

GUINNESS® QUIZ NIGHT

The classic pub quiz night is a fantastic way to get consumers to your pub on normally quiet weekday nights. You're bound to get regulars if people get hooked on a great night of fun and some cool prizes. Quizzes usually span over one to two hours so you are guaranteed a steady flow of custom while the teams rack their brains for the answers to some of those tricky questions.



HOW IT WORKS:

Quizzes require some preparation but an event which gets the whole pub together, involves very little investment.

A regular quiz night can be established on either a night-by-night or a league style basis. The only real difference between the two is that a league style quiz night will require the pub to keep a track of scores and quiz teams over a prolonged period.

Questions should be a mixture of easy and tricky to keep everyone happy, while introducing spot prizes, such as free GUINNESS beer, for specific questions or rounds during the quiz will keep the participants engaged and less focused on the end of the quiz.

Think about creating special rounds for enthusiasts, such as GUINNESS knowledge, film awards, great sporting victories or world record holders.

WHAT YOU NEED:

- A PA system to announce questions, answers and winners to participants
- Posters, flyers and other means of spreading the word about your quiz
- Quiz questions, answer sheets and pens
- Prizes for the winning team – Pub vouchers for GUINNESS are a great option!
- Spot prizes such as GUINNESS t-shirts, pints of GUINNESS etc.

TOP TIP

Use some of the many free quiz resources available online to make your life a little easier. Some sites even sell whole quiz packages with music rounds included for as little as €10 per quiz!