

# ARE YOU A HERO ON THE GUITAR?

Digital is all around us so why not upgrade your in-pub entertainment offerings to include some of these popular digital devices? Various manufacturers produce digital games for singing superstars, dance factory amateurs or air guitar wannabes. These devices offer an alternative to Karaoke and battle of the bands, and will encourage a new audience to spend their night in your Irish Pub.



## HOW IT WORKS:

All the aforementioned games do not require too much preparation and input – you have to invest in the equipment and get familiar with the rules by trying it out first with your staff. Basically the format is set and just needs to be mentored by an assigned staff member. Your choice of games depends on the size of your pub and your target audience that you wish to attract. A night of laughter is guaranteed!

## WHAT YOU NEED:

- An open space with a screen and a digital game console
- The computer game of your choice – various alternatives are available on the market
- Announce the night of the event through in-pub posters or flyers and think about prizes such as pub vouchers, a free pint of GUINNESS beer or GUINNESS merchandise
- Keep a scoreboard of weekly winners to encourage return visits to beat previous scores and draw an ultimate champion

**TOP  
TIP**

This idea could be combined with a student night as interactive digital games are a sure way to keep the crowd stay put all night!