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| <Your Logo Here> | In-Store Event Recipe:  Weekly Trivia Nights |

Create a weekly in-store Trivia Night for customers at your location.

# What Priorities Does This Promotion Support?

Building Awareness • Drive Traffic • Drive Trial • Connect with Community

# Objective:

Connect with your customers in a different and fun way. Drive new and existing customers into your store outside of your busiest dayparts.

# Success Measures:

* Increased sales on Trivia Night
* Excitement by players and customers
* Follow-up from customers asking how they can join
* Use of gift cards that are distributed as prizes

# Logistics:

* No teams exceeding 4 players
* Trivia Night one night / week with weekly winners
* Season is at least 8 weeks long

# Ingredients:

* Display signage to advertise Trivia Night and Food / Drink Specials
* Verified Trivia Questions
* Sound system for Host / MC (optional)
* Dry erase board (for score-keeping) (optional)
* Easel for dry erase board (optional)
* Dry erase markers (optional)
* Answer submission forms for players
* “Golf Pencils” for players to use to write answers
* Weekly prizes for the winners
* Grand Prize for end of “season” winners
* “Reserved” Signs for team tables
* Printed rules for each team
* Additional staff for Trivia nights to accommodate tables of players
* Food specials to offer during the event (finger foods, bar snacks, etc.)

# To Consider This Idea:

* Look at your sales history. Is there a certain night of the week that is lacking in traffic or sales?
* Do you have a good base of one of the following customer types?
  + College students
  + Young professionals
* Do you have enough tables and chairs to accommodate a large number of teams of 4?
* Do you have space to set up the MC’s “station”? (speaker, microphone, desk to organize questions, etc.)
* If you answered “yes” to the above questions, consider starting a Trivia Night on your slowest night to bring in new and existing customers!

# Key Steps:

Follow the steps below to ensure that you and your team are ready to entertain and cater to your Trivia Teams!

# 3 Weeks Out

* Decide how you will come up with trivia questions (i.e. make up your own, order from a service, etc.)
* Establish the duration of Trivia Night (ex: 2 hours, every Monday night for 8 weeks)
* Manager and chosen MC / host become familiar with the flow of the game and rules.
* Determine rules for trivia:
  + Examples: Each team submits one answer in writing, use of smartphones prohibited, how to use tie-breaker trivia questions, etc.
* Determine the prizes that will be offered (Examples / Suggestions below):
  + Weekly winner ideas: $25 gift cards
  + Best weekly team name: $10 gift cards
  + Grand prize: $200 gift card
* Determine food / beverage specials.
  + Considering promoting beer / wine and appetizer specials.
* Create an easy way for customers to sign up.
  + Recommendation: Day of sign up / walk-in
* PROMOTE the Trivia Night on social media, in-store, and on your website.
  + Don’t forget to advertise the prizes that will be offered!
  + If applicable, take out an ad in your local university / college newspaper.

# Preparing the Questions:

* Determine how many questions should be asked during the event, and how long guests have to answer them.
  + Suggestion: Play a song in between each question, giving teams the length of time of the song to answer.
* Determine the subject matter for questions.
  + Keep your demographic in mind! If it’s mostly male college students, stick to sports and / or pop culture.
  + Suggestion: 80s / 90s pop culture and music, general pop culture, sports, and food are all great starting points.
  + The questions shouldn’t be too hard – players should be able to answer 2/3 of them correctly.
* Decide on the question / answer format. It is recommended that single question answer be used the most, with multiple answer questions (i.e. “Name the 12 signs of the Zodiac”) be used for tie-breakers.
  + Single question answer
  + Multiple choice
  + Multiple answer
  + True / False
  + Fill in the blank
* Establish guidelines for judging the correctness of an answer (ex. judge / MC determines the correct answer, written answers must be spelled correctly in English)
* Tip: DON’T project questions on a screen. This way, all of the contestants have to listen together, laugh at the host’s jokes together, and get to know each other.

# 2 Weeks Out

* Confirm schedule for Trivia Night includes:
  + **Host / MC** – you want a lively personality with a good speaking voice that loves interacting with guests. He or she should come across as knowledgeable about trivia, with a good sense of humor to entertain the crowd.
  + **Photographer / Social Media Expert** to post on your business’ behalf – you want this to be a team member with basic knowledge of photography, and ability to upload / promote the event on social media (Facebook, Twitter, etc.)
  + **Additional Staff Members** to accommodate regular customers that are not participating in Trivia.
* PROMOTE the Trivia Night on social media, in-store, and on your website.
  + If applicable, take out an ad in your local university / college newspaper.

# 1 Week Out

* Manager to organize prizes that will be distributed.
  + Ensure that you have enough gift cards (or whatever your prize might be) on hand.
* PROMOTE the Trivia Night on social media, in-store, and on your website.
  + If applicable, take out an ad in your local university / college newspaper.

# Day Of Trivia Night

* Ensure there are plenty of answer submission forms cut up and ready to go.
  + Tip: Use “scratch” paper from the office / recycling paper (as long as it is blank on one side)
* Ensure that there are plenty of “golf pencils” ready for players
  + Tip: separate them into cups for each table
* Review the logistics of the event with the entire staff. Focus on:
  + Table Service Standards for large groups
  + Food and Drink Specials for the night
  + How to talk to guests about the Trivia Night
  + Host / MC’s responsibilities and expectations
    - Keep the crowd engaged and entertained
    - Rules of Play for Trivia

# 1-Hour Out

* Set Up Trivia Area
  + Sweep and clean floor
  + Wipe down and set up tables and chairs for teams of 4
  + Place “Reserved” signs on the team tables
  + Place answer submission forms and cups of pencils on each table
* Set up MC / host “station” with trivia questions, a copy of the rules, etc.
* Test microphone and speaker system.

# 30-Minutes Out

* Greet players and help them register their team names with the host
* Provide each team with a copy of the rules
  + Template for Trivia Rules available for download <here>.
* Have table service greet and take orders from teams

# During the Event

* Welcome players and explain the rules / expectations for play
* Remind players about food / drink specials
* Table service to clear tables, take orders, etc.
* Host / MC to keep track of each team’s score
  + Tip: Take a halftime break and ask a different type of question, (i.e. “Name the past 5 Heisman Trophy winners.”) and take this time to update the teams on their scores.
* Photographer / Social Media Expert to photograph:
  + Food / Drink Specials
  + Players in Action
  + Teams enjoying table service

# After the Event

* Host / MC to announce the winner and present prizes for winner and “Best Team Name”
* Host / MC to remind teams of the next week’s Trivia Night
* Manager / Host to meet and discuss what worked / what didn’t.
  + How was table service?
  + Did players understand the rules?
  + Were the questions too hard / too easy?
  + How successful were the food / drink specials?

# Estimated Sample Budget

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| Budget | $ Amount |
| Trivia Questions (ex: Trivial Pursuit) | $30.00 |
| Display Signage | Minimal (cost of printing flyers) |
| Weekly Winner Prize (ex.: $25 gift card) | $100 (4 players @ ~$25) |
| Weekly Best Team Name Prize (ex: $10 gift card) | $40 (4 players @ ~$10) |
| Reserved Signs for Tables | Minimal (cost of printing signs) |
| Additional Staff for Trivia Night  (Host, Table Service) | Hourly Rate x Staff Members x # Hours |
| Additional Training for Staff | Hourly Rate x Staff Members x # Hours |
| Food for Event | Cost of Goods + Labor Prep |
| Estimated Subtotal for 8 Weeks: | **~$1,150\* + food / labor costs** |

\*Includes $140 worth of prizes per week for 8 weeks ($1,120). Does not include additional labor costs or costs of food / beverage.