



ANNUAL GENERAL MEETING 2022

Events & Trainings Update Natalya Watson

Events

Thank you to all of our hosts for proposing and leading their events and to Guild members for their attendance.

July 2021 = The Drink Question in Britain: Temperance, Public Health, and Moral Panics

Hosted online by Phil Mellows
Featuring guest speaker Ryosuke Yokoe
Attended by 13 members

July 2021 = Fog on the Channel – Conversations on European Beer, Part II

Hosted online by Eoghan Walsh
Featuring Lana Svitankova and Susan Boyle
Attended by 15 members

September 2021 = Fog on the Channel – Conversations on European Beer, Part III

Hosted online by Eoghan Walsh
Featuring Maurizio Maestrelli and Lucy Corne
Attended by 10 members

December 2021 = Guild Annual Dinner & Awards 2021

Organised by Ros Shiel on behalf of the Board
Held at One Great George Street in London
Attended by 170 members and guests

January 2022 = The Latest Developments in Low & No Alcohol Beer with Club Soda

Organised by Club Soda Director, Laura Willoughby [non-member]
Held at the Club Soda alcohol free off-license in London
Attended by 8 members

February 2022 = Can the IPA be post-colonial?

Hosted online by David Jesudason
Featuring a panel of independent speakers
Attended by 26 members

Trainings

In January 2022, the Board commissioned a survey to understand which training courses members would be most interested in attending. The top four results were: 'How to create a social media strategy', 'Interview skills', 'Photography skills for social media', and 'How to write a successful blog. The first two courses have been delivered, with the remaining two to follow later this year.

Upon review, 69% of course participants rated these trainings as 'excellent' in meeting their expectations, while 25% rated their course as 'good'. 63% of participants stated they were 'extremely likely' to attend further Guild training courses, while a further 25% were 'very likely'.

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

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

Led by Matthew Curtis
Online evening session
Attended by 8 members

November 2021 = Alive and Pitching

Led by Jacopo Mazzeo
Online evening session
Attended by 4 members

May 2022 = Strategic Social Media: More Results from Your Online Time

Led by Adam Tinworth [non-member]
Online evening session
Attended by 12 members

May 2022 = Improve Your Interview Skills

Led by Adrian Seal [non-member]
Online daytime session
Attended by 4 members

Events/ Trainings: In the pipeline

The Guild Board is planning to continue offering online events and trainings, alongside in-person activities. More events and trainings will be confirmed shortly.

Date TBC = Event Topic: Inclusivity in British pubs

Hosted online by David Jesudason
Featuring a panel of independent speakers

August 1, 2022 = Guild Summer Party and Seminar on Ancient Brewing

To be held at Sambrook's Brewery in London

November 23, 2022 = Guild Annual Dinner & Awards 2022

To be held at One Great George Street in London

Suggestions for future events/trainings, both online and in-person, are always welcome. For trainings, 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.