

# Events of the Future Working Group – Volunteer Opportunity

For 50 years CAMRA has been successfully running beer festivals, however, no matter how successful CAMRA has been it's important that we review our approach and ask ourselves how do we stay relevant moving forward, and what do our events look like in the future?

To this end, we are putting together an appropriately titled “Events for the Future Working Group” and are now recruiting members to be involved.

Recognising the good work volunteers have done over the years to establish CAMRA as a significant Beer Festival Organiser, this working group will shine a light on what the consumer wants, and ways in which festivals can reflect this, as well as develop other ways in which festivals can improve.

This working group will undertake research, in an effort to understand the customer and prospective customer. Ultimately leading to a set of proposals presented to the Events Committee.

We expect this group's work will last approximately 6-9 months.

Meetings will be held online, once a fortnight, in the evening. Time should also be dedicated to reviewing documents before the meeting. In addition, as it's a working group, there will be some engagement and conversation by email or phone on occasions.

## About you:

We are looking for individuals who are passionate about Beer Festivals and can input into the strategy for these moving forward. We are keen to hear from:

- Members who have experience of working at a beer festival in a management capacity
- Members who do not necessarily have beer festival management experience but have experience in:
  - Market research
  - Marketing / Proposition Development
  - Event Management

If you do not meet these criteria but are passionate about beer festivals and recognise CAMRA's desire to have beer festivals for the future – we still want to hear from you. After all, CAMRA's was founded on the principles of passion and dedication regardless of your skills and experience.

To apply, please complete [this form](#), outlining any experience and suitability to be part of this Group.

Deadline for applications is 7<sup>th</sup> January 2024.

