



## **BRITISH GUILD OF BEER WRITERS ANNUAL AWARDS 2022**

### **INVITATION TO TENDER**

#### **PROJECT OVERVIEW**

The Guild of Beer Writers Awards are the only competition to recognise and reward writing and broader communication about beer and pubs in the UK. We are proud of our award scheme and take it seriously, with a rigorous judging process, a generous prize fund thanks to our sponsors and an awards presentation and dinner in November/December that has become one of the industry's top 'must attend' events.

#### **PROJECT MANAGEMENT BRIEF**

##### **Judging**

- Approaching judges (with input from Chair of judges) – 10 judges in 2021
- Sending entries to judges – digital and postal (currently two stages, reading selected categories to create shortlist and then all shortlisted entries)
- Arranging judges conference
- Making notes of judges' feedback on winners, used in presentation by Chair of judges at awards dinner
- Inviting judges to awards dinner, arranging payment

##### **Entries**

- Updating website to include agreed categories and sponsors, deadlines, etc.
- Dealing with questions from entrants
- Tracking entry levels and contacting potential entrants outside Guild (eg in 2021, books published by non-members)
- Sorting all entries by category, resolving any issues (entered into wrong category, not published within eligibility window, etc.) with entrants/Chair of judges

##### **Communications**

- Issuing launch press release, email to Guild members
- Issuing regular reminders to encourage entries
- Communicating developments after launch – eg new sponsors, new categories, extended deadline, charity partner, etc.
- Issuing release on shortlisted entrants
- Issuing release announcing winners

##### **Event management**

- Communicating event date, venue, etc. to Guild members, creating tickets on website e-store
- Liaising with sponsors on bars at event (8 in 2021)

- Liaising with sponsors and other table hosts on guest lists, dietary requirements
- Issuing FOC invitations (judges, brewers providing beers with dinner)
- Creating guest list from ticket purchases and assigning guests to tables
- Liaising with venue on: guest numbers, sponsor bars, timings, service, table plans, etc.
- Ensuring all winners/runners up are present at event wherever possible
- On awards night: staffing reception desk, presenting trophies/certificates and cheques to sponsors, announcing winners on social media

### **Design**

- Managing design of: invitations, menu + tasting notes, table plans, place cards, email signatures for winners/runners up
- Creating presentations for shortlist and winners

### **After event**

- Sending press release announcing winners
- Sending relevant photography and release to all sponsors
- Sending relevant photography and release to all winners/runners up
- Sending trophies/certificates/cheques to winners not present at event

### **KEY DATES**

The 2022 Annual Awards will be held on Wednesday, 23<sup>rd</sup> November 2022 at One Great George Street in Westminster, London.

### **SUBMISSION REQUIREMENTS**

Please submit your tender response to [secretary@beerguild.co.uk](mailto:secretary@beerguild.co.uk) by Monday, 9<sup>th</sup> May 2022.