HERIOT-WATT UNIVERSITY
WHISKY SOCIETY
OUR YEAR IN NUMBERS

• 10 TASTINGS
• 54 BOTTLES OF WHISKY
• 1828 SAMPLES FILLED AND HANDED OUT
• 6 ORGANISED TALKS
• A RECORD BREAKING 103 MEMBERS
A SLIGHTLY DIFFERENT YEAR

A COMMUNITY BASED SOCIETY, CENTRED ON SHARING WHISKY, KNOWLEDGE AND MAKING HUMAN CONNECTIONS

THIS YEAR:

• No in person tastings
• No distillery visits
• No social contacts
FINDING SOLUTIONS TO RECREATE THE COMMUNITY ATMOSPHERE

Our Problems

• No in person tastings Move online
• More traditional online video conference platforms not ideal to have conversations in a 30+ people group
• Have contacts with people in the industry
• Keep interacting with our members and keep it interesting

Our Solutions

• Moved everything online
• Distributed whisky in sample bottles
• Used a gaming platform to create breakout rooms to converse with smaller groups of people
• Used polls and other digital tools to make tastings more interactive
• Managed to get some of the industries biggest names to do talks for us
• Increased our social media presence
• Collaboration with other societies
HERIOT-WATT UNIVERSITY WHISKY SOCIETY

SOCIETY OF THE YEAR

2020-2021
GOING FORWARD

• Tastings back to in person (yay!)
• Reflect on what we’ve learnt and what we can actually keep doing to grow our society even further
• Our guest speakers and sustainability week were a huge success
• Social media committee role created
• Digital tools made our tastings a lot more interactive and could be taken further
THANK YOU

SLÀINTE MHATH!