



CHECKLIST

GET ORGANISED FOR
CASK ALE WEEK 2023

21ST SEPT - 1ST OCT 2023



- PLAN YOUR CASK ALE WEEK ACTIVITIES
- DOWNLOAD THE CASK ALE WEEK LOGOS
- REQUEST A COPY OF THE CAW QUIZ & ARRANGE A QUIZ NIGHT
- SUBMIT EVENT WITH ARTWORK AT WWW.CASKALEWEEK.CO.UK
- DOWNLOAD SOCIAL MEDIA ASSETS
- SET UP YOUR OWN FACEBOOK EVENT AND ADD CASK ALE WEEK AS CO-HOSTS
- FOLLOW & TAG @CASKALEWEEK IN YOUR SOCIALS
- USE THE #CASKALEWEEK IN YOUR SOCIALS
- REACH OUT TO LOCAL PRESS (AND NATIONAL IF RELEVANT)
- CHECK YOUR DEDICATED LISTING ON CASKFINDER (CASK MARQUE & BEER MARQUE MEMBERS ONLY)
- ENCOURAGE YOUR TEAM TO DOWNLOAD THE CASKFINDER APP SO THEY CAN USE THE BEER TASTING NOTES & TALK CONFIDENTLY ABOUT THE BEERS YOU ARE SERVING
- BREWERIES - CHECK YOUR BEER LISTINGS ARE UP TO DATE ON CYCLOPS BEER (WWW.CYCLOPSBEER.CO.UK)

NOTES
