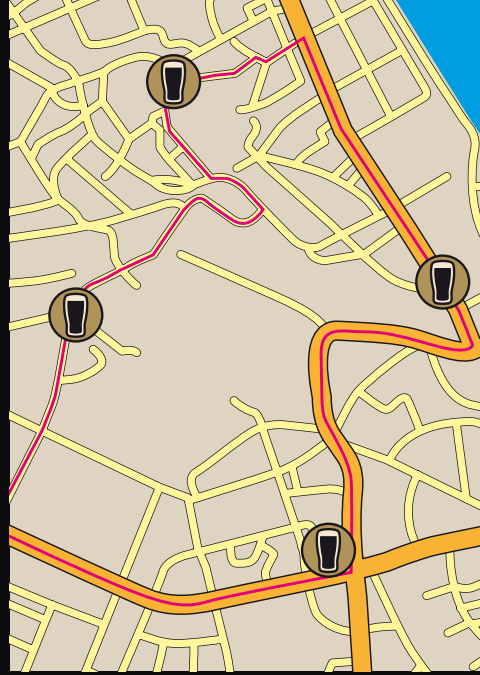


GUINNESS® NIGHT OF THE PUBS

How about teaming up with Irish Pubs in your vicinity, establishing a network and instigating a “GUINNESS Night Of The Pubs”? Similar ideas have already been a proven success in bars and clubs, so why not collaborate with your fellow Irish publicans and offer a tailor-made night to remember to your customers? This could also be a positive chance for new groups of customers who would normally not visit Irish Pubs and generate word-of-mouth about your particular offer.



HOW IT WORKS:

Organise a kick-off meeting to get together with Irish Pub managers you know would be interested in such a joint activity. Fix the dates for the night(s) and agree on the programme each one is going to offer. All participating Irish Pubs should look into differentiating themselves through varied entertainment offerings to cater for different tastes (in terms of music, food, drinks promotions etc.) This will attract more costumers and generate equal attendance of all venues.

WHAT YOU NEED:

- A minimum of 2-3 participating Irish Pubs within easy walking distance, otherwise a shuttle bus or taxi service should be jointly provided
- Get posters and flyers produced to raise awareness for the activity
- Produce a handy booklet that gives the night's route map and details the various types of entertainment available in each pub
- Get in touch with local media to place advertisements

TOP TIP

Each pub could stamp the booklet upon the customer's visit. Once the customer has received a stamp from every participating pub, the booklet could be redeemed for special T-Shirts made up in the style of tour T-Shirts for concerts, stating the date and names of all pubs on the back.