



16TH ANNUAL

LEARN TO HOMEBREW DAY NOVEMBER 1, 2014

PLAN TO BREW ON AHA LEARN TO HOMEBREW DAY!

- Designate brew leader(s).
- Schedule extra employees to handle the increased traffic.
- Connect with your local homebrew club/s and media and invite them to participate.

SEPTEMBER

- Register your AHA Learn to Homebrew Day event on HomebrewersAssociation.org.
- Order copies of *Zymurgy: An Introduction to Homebrewing*.
- Set up a meeting with your local homebrew club to plan the event. Determine who is responsible for outreach, promotion, ingredients, brewing, food, etc.
- Post the editable AHA Learn to Homebrew Day Poster in your shop and around town (brewpubs, breweries, bars, grocery stores, liquor stores and anywhere else!).
- Post the event date and info on your shop's website.

FIRST WEEK OF OCTOBER

- Send a save-the-date reminder to your shop's email contacts and your local homebrew club. Tell them what the plan is for the big event and invite them to bring their friends.
- Promote your event on social media—Twitter, Facebook, and anywhere else you have a presence.
- Update your shop's website to remind visitors of the event.

THIRD WEEK OF OCTOBER

- Promote your own AHA Learn to Homebrew Day recipe, with shopping list, so brewers can buy the ingredients they need—from you!

FOURTH WEEK OF OCTOBER

- Send a second message to your shop's email contacts reminding them to participate.
- Highlight any updates or fun plans on social media to reinforce your email reminder.
- Send editable press release (available on HomebrewersAssociation.org) to all local media outlets to promote the event taking place at your shop.
- Confirm that all brewing equipment and ingredients are ready to go.
- Order food for the party (if applicable).
- Ensure the information on your website is up to date.

DAYS BEFORE LEARN TO HOMEBREW DAY

- Final event reminders on social media.
- Follow up with local media via phone or email and invite their coverage of your event again.

AFTER AHA LEARN TO HOMEBREW DAY

- Thank everyone for coming and tell them to save the date for November 7, 2015!