

# CHECKLIST

## GET ORGANISED FOR CASK ALE WEEK



- ☐ 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](http://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](http://WWW.CYCLOPSBEER.CO.UK))

## NOTES

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