



## **ANNUAL GENERAL MEETING 2020**

### **Proposed Changes to the Objectives of The British Guild of Beer Writers**

#### **Current objectives:**

- To improve the standards of writing and other communication on beer and beer-related topics. This is to include (but not exclusively) broadcasting, online and presentations.
- To increase the status of beer communicators, particularly journalists and authors.
- To increase the public's understanding and appreciation of the qualities of beer.
- The Guild is formed as a non-political body to pursue these aims.

#### **Board proposal:**

The objectives for which the Guild is established are:

- To promote excellence in beer and pub communications – including (but not limited to) publishing, editing, writing, broadcasting, lobbying, creating digital content, social posting, marketing, designing, photographing, organising events, presenting, taste tutoring and beer judging.
- To help educate, inform and inspire the general public and interested parties about beer and pubs.
- To support beer and pub communicators in their professional and skills development.
- To enhance the reputation of Guild membership, supporting the creation of work opportunities for members, and promoting within and beyond the industry the desirability of employing and / or contracting Guild members for beer and pub communication work.