

# Industry Liaison Report

## October 2020

Alberta Liquor Store Association

Margaux Burgess - Education, Events and Industry Liaison

Thank you Alberta Campaign - Liaise with participants and agency - documented a selection of retailers around the province to thank all of the customers for supporting local. Posted across marketing channels and website updates.

Arranging and Organizing ZOOM AGM

Website updates

Handover of Just Add Alberta to the Alberta Brewers

Organization of upcoming Q and A with AGLC, CLS and EPS - will be filmed for our website. Any questions that you haven't told me about please let me know.

On-going as usual -

- Twitter
- Facebook
- Instagram
- Marketing materials - creation and design
- Member eblasts
- Administration duties as necessary