

THE WA BREWERS ASSOCIATION PROUDLY PRESENTS



**PERTH • 8-17 NOVEMBER 2013**

*Over 40 events including:*

**FREMANTLE**  
**BeerFest**

*and many, many more!*

SCAN FOR MORE DETAILS



**WABEERWEEK.COM**



*Drink  
Quality  
not quantity*



# WA BEER WEEK 2013 EVENT MANAGERS GUIDE

The Western Australian Brewer's Association is proud to announce the 2013 WA Beer Week. The week will run from November 8-17 2013 and incorporate The Fremantle Beerfest to be held at the Fremantle Esplanade Saturday November 9 and Sunday November 10.

The week is a perfect chance for you to showcase your world class product to the WA public and leverage great exposure through WA Beer Weeks high media exposure and exciting event timetable.

Last years week featured 50 events and we're hoping to beat that this year to ensure we remain *The Home of Craft Beer*. After all we don't want Queensland (62 events) to do it better do we?

This year to cover the cost of promoting the week WABA is charging \$200 per event (as approved at the April Meeting). This money will go to extensive media campaigns and a WA Beer Week Guide: A 75,000 print run, 16 page guide that will be distributed across Western Australia. A rate sheet for additional advertising in this guide will be available soon.

For the week to work and everyone to benefit we need lots of events, lots of inhouse & online promotion and above all a driving passion for expanding the world of craft beer to all!

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# KEY DATES

Grab your diaries and highlight all the below Beer Week dates! This year all dates are very firmly fixed, to get our promotion right, reward all events and activities as well as satisfy our sponsors events not submitted and paid for by September 1 won't be included in the official WA Beer Week Program for 2013.

**EVENT REGISTRATIONS OPEN:** *July 19th*

**EVENT REGISTRATIONS CLOSE:** *September 1*

**BEER WEEK GUIDE RELEASED:** *September 25*

**OFFICIAL EVENT ANNOUNCE AND MEDIA PROMO:** *September 25*

**PRBS:** *November 1*

**X PRESS URBAN CENTRAL BEER FEATURE:** *November 6*

**WA BEER WEEK:** *November 8-17*

**FREMANTLE BEERFEST:** *November 9-10*



**WHERE:** The Fremantle Esplanade Reserve

**DATE:** Saturday 9 & Sunday 10 November 2013  
(Exact Trading hours yet to be finalised)

**ATTENDANCE:** 10 – 15k+ local community and visitors are expected to attend

The Fremantle BeerFest will be a celebration of Australia's time long Beer history and heritage, showcasing of West Australia's world-class craft beer and cider producers and brands alongside the finest local meet, seafood and produce.

As a part of the Iconic Fremantle Festival calendar of Events and coinciding with WA Beer Week, the weekend will offer the Festival and associated participants optimal timing and opportunity for a complimentary and successful delivery

**WHAT WILL BE THERE:** Over 50 stalls offering a huge variety of products, themed entertainment areas, Free tastings, Master-classes, Beer-food matching, Home brewing competitions, Live music and entertainment, and more...

*Please Read the Separate Fremantle BeerFest Document.*

# GETTING INVOLVED

Getting involved in WA Beer Week should be a no-brainer for your brand. The Week will have substantial and strategic media spend and you will reach a wide demographic and varied market. The more breweries that jump on board the more popular and exciting the week will be.

If you think you've got something you'd like to do for Beer Week and wish to get your product or venue in front of as many eyes as possible we've made it as simple a process as possible.

## 1: THINK ABOUT YOUR EVENT

What would you like to do? We're not asking you to re-invent the wheel here, or run a massive seven course degustation for 150 people, we're asking you to do what your business and brewery can do to promote craft beer during the week. So think about what sort of event suits you, your brand, your venue and what you believe you can deliver.

We want as many diverse events as possible and you want as many people knowing about your event as possible, so the better the event, the better the coverage.

## 2: TIME YOUR EVENT

Check out the live event calendar on the website and see what else is on, don't be afraid to go up against other events but considering blank spots may help get you people. Many events are 30-50 people and we've got a couple of million to choose from :)

## 3: FEEL FREE TO ASK FOR HELP

If you have any questions we're happy to answer them via [beerweek@wabeerweek.com](mailto:beerweek@wabeerweek.com) We can give advise on pretty much anything except brewing, we'll leave that to the experts.

## 4: REGISTER & PAY FOR YOUR EVENT

Head to the website and complete the event registration page and then head to the payments page to lock in your event! Check out the next page for deets.

## 5: PROMOTE YOUR EVENT

We can put in the hard yards out in the wider world but your patrons and staff are hugely important in the success of your event/s. Make sure your staff are full bottle on your event and WA Beer Week so they can share the craft beer love.

Every person visiting your venue between October 10 and November 17 is a potential ticket to not just your event/s but also all other events for the week so don't take them for granted because they're existing income; turn them into tickets!

Plus we'll have the guide and posters for you, so no excuses why your punters wouldn't know about Beer Week

## 5: SPONSOR, PROMOTE & PUSH

If you want to make sure WA Beer Week remains sustainable and our supporters still like us consider sponsoring the week or advertising in either the Guide or in the X Press Urban Feature Beer Special. We'll have all the rates to you soon and X Press are offering very good discounts to WA Beer Week participants for ads leading into Beer Week.



# THE WEBSITE

The screenshot shows the 'Add a new event' form. At the top, there is a navigation bar with links for 'Event Home', 'Calendar', 'Add Event', and 'Registration Payment Form'. The form itself is titled 'Add a new event' and contains several input fields: 'Your name' and 'Your email' (two separate text boxes), 'Title' (text box), 'Description' (large text area), 'Name of venue' (text box), 'Address' (text box), 'Start' (date and time pickers), 'Cost per ticket' (text box), and 'Event picture' (file upload button). There are also dropdown menus for 'Category' and 'Limited availability of tickets'. A 'Map' section shows a location pin on a map. At the bottom, there is an 'Add event' button.

To register your event through the web portal you'll need to fill in TWO forms, one to register your event/s, and one to pay for your event/s. The payment form will also send you a tax receipt to keep your accountants happy.

So head to:

[wabeerweek.com/eventmanagerhome](http://wabeerweek.com/eventmanagerhome)

We've got a calendar, some instructions and some cool forms. *This is a private link so please don't share it with the public!* The public link is simply [wabeerweek.com.au](http://wabeerweek.com.au)

## EVENT REGISTRATION

- Check your date (look at the calendar and see what else is on, but remember we're a big city and the more events the better the week!)
- Add your event! Many venues and most breweries are preloaded in the system so keep an eye out for Autofill, it's important to get this right so we've got a cool map and also because the info online will be the info in the published guide.
- Complete the payment registration form
- We'll review your event, see if you've paid and then publish your event for others to see. All Events will go live to the public early October.
- We can sell your tickets through the site OR you can sell them through your venue (we don't take commission, you'll just be charged the PayPal transaction fee) If you're keen to sell through the site contact us and we'll go through the full details, the basics are: allocate tickets to websales, we take payment for said sales, transfer to you within 14 days of your event.

The screenshot shows the 'Payment for Registration Payment Form'. At the top, there is a navigation bar with links for 'Home', 'Contact Us', and 'Privacy'. The form is titled 'Payment for Registration Payment Form' and contains several input fields: 'First Name', 'Last Name', 'Organization', 'Address', 'City', 'State', 'Zip', 'Phone', 'Email', and 'Comments'. There is also a 'Pay Now' button at the bottom.

# FAQ

## **WHY SHOULD I BE INVOLVED? I'M ONLY SMALL**

No one's too small to benefit from the growth of the craft brewing industry. Not only do events help you become better known so you don't have to remain small, but weeks like this raise industry wide awareness and public perception of what you do. The stronger the industry and better its reputation the easier our lives are; from more people through the door to less quizzical looks from bank managers

## **WHY SHOULD I BE INVOLVED? I'M BIG**

Why are you big? Because you're good at promoting yourself and being involved in cool events like Beer Week. Schooled!

## **I DON'T HAVE THE EXPERTISE TO RUN AN EVENT...**

You don't have to. Have your beer on tap somewhere else? Hit them up to run the event, you can cover the event fee and throw them some kegs but they can do the organising. Don't be restricted by what you can do, be restricted by what everyone in your organisation and supply chain can do. Something as simple as a Beer Week special, new beer launch brewery tour or keg swap can get you involved in the week.

## **WHERE DOES THIS FEE GO?**

Advertising, marketing, promotion, campaigning, printing, everything you could imagine to draw attention to the Week. This is a cost neutral fee, what comes in for Beer Week goes out for Beer Week. We'll be spending it all on making sure the world knows about WA Beer Week!

## **SO YOUR NOT GETTING PAID?**

Nope, neither WABA nor any of its volunteers are getting paid through WA Beer Week. It's a standalone exercise and we're all about love not money :)

## **I WANT TO BUY ADVERTISING IN THE GUIDE OR SPONSOR THE WEEK ,WHO DO I SPEAK TO?**

AWESOME, email us and we'll chat, a rate card will be out shortly and all our options present excellent value. The more sponsorship and advertising we get the more guides we print and the more promo our sponsors and advertisers get, pretty easy maths really. Email Reece: [beerweek@wabeerweek.com](mailto:beerweek@wabeerweek.com) for more info and package deals.

## **I'M KEEN TO PROMOTE CARLTON DRY LIGHT WITH LIME...**

Ummmm, no, WA Beer Week is for Craft Beer, so if it aint craft it aint gonna be promoted. To check if you qualify (Crownies don't sorry Ari) email [beerweek@wabeerweek.com](mailto:beerweek@wabeerweek.com)

## **I'M A BOTTLESHOP/ PUB NOT A BREWERY & WANT TO DO HEAPS**

Cool, talk to all your suppliers and run events, promos and more. We'd love to see a diverse range of venues and events.

## **IS WA BEER WEEK ONLY FOR WA BEER?**

It has been in the past, however given many of us from WA attend beer festivals and weeks Australia wide, it would be a bit hypocritical to not reciprocate. Saying that the week will focus heavily on raising awareness of local brands as always and given how far we are from the rest of the country we expect the week to remain mostly local, but if you're not we won't bite.

If you aren't from WA but would like to be involved email [beerweek@wabeerweek.com](mailto:beerweek@wabeerweek.com) before registering because we always like to meet new people.

## **I CAN'T USE THE WEBSITE**

That's okay, we can help, email [beerweek@wabeerweek.com](mailto:beerweek@wabeerweek.com) and we can step you through it, but if it's because you're too busy watching cats on YouTube we'll only judge a little...

## **HOW DO I GET A STALL AT YOUR RAD FESTIVAL?**

WABA members will be getting a stall pack ASAP so keep your eyes peeled on ye olde email. WABA are running it in conjunction with an events management company, so you'll hear lots more soon.

## **I'M AMAZING & WANT TO BE MORE INVOLVED?**

We're always keen for more hands to spread the load, especially for postering, photography and social media. [beerweek@wabeerweek.com](mailto:beerweek@wabeerweek.com)

## **WHO ARE YOU?**

I'm Reece Wheadon (@DrRiggsy on Twitter), well known beer events dude, former WABA secretary, drunken chump and WA Beer Week organiser.

## **WHAT HAPPENED TO BEARDY STEVE?**

Steve's travelling in the US with an even bigger beard, follow him via [twobrewersabroad.com](http://twobrewersabroad.com) (Warning Jealousy will ensue)