



## OPERATIONAL BEST PRACTICES

### EASTERN & CENTRAL TIME ZONES

#### 1. Pare down the menu

- Minimize entrée choices and maximize appetizers
  - This will minimize back-of-the-house preparation and guarantee faster delivery to tables.
- Run specials on buckets beer and pitchers

#### 2. Organize store for watch party

- Larger tables set for groups
- Communal tables
- Room to stand

#### 3. Set proper staff levels

- More popular events require higher staffing levels

#### 4. Designate an event host

- One staffer to own the watch party
- Announce the fights, food/drink specials, raffles, and contests to keep crowd energy high
  - Create in-arena experience
- Entertainment, music between fights

#### 5. Collect email addresses

- Use rewards/loyalty system
- Invite guests back for subsequent fights or incentive to return on a non-event night

#### 6. Change posters in watch party area the night of the event to that of an upcoming premium event or another store promotion

- Once fans are there, no need to promote current event, so use it as an opportunity to activate for another priority
  - Example: During football season, promote Monday Night Football

#### 7. Follow channel testing procedures

- Signal should be available as early as noon
- If you suspect any issues, call Joe Hand Promotions (1-800-557-4263) immediately



## OPERATIONAL BEST PRACTICES

### PACIFIC & MOUNTAIN TIME ZONES

#### 1. Venue within a venue during dinner hour

- Bar area sectioned off – watch party confined to that area
- More TVs in the dining room switched to event over course of three hours
- Invite dinner guests to watch party as their meal ends

### OPTIONAL PRACTICES

*(Larger, tentpole events, dictated by event host)*

#### 1. VIP seating

- Reserve a few, choice tables or bar seats with great TV views
- Can be reserved for an extra cost or as a reward to customers in loyalty program
- Dedicated drink/food service to these tables

#### 2. Table minimums

- By check or person
- Alternative to a cover

#### 3. Winners pick 'em

- Organized like a trivia night with groups, named teams, points, and prizes to the winners

#### 4. Post-event specials

- To retain customers after event, give offers that only can be claimed after main event
  - Example: drink or food discount