

World Tavern
TRIVIATM
Eat • Drink • Think

Welcome to World Tavern Trivia™!

World Tavern Trivia™ is a national bar trivia league that takes bar trivia to a whole new level. Rather than the typical format of answering a few trivia questions, World Tavern Trivia™ pits teams against each other week after week in games of “fun” knowledge and unique challenges.

This is not your boring trivia on monitors in your bar, this is a live event! Imagine “Team Jeopardy” where behind each podium is up to 8 contestants... now imagine up to 20 podiums!

Each World Tavern Trivia™ night you can host up to 2 games where the top teams will get prizes that you (and/or your beer vendors) provide as well as “Brain Cells/points” towards their team’s Tavern, State and National Rankings.

There are six rounds of questions per game; four regular rounds and two Brain Freeze Challenge Rounds, with the first round being all multiple choice, to get everyone warmed up.

At the end of your season (Around 17 weeks), you’ll host your Tavern Championship where one team will walk away with an even bigger prize that you provide as well as the bragging rights of being your *Tavern Champion... all this*, plus the chance to compete in the annual World Tavern Trivia National Championship where in 2010 we give away \$10,000 cash!

The bottom line is that World Tavern Trivia™ is designed to be FUN... fun for you and fun for your players. It gives your customers a reason to come to your bar every week on what would normally be a slow night. It not only introduces new customers to your bar, it has the added benefit of encouraging your regulars to stay (and spend) longer!

This Manual will give you all the details that you’ll need to run a successful World Tavern Trivia™ game. We have also included a Training CD for those who prefer to review the material on a PC. IT’S IMPERATIVE THAT ANYONE INVOLVED IN YOUR *WORLD TAVERN TRIVIA™* GAME GOES THROUGH THIS TRAINING!

Best regards,

The World Tavern Trivia Team

World Tavern Trivia™

A division of World Tavern Entertainment

919-544-0700



MAKING WORLD TAVERN TRIVIA™ A SUCCESS AT YOUR BAR

If you are committed to making World Tavern Trivia™ a success, it will be! There are 5 key success factors.

- **GREAT Marketing** – Get your posters and flyers up and your table tents/team registration cards out. As important as marketing materials, your staff is your most important marketing tool. Be sure that everyone on your staff knows about your World Tavern Trivia™ game and how it works. You'll want to encourage them to tell everyone who comes into your bar about your weekly World Tavern Trivia™ night.
- **A GREAT Trivia Director** – We call your trivia director your “Big Brain”. You'll want to select someone with a great personality... every bar has one! Be sure that they are ready to have some fun. A fun Big Brain will translate into a fun World Tavern Trivia™ night that your teams will return for week after week!
- **Team Registration** – Make sure your teams are pre-registering online at www.WorldTavernTrivia.com for your games. This will give you an idea on how many people to expect (for staffing and seating) as well as promoting the “league” concept.

The Big Brain should remind players to pre-register online by making an announcement before the night's World Tavern Trivia™ begins and at the end of the game. You were sent out table tents/team registration cards please have one on each table every night but especially on trivia night. Once everyone is ready to get started, have all new teams fill one out. Ask them to put all team members' email on the registration and hand them in with round 1's answer sheets.

- **Being Organized** – Be ready when your teams arrive. Have your questions & challenges printed and ready to go. It's always a good idea for the Big Brain to have the weekly quiz(s) ready as early as possible so that they will be able to review the questions/answers in advance. Please start the game on time. Once the weekly game has been played, **IT'S IMPORTANT TO UPDATE YOUR POINTS** at www.WorldTavernTrivia.com as soon as possible.
- **Never Let It Get Boring!** – Don't ever get complacent. You should constantly be marketing to get more teams and making sure all of your teams are having fun. Get feedback and make the necessary changes!

HOW AN EVENING OF WORLD TAVERN TRIVIA™ WORKS

In order to better understand how World Tavern Trivia™ works, we wanted to “paint the picture” through an example of a night of trivia at your bar:

It’s Thursday night and it is your World Tavern Trivia™ night. You have 2 games scheduled, one at 7:00pm and one at 9:30pm.

Around 6:00 you head into the office and log on to www.WorldTavernTrivia.com. You click on the “**Create A Quiz**” tab and select the categories from which you want your game to be created.

You see that you have 9 teams registered for your first game and 8 for your second game, plus you know a few teams will always show up unexpectedly.

You decide that your early crowd is more of a “professional” audience, so when you are creating your customized quiz, you pick some of the “regular” trivia categories. The Playground (Sports), Lab Rats (Science), Liars & Cheaters (Politics) and The Casting Couch (Movies and TV). You click on the “**Create Quiz**” button and voila, your master trivia game is created and printed.

You then move on to your second game. You know that this crowd is a little bit “crazier” so you decide to choose the Heavy Petting (Sex & Romance), The Playground (Sports), Tone Deaf (Music) and Get Your Buzz on (Food, Drinks and Drugs) categories.

This whole process only takes a few moments, so you then grab your World Tavern Trivia™ packet and head out to the bar to start setting up.

You make sure you have enough tables and chairs set up and make sure your table tents/new team cards are on every table.

You set up your Big Brain (game host/hostess) area with your answer sheets, master score sheet, leader board(top ranked teams at your bar) and prizes. You check the microphone to make sure it is working and now you are ready to go. The best set up is a microphone that interrupts the music so when the microphone is on the music is off and the music is back on as soon as the microphone is off.

Around 6:30 teams start arriving and checking in with you. A few guys approach you that have never played before. You explain the league and give them a Team Registration slip and have them fill it out.

During registration you are setting the tone, the music is on, you are walking around socializing with the teams and encouraging others at the bar to join in and play. Leave an answer sheet with them

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even if they say no. You never know, they may join in and play. Don't forget to check on those you left with answer sheets to see if they decided to play. Get as many people at the bar involved.

At 6:45 you announce on the microphone that World Tavern Trivia™ will begin in 15 minutes, if you want to play, please come up and get an answer sheet. Everyone and anyone are invited to play! At 7:00 you are ready to start.

Announcements and Rules:

"Welcome to World Tavern Trivia everyone. Remember that we are here to have fun so here are some of the rules." You can find these rules on the Master Score Sheet you will be using to keep score of all teams.

- There will be 6 rounds of 10 questions each. Each correct answer is worth 10 points except you will be able to pick your team's double points round from round 4, 5, or 6. Just put a check in the "x2" box on your score sheet on the round you feel will be your top round to get 20 points per question.
- Announce what prizes the teams are playing for (bar gift certificates work great as well as beer and liquor swag).
- Register your Team online so you can get ranked and please fill out the New Team card on your table and hand it in with your answer sheet.
- At the end of the season, the Top Teams will play for the Tavern Championship.
- No yelling out answers and using cell phones or PDA's. If you need to use your cell phone during play you need to walk away from the table to use it and you are not able to return until that question or challenge is complete. If they leave in any part of the challenges they have to sit that round out. This has to be enforced strictly as most phones have internet access.
- Above all, everyone is here to have fun!
- Announce your food and drink specials and ask that they take care of your servers – They are working hard for you!
- Please bring out more people next week to play! We want to make this the biggest Trivia Party.

Next, you announce the names of tonight's teams (If possible, get the teams cheering when their name is called). Be sure to pay special attention to any first time teams, making sure that all of the regular teams/players welcome them.

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Ask one player from each team to come up and show you their answer to the **Weekly Online Bonus Question that is worth 20 points**. If they get it right, record their starting bonus points in the bonus point column on the master score sheet.

It is now about 7:05pm, you grab tonight's game that you already printed and get started. *"Question number 1 is from our Playground Category"* **(When announcing the questions, always state the question number and the category)**. What Philadelphia Eagle caught 17 touchdowns in one season? Was it a) Harold Carmichael, b) Terrell Owens c) Rocky Balboa or d) no Eagle ever caught 17 touchdowns in one season?

Repeat the question one more time and then give the teams 30 seconds or so to answer the question...you can usually tell when most of the teams have finished; move on as you see they have stopped writing. Normally players need less time for multiple choice (round one) and true/false questions than for fill in the blank questions.

At the end of the round, repeat all 10 questions in order. There's no need to give any time between each one at this point as they've already heard them earlier. You then give each team 1 or 2 minutes to hand in their answer sheet. Once all of the answer sheets have been turned in, you then announce there will be a short break while you score the answer sheets and announce "Who needs a drink or food? Don't forget tonight's specials are..."

Once you have scored the sheets, you can then come back on the microphone and announce you will now be giving the answers to round 1 question's. Read the question and the answer and then announce who is in last place up to first place. At this point, when the Big Brain restates the questions with the answers, it's usually a great time for them to interject humor. This can often be one of the funniest parts of the evening as the Big Brain can make fun of some silly answers given or use the obviously absurd answer given in some of the multiple choice questions.

Of course, throughout the course of your trivia game, you'll want to be making announcements such as "Does anyone need a drink or a waitress/waiter"? The idea here is that you want the teams/players ordering food and drinks while playing World Tavern Trivia. After all, this is where you make your money and the reason why you have a World Tavern Trivia™ night in the first place. Make sure the wait staff wanders through the crowd while you calculate the scores. Turn the music back up at the beginning of each break to keep the energy flowing.

Now you are ready for the next round to begin: *"Ok, in Round 2, each question is worth 10 Brain Cells... come up and get your answer sheets"*. You follow this same process until you get to round 4. Make

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sure at this point, you announce that the teams get to **choose their double points round from rounds 4, 5, or 6**. The team will simply put a check in the box on the round they chose as their double points round in the “x2” box. They get to decide after they have heard and answered the questions. So if they think they did great they may want to pick that round but if they don’t think they did well they may want to see how they do in round 5 or 6 and choose one of those rounds as the double points round.

So during the trivia game you are giving the round of questions, scoring the answer sheets, going over the question, announcing what places the teams are in and do this each round until you are finished.

When your winners are determined, you invite them up to the front to get their prizes and their 30 seconds of fame. **STROKING THEIR EGO IS VERY IMPORTANT!** Make sure you announce “Thank you all for coming out to World Tavern Trivia at “your bar name” and don’t forget we play every “your day and time”. Please bring out some new teams next week.”

Once the game is over, you gather your scoring sheet and head back to the office where you can quickly update your scores on the website. This takes only a few moments and then you are back out for your second* game of the night!

That’s it, it’s really that simple! The key is having a Big Brain (game host) that has a great personality and is really into the game. The more fun your customers have, the longer they will stay, the more often they will come back and the more they will spend.

* If you choose two games/night.

THE GAME

A game is made up of 6 rounds of 10 questions and will last approximately 2 – 3 hours (based on the number of teams). Your Tavern can host up to 2 games per night, and as many teams as you can fit in your bar can play!

The Team at the end of the game with the most Brain Cells (Points) is The Winner!

Each Round is made up of 10 questions each. The Round formats are as follows:

Round 1 - Warm Up Round

- All multiple choice questions
- 10 Brain Cells for each correct answer
- Maximum 100 Brain Cells per team

Round 2 – Mixed Format

- Mix of question types (true or false, fill in the blank)
- 10 Brain Cells for each correct answer
- Maximum 100 Brain Cells per team

Round 3 – Brain Freeze Challenge

- This can be a photo gallery challenge, Top 10 challenge, Speed Round or other types of creative variations to traditional Trivia.
- 10 Brain Cells for each correct answer
- Maximum 100 Brain Cells per team

Round 4 – Mixed Format

- Mix of question types (true or false, fill in the blank)
- 10 Brain Cells for each correct answer (optional double points round)
- Maximum 100 Brain Cells per team (200 if selected as double points round)

Round 5 – Mixed Format

- Mix of question types (true or false, fill in the blank)
- 10 Brain Cells for each correct answer (optional double points round)
- Maximum 100 Brain Cells per team (200 if selected as double points round)

Round 6 – Final Round

- The Final Round is always a Brain Freeze Challenge
- 20 Brain Cells for each correct answer (optional double points round)
- Maximum 200 Brain Cells per team (200 if selected as double points round)

THE SCORING

Teams get Brain Cells for each of the questions they get correct. There is a total of 700 potential Brain Cells for each game.

After the game is over, you will simply log into www.WorldTavernTrivia.com with your bar's username & password and put the team's totals in the "Update Points" Section (this is explained in more detail under the Website Section). The Team's Total Brain Cells = Their Final Score.

BONUS BRAIN CELLS

In addition to the point totals each team receives during the game, the TOP 3 TEAMS receive bonus Brain Cells for their finishes.

1st Place = 100 Bonus Brain Cells

2nd Place = 60 Bonus Brain Cells

3rd Place = 40 Bonus Brain Cells

So for example, let's say that Team Whiz Kids wins your game tonight with 620 Brain Cells. They would receive an additional 100 Bonus Brain Cells for a total of 720 Brain Cells.

You do not have to add these bonus Brain Cells to their Final Score, the website will do this for you automatically.

In the event of a tie after the final round, between teams in first through third place you will need to ask a tie breaker question. The tie breaker questions are found in the World Tavern Trivia™ Manual.

TEAM RANKINGS

The most important elements of getting Teams “addicted” to World Tavern Trivia™ is in the Team Rankings and Leader boards.

Each Team is ranked based on the average of their Top Scores at the following levels:

- **Tavern Ranking** = The average of their team’s Top 4 scores at your Tavern.
- **State Ranking** = The average of their team’s Top 6 scores at any Tavern in your State.
- **National Ranking** = The average of their team’s Top 8 scores at any Tavern in the country.

The Team Rankings are kept on the website Leader Boards where players and teams can brag about how well (or poor 😊) they are doing.

It is imperative that you update your Team’s scores within 24 hours of each game! Players love seeing their rankings and it is what keeps them coming back!

CUSTOMIZING YOUR GAME

One of the best parts of World Tavern Trivia™ is that it allows you to CUSTOMIZE each game so it meets the “personality” of your crowd! If your crowds are made up of more “professionals” who like the hard core trivia, you can choose some of the traditional trivia categories such as Liars and Cheaters (politics) or Lab Rats (science & technology) or Brainiac (hard core trivia).

If your crowds are made up of more “party” types who like whacky trivia, you choose from categories such as Heavy Petting (sex & romance), Get Your Buzz On (food, drink & drugs) or The Playground (sports).

The choice is yours and you can change your categories for every single game if you would like just by selecting your category choices on the website. (More details in the Website Section)

THE CATEGORIES

World Tavern Trivia™ has 12 core categories for you to choose from.

1. **Heavy Petting** – Questions about Sex and Romance. **NOTE:** Some of these can be R and possibly X rated, so be sure your crowd is ready 😊
2. **Get Your Buzz On** – Questions about Food, Drink and Drugs.
3. **The Playground** – Questions about Sports and Leisure.
4. **Tone Deaf** – Questions about Music
5. **The Casting Couch** – Questions about Movies and Television.
6. **None Of Your Biz** – Questions about Business, Commercials, Slogans, etc...
7. **Child’s Play** – Questions that even kids know the answers to.
8. **Liars and Cheaters** – Questions about Politics and Government.
9. **Lab Rats** – Questions about Science and Technology.
10. **What the Funk** – Questions that make you say “what the funk?”
11. **Brainiac** – Questions for the hardcore trivia buff.
12. **Blue Collar** – Questions that will be easy for Larry the Cable Guy.

We recommend mixing up your questions for each game.

THE QUESTIONS

There are 4 question types

- **Multiple Choice** – These questions will have 4 answers each that the players can choose from with the 4th answer (D) often adding humor to the question.
- **True or False** – Only 2 choices here, True or False.
- **Fill in the Blank** – These questions require the players to come up with the answer on their own.
- **Brain Freeze Challenges** – These Rounds of questions are a variation to traditional trivia with games such as:
 - Photo Challenge – Each team is given a sheet of 10 photos. They will have to name as many of the photo. This could be sports logos, actors, album covers or a variety of categories.
 - Word Challenge – Each team is given a sheet of “terms” that are scrambled. Their job is to unscramble the word and write their answers down.
 - Speed Challenge – Each team sends up one player on their team to the front and are given single questions to answer. The 1st one to get it right gets 10 Brain Cells from their team and then sends up a new player. If the question is answered incorrectly, the team is eliminated from the Speed Round.
 - Other Challenges – You will also find other challenges appearing from time to time as we create new and fun formats.

Creating Your Quiz, Categories and Questions

Keep in mind that question types are generated randomly (other than Round 1 which is always Multiple Choice). As well, each of your Brain Freeze Challenges will have simple directions printed on them so your Host can explain the rules to your teams.

Note: Once a question shows up in one of your Games, **that question will never appear again at your bar!**

Teams Challenging a Question

From time to time a question may have an alternative answer. If a team feels as though an answer to a question in our system is incorrect, they can make a challenge to the Big Brain (trivia director). If the Big Brain is unable to make a ruling, a challenge can be made to the league.

Note: We understand that from time to time a question may have 2 literal answers. In the case that you feel your answer was correct, you can make a Challenge to the league. You must submit the team name, the date of the event, the tavern name and the question/answer to Info@WorldTavernTrivia.com.

PLEASE KNOW THAT TO ENSURE THE ACCURACY OF OUR QUESTIONS AND ANSWERS, each member on our research team is required to meet the following qualifications.

- Must have completed at least the 5th grade. Exception, if they failed any grade than they must have completed 6th grade.
- Jail Time – If you spent any more than 3 years in a state penitentiary then you have failed to meet these qualifications. Exception, if they completed the 8th grade.
- Counting – Each member of our research team **MUST** be able to count to 10...**BOTH FORWARDS AND BACKWARDS!**
- In other words, our writers goal is to come up with a great mix of traditional trivia and trivia that is a lot of fun!

Teams and Team Registration

THE TEAMS

Each team can have 1-8 players on their roster BUT with a maximum of only 6 players playing at a single game. There is no limitation to the number of teams you can have playing other than the limitation of space in your bar.

CREATING A TEAM

Each team will go to www.WorldTavernTrivia.com and then to the “Teams Sign Up Here” button. They then create their Team Name plus a Password. They can also add Players to their roster and even upload a picture and bio of their team. *NOTE: Many bars, in an attempt to get the ball rolling, will register the teams on the website for them. To create a temporary player account for the team, you just need the team name and email address. Try and get all team member email addresses so we can capture the email of all your customers for your weekly emails. Ideally, we want the teams visiting the website and pre-registering for the events, checking out their rankings and looking for the weekly online bonus question.

A big part of World Tavern Trivia™ is the “bragging rights” for the teams. When they win, they want to see their name in lights, so it is imperative that they use the website. Don't let them tell you they don't have a computer, at least one person on their team has access to one!

- Maximum of 8 players per Team Roster
- Maximum of 6 players per Team per game. (starting line-up)
- Players must pre-register online to get credit for their Brain Cells (points)
- Each team will have a separate log in and password giving them access to all of their team's information.

GAME REGISTRATION

Each week, your teams will register online for the games at your Tavern. They simply log into the website, click on the “Register for a Game” tab, and find your bar.

By having the teams pre-register, you will have an idea of how big your crowd will be that evening so you can accommodate with staffing and seating. As well, it will make it MUCH EASIER for you to update the scores.

Notes

- If a team doesn't register, don't worry, you can add any Team to any one of your games.

The Championships

TAVERN CHAMPIONSHIPS

Three times each year there will be Tavern Championships where every Team that is ranked at your bar will be invited!

The Top 5 Teams ranked at your bar will receive Bonus Starting Brain Cells for the Championship, giving them an advantage over the others. (They deserve this since they played so well during the Regular Season).

1st Place = 60 bonus starting Brain Cells

2nd Place = 40 bonus starting Brain Cells

3rd Place = 30 bonus starting Brain Cells

4th Place = 20 bonus starting Brain Cells

5th Place = 10 bonus starting Brain Cells

The Winning Team is declared as your Tavern Champion, take their picture for the Season Championship Plaque that comes in each Season's Brain Pack. You should offer a great prize for the winning team, something bigger than what you give out to your regular weekly winner. Don't forget to ask your vendors for prizes.

Remember your Tavern Championship Team and the overall season winning team will be invited to that year's National Championship where they have the chance to win \$10,000 cash plus other great prizes provided by World Tavern Trivia™!

BE SURE TO TAKE THE WINNING TEAM'S PHOTO FOR THE PLAQUE TO BE HUNG IN YOUR BAR!

The Championships (cont)

NATIONAL CHAMPIONSHIPS

What is National Championships? The World Tavern Trivia National event is a blast! The teams come from all over to compete for the \$10,000 in prize money. The format is typically 2 days of trivia including 3 games with 1 game called The Amazing Trivia Race and a party. At the party, World Tavern Trivia crowns one team the National Champions.

Who gets to go to World Tavern Trivia Nationals? Each bar's tavern Champion and the number 1 ranked team at the end of the season qualifies to play at World Tavern Trivia National Championships.

What are they playing for? The World Tavern Trivia qualified teams are playing for the \$10,000 in cash prizes offered by World Tavern Trivia at Nationals.

THE WEBSITE

A big part of the value you get with World Tavern Trivia™ is in the website www.WorldTavernTrivia.com. The website can perform a variety of functions to help make this promotion a success including:

- **Online Scheduling** – Your game schedule will be online for all local teams to see!
- **Team Registration** – Each team will create their team online and pre-register for each of your games. This will give you an idea of how many players to expect.
- **Create Your Game** – The website currently allows you to customize each World Tavern Trivia game by selecting from up to 12 categories for your questions or the option to do a random selection of questions for your weekly quiz.
- **The Database** – Our database is loaded with fun Trivia and we add 200-400 new questions every week. Once your location has used a question, you will never see that question again. No more memorizing the answers!
- **Scoring** – The website allows you to log on and quickly update your team's Brain Cells (Points).
- **Automated Ranking** – The website will automatically add Bonus Brain Cells for your Top 3 Teams as well rank each Team at the Tavern, State and National levels!
- **E-Mail Marketing** – You can use the website to e-mail every person who has ever played World Tavern Trivia™ in your bar! This is a great tool to let you continue to promote your World Tavern Trivia™ games as well as promote other events happening in your bar!
- **Even More!** – As you get more familiar with the website, you will constantly see more and new functionalities to help ensure a successful promotion!

Take a few moments to log on to the website and explore. Don't worry, you won't break anything 😊.

Your Entertainment Rep will walk you through the entire website during your training!

EMERGENCY TRIVIA GAMES

We understand that because the games are generated via the web, there is a possibility of not being able to create a game because of a power outage or internet connection being down, etc.

In your Trivia Pack, you received a CD that has 2 emergency games on them to use in case of an emergency.

WE ARE HERE TO HELP YOU MAKE THIS A SUCCESS!

Above all, please know that Our Team is always here for you and your staff! We want this to be a success so don't ever hesitate to contact us;

The Office: (919)544-0700 or (919)302-0649

E-mail: Info@WorldTavernTrivia.com

MARKETING, MARKETING AND MORE MARKETING!

Like any part of any business, this promotion will only be as successful as your marketing! We have provided you with a number of tools to help market your games, but there is more!

Please read this section carefully as it will be the most important tool you have in bringing in the crowds and hearing the cash register ring!

- **Game Times** – Choose your games and times based on the crowd you are trying to attract.
 - **Early Games** – 6:00-6:30 start times for the after work happy hour crowd. Get them in there to eat dinner and have a few drinks before they have to head home.
 - **Later Games** – 8:00-9:00 start times for your party crowds. Choose the trivia categories that are a bit more “edgy”. (i.e. Heavy Petting and Get Your Buzz On)
 - **2 Games Or 1?** – Having 2 games per night will keep your teams around longer. For some bars this may not work. You can also start out with 1 and see if there is interest in 2nd game per night.

- **Marketing Materials Up And Out!** – Be sure to hang your posters, flyers and put out your table tents right away!

- **Tell Everyone** – Does your staff know how World Tavern Trivia™ works? Make sure they tell everyone who walks through your door about it.

- **Announcements During Other Events** – Tell your Dee Jay, Karaoke Guy, or Bands to make announcements during other events.

- **Have A Game On A Busy Night** – Sometimes people get “scared” of the word Trivia because they don’t feel like they can compete. Well World Tavern Trivia™ is designed to make everyone have fun and compete. Have a quick round on Friday night when you have a big crowd or on Thursday night in between Karaoke Sets. Give them a taste of what they can expect. There are some teaser rounds found on the CD in the manual.

- **Specials** – Everyone loves a “special”. Be sure to have some good (but not too good) specials on your Trivia Night. This doesn’t mean you should give away the house...just something to entice players to spend a few more dollars! Have fun and come up with some fun drink specials like a Mind Eraser or a Brain Freeze Margarita.

- **Food, Food, Food!** – World Tavern Trivia™ is the perfect environment to eat while playing. Make sure you have menus on all tables.

MARKETING, MARKETING AND MORE MARKETING

- **A Great Staff** – Above all, make sure you have a great staff that is servicing your World Tavern Trivia Customers while the game is going on.
- **Table Tents/Team Registration Cards** – Have your table tents out for customers who are dining in to read about World Tavern Trivia and most importantly have them out on World Tavern Trivia night so the teams can fill out the Team Registration cards!
- **Beer Breaks** – In between rounds, have your Big Brain announce Beer Breaks. “Who needs a drink? Who needs some food?”
- **Make It A Party!** Most importantly is to create a party atmosphere. Remember, this isn’t Jeopardy, this is bar trivia. Keep the music up during registration and in between questions and rounds. Have your Big Brain (Trivia Director) make jokes or poke fun at teams not doing so well.
- **Be Organized!** People love organization. Start on time, have your game ready to go, your seats set up, etc...
- **USE THE E-MAIL FUNCTION!** – Undoubtedly one of the most important tools for World Tavern Trivia™ has been the “Send Mail” Function. Send out an e-mail every week to all of your teams telling them about who won, who is leading the Tavern Ranking, and upcoming food and drink specials. Plus, you can use the emails to encourage them to bring more people with them to future games.
- **Never Stop Promoting** – You should never allow yourself or your staff to become complacent! Even if your bar is packed to the walls, keep marketing and keep promoting. You never know when players move, get married or graduate not allowing them to play anymore!

YOUR TASKS!

World Tavern Trivia™ was designed to be one of the most successful, low cost and easy to run promotions ever. ***If you are committed to making this a successful promotion...then it will be.***

But you can't sit around and wait for people to show up...

YOU HAVE TO MAKE IT HAPPEN!

So here is a quick task list. **START NOW!**

Call and Schedule your Training Review!

Posters and Flyers Up around your bar (with days and times written in)

Table Tents out around your bar

Training Meeting with your staff

Prizes from your vendors

Add World Tavern Trivia™ to your website, advertising and in-house schedules

Tell Everyone Who Walks Through The Door!

**TOGETHER WE CAN MAKE THIS
THE MOST PROFITABLE PROMOTION YOU HAVE EVER RUN!**