

# GUINNESS® AND OPEN MIC NIGHT

Open mikes have been gaining in popularity in recent times, providing a much-needed platform for new singer-songwriters, poets and comedians. The Irish Pub is the ideal setting for these informal nights, where local talent is showcased for the night and your patrons can enjoy entertainment from different genres.



## HOW IT WORKS:

Open Mic can take on many different formats, and can be tailored to your Irish Pub setting and customer base. Poetry slams, comedy nights and acoustic music offerings are the most popular formats. A sign-up is done before the show begins, so that the host has a list of names to call from. Each artist is asked to keep their performances to a minimum / specified time slot, giving each performer enough time to share some of their work, while also ensuring a good mix of talent throughout the evening. Comedy nights generally draw a good crowd who are looking for a night of good banter and an entertaining atmosphere. If the night is made into a competition, winners can be decided either upon the crowd's reaction or all rewarded a small prize for their contributions.

## WHAT YOU NEED:

- Advertise the idea with posters and flyers to entice people to sign up throughout and outside your pub
- A stage area with a microphone
- In case of competition, a moderator is needed
- Prizes for participants

## TOP TIP

Bundling a free drink such as a pint of GUINNESS beer into the cover charge is a staple value proposition that many outlets utilise today. Why not customise the tokens for particular events as commemoratives?