success of our members. There's plenty of visibility for your company when you become a sponsor - and you can make much of your involvement. Talk to one of the directors or our secretary about the opportunities.



## PRE-GBBF PARTY

Held on the evening before the Great British Beer Festival, this is another highlight of our calendar. Join the Guild and put the date in the diary. Look forward to seeing you there!





# REASONS TO JOIN





# JOINING

## MEMBERSHIP CATEGORIES

### COMPANIES (BREWERIES, PUBCOS, DISTRIBUTORS, OFF TRADE RETAILERS, SUPPLIERS)

- Small up to 50 employees **£250**
- Medium 51-200 employees **£350**
- Large Over 200 employees **£500**

### TRADE ASSOCIATIONS

- **£250**

### PUBLISHING AND PRODUCTION COMPANIES

- **£200**

### AGENCIES (COMMS, MARKETING, PR, PUBLIC AFFAIRS)

- Small up to 50 employees **£250**
- Medium 51-200 employees **£350**
- Large Over 200 employees **£500**

## HOW TO JOIN

Email: [secretary@beerguild.co.uk](mailto:secretary@beerguild.co.uk)

To discuss your corporate membership,  
talk to the Guild board members or secretary.

## BRITISH GUILD OF BEER WRITERS' DIRECTORS



Standing: Joanna Dring (Heineken), Susanna Forbes (Drink Britain),  
Robert Humphreys MBE (SIBA), Paul Nunny (Cask Marque),  
Pete Brown (author, broadcaster & consultant) & Frances Brace (Red Flame Comms)  
Sitting: Neil Walker (SIBA), Natalya Watson (Duvel Moortgat) & Annabel Smith (Beerbelle)

**By the way, the British Guild of Beer Writers  
outperforms FTSE 100 companies by 92% in terms  
of the number of women on its board.**



BRITISH GUILD OF BEER WRITERS' SECRETARY  
ROS SHIEL