

## 5 Sample Questions

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1. What's the highest-attendance trivia theme of the year, by Tuesday cover count?

*Answer: Halloween/horror trivia (last Tuesday of October). Average lift: +85% vs typical Tuesday. The cultural permission to dress up + spooky decor + cocktail tie-ins compound.*

2. Which trivia theme has the lowest attendance lift?

*Answer: Pure music decade nights (e.g., "80s music"). Music attracts a narrow audience, and decade-themes age fast. Better to mix decades or pair with films.*

3. What's the best-pacing trivia format for a brewery?

*Answer: Trivia + flight pairings. Each round is paired with a 4oz pour. The flight (\$12-15) becomes the entry fee equivalent and the pacing structure.*

4. Which trivia theme drives the best male/female demographic balance?

*Answer: Disney trivia for adults. The 30-50 demographic skews female slightly, which most bars need (most bar nights skew male). Disney is the rare format with deep cross-gender knowledge.*

5. What format works best for restaurants vs bars?

*Answer: Restaurants: 2-round, 45-minute trivia between dinner and dessert. Bars: 4-round, 90-minute. Restaurants need a faster format because their tables turn — guests aren't sitting for 2 hours.*

### WHAT ELSE IS IN THE FULL PACK

PICTURE ROUND TEASER: Each weekly subscription pack includes a custom picture round matched to that week's theme — Halloween covers in October, holiday films in December, summer blockbusters in July.

### HOST TIP

HOST TIP: Lock in your theme calendar 6 months ahead. The bars and restaurants that grow trivia revenue fastest are the ones whose regulars know what's coming next month. Predictability beats novelty for repeat attendance.