

GUINNESS® MASTERMIND

Want to run a quiz with a twist? Take the format of the winning game shows to ensure an animated audience and an excited atmosphere as the contestants get close to winning the coveted title of a "GUINNESS Mastermind"!



HOW IT WORKS:

The mechanic can very much play off the success of quiz nights, but with an interesting twist. People can sign up to take the hot seat during the week and the competition could be held on a Thursday or Friday evening to ensure return visits. Select 5 participants, and see how far they all get in their quest to win.

WHAT YOU NEED:

- Almanacs provide a lot of interesting and entertaining questions for your contestants
- There are many DVDs available with the exact mechanic of well known game shows – look into getting one for top tips on running your event
- Get people to sign up in advance and advertise the event - this ensures people return to see if they are in

TOP TIP

Money does not have to be your customers' motivation to participate – why not try a free pint of GUINNESS beer or vouchers for your pub as prizes to ensure the lucky winner celebrates in your outlet?