



*ZIGGY'S*

## *TRIVIA AND MUSIC*

The trivia phenomenon has grown in leaps and bounds over the years and attracts patrons to venues on days where normally trade is quiet. The cost of running Ziggy's Trivia And Music is generally far outweighed by the amounts that patrons spend on food, drinks and playing poker machines. Apart from minor prizes won at each event, interesting jackpot prizes such as Ziggy's Sydney Scenic Flights can be awarded, which generates great interest when the pilot is actually the person conducting the game.

The difference with Ziggy's concept is that he provides musical entertainment as well as the trivia, amusing the patrons before the trivia rounds and then keeping many of them in the venue afterwards. Prizes don't have to be elaborate or expensive and venues can easily afford to run Ziggy's Trivia And Music for extended seasons without problems.

All venues will benefit immensely from running Ziggy's Trivia And Music, as it generates extra trade and builds up patronage. With the huge competition between venues, the only way to increase business is to offer patrons a variety of attractions to get them into your club and keep them there. Ziggy's Trivia And Music is an excellent way of achieving this at reasonable cost.

Contact Ziggy to discuss your particular needs and use his expertise to attract patrons to your venue and generate more trade.



## Ziggy's Trivia And Music

### Typical Format

07:30 .....	Music .....	45 minutes
08:15 .....	Break .....	15 minutes
08:30 .....	Trivia Round 1 - 20 questions .....	30 minutes
09:00 .....	Break .....	15 minutes
09:15 .....	Trivia Round 2 - 20 questions .....	30 minutes
09:45 .....	Break .....	15 minutes
10:00 .....	Trivia Round 3 - 20 questions (optional) .....	30 minutes
10:30 .....	Break (if Round 3 is used) .....	15 minutes
10:45 .....	Music .....	45 minutes

### NOTES

An alternative is to dispense with the first music set, start the trivia off at the beginning of the evening and then play music to the end. This allows the club to close early if required. This tends to apply more often to midweek shows, although the way the event is run is generally tailored for each venue. It has been found that trivia should not really run for too long, so generally a timespan of 3 hours is more than enough.

It is most important to ensure that ample publicity and promotion is undertaken. Generally it takes time to build up a regular audience, so plenty of advertising inside and outside the venue is required well before and during the course of the Trivia and Music season.

Prizes can be whatever the venue wants and do not have to be expensive, such as free drinks for answering random questions, club cash for spending at the venue, meat trays, free lunches etc. Main prizes should be able to be shared, as most people play trivia in teams. Club cash works very well in this regard.