

# GUINNESS<sup>®</sup> THEMED DANCE NIGHT

Reveal the inner Michael Flatley in your customers by starting an Irish Dancing night. Dancing is at the heart of Irish culture and a fun night out for all is guaranteed. All types of dance could be instigated, be it Irish Dancing, Sean-Nós Dancing, set dancing or even line dancing! Anything that gets people moving and shaking!



## HOW IT WORKS:

Being hugely successful in other countries to date, dance-nights are a surefire way of getting people out during the week to perfect their skill, or rather just have a fun night out with friends! Hosting your own GUINNESS Dance night can be tailored to whatever dance format you think would best suit the general audience that visits your pub. Getting a professional dancer in to teach people how to do the basics is essential and should encourage return visits every week to learn the new steps. Consider offering prizes of a pint of GUINNESS beer for the most improved dancers or as a compensation prize for those with two left feet!

## WHAT YOU NEED:

- Use GUINNESS open-belly posters to announce the class times and dates
- Get someone who can teach the chosen dance to come for a set number of weeks to encourage return visits
- Have a scoreboard of who has been doing well and reward at the end with a pub voucher, T-shirt, pint of GUINNESS beer

**TOP  
TIP**

Why not try a ladies dance night? All ladies get a free drink if they take part. This would encourage more men to come along in the hope of dancing the night away with a lovely lass!