



ANNUAL GENERAL MEETING 2021

Events and Training Update Natalya Watson and Annabel Smith

Online Trainings

Thank you to all of our trainers for hosting and to Guild members for their attendance.

81% of course participants rated the training content as excellent and met their expectations. 76% of participants rated the pre-course organization and instructions as excellent. 69% of participants stated they were 'extremely likely' to attend further Guild training courses.

September 2020 = Building a Brand

Led by Nick Law
Attended by 8 members

October 2020 = Advanced Beer Photography

Led by Matthew Curtis
Attended by 7 members, 1 non-member

January 2021 = How to Build a Great Marketing Campaign

Led by Rachel Auty
Attended by 20 members

February 2021 = Developing Your Book Writing Skills

Led by Pete Brown
Attended by 13 members

March 2021 = A Recipe for Great Digital Marketing

Led by Rachel Auty
Attended by 15 members

April 2021 = Kill Your Darlings: How to Produce Brilliant Copy for Editors, and Yourself

Led by Matthew Curtis
Attended by 10 members

Online Events

Thank you to all of our speakers for their time and to Guild members for their attendance.

December 2020 = Guild Annual Awards Presentation

Hosted online by Ros Shiel, Pete Brown and Jonny Garrett

Attended by 70 members

March 2021 = Guild Awards Q&A (Part 1): Campaigns with a Cause... In conversation with Oliver Fozard, Jez Galaun & Xochitl Benjamin

Hosted online by Natalya Watson

Attended by 11 members

March 2021 = Fog on the Channel – Conversations on European Beer

Hosted online by Eoghan Walsh

Attended by 27 members

April 2021 = Guild Awards Q&A (Part 2): The Power of Audio & Video Storytelling... In Conversation with Emma Inch & Jaega Wise

Hosted online by Natalya Watson

Attended by 17 members

April 2021 = Guild Awards Q&A (Part 3): Beer Books: Research, Writing & Publishing... In Conversation with Roger Protz & John Stooke

Hosted online by Natalya Watson

Attended by 13 members

May 2021 = Guild Awards Q&A (Part 4): Winning Writing for an Online Audience... In Conversation with Claire Bullen & Lily Waite

Hosted online by Natalya Watson

Attended by 11 members

Events/ Trainings: In the pipeline

The Guild Board is planning to continue offering online events and trainings, with the aim to bring back in-person activities, as well. More events and trainings will be confirmed shortly.

August 2021 = Guild Summer Party

Date and location TBC

Hosted in-person

August 25, 2021 = Alive and Pitching

To be led by Jacopo Mazzeo

Hosted online

December 2, 2021 = Guild Annual Awards & Dinner

One Great George Street, London

Hosted in-person

Suggestions for future events/trainings, both online and in-person, are always welcome. Please search for the "Pitches from Members" post in the News section of the Guild website and contact secretary@beerguild.co.uk with your ideas.