

Guide to Making Profit with Trivia Questions Using TriviaMatic

Trivia Quiz Night is the most fun and reliable way to turn a slow night into a booming night of business. Because trivia events are normally played by teams, they encourage social interaction and discussion, while challenging the mind. These events draw crowds to your venue and get people coming back week after week. TriviaMatic will provide you with a detailed guide on running a great trivia night from start to finish at your establishment.

TriviaMatic Advantages Over Other Solutions in the Industry

TriviaMatic is the only all-inclusive solution. What do we mean by all inclusive?

1. With TriviaMatic customers get both a digital and a paper solution. You can use our platform whether your event is run with paper or mobile devices. You get a trivia game management system that works on multiple platforms: on the desktop through the website, on a mobile device through the app and can be organized with just pen and paper.
2. TriviaMatic will provide your business with Marketing tools such as email marketing, analytics and reports. You get multiple email templates for email marketing, create a profile for your venue making it visible to the trivia-loving community.
3. Industry's best quizzes are available at TriviaMatic Game Store, ranging from general categories to sports, movies, politics and many more. Ne quizzes are added to the store on regular bases

What Will I Need to Get Started?

All you need is TriviaMatic. Setting the whole thing up can be quite daunting but TriviaMatic will save you the trouble of having a team of organizers to keep things running smoothly.

TriviaMatic is a Trivia Event management Software which makes your Trivia event unquestionably fun. It will also provide you with all the materials necessary for organizing your event in a paper-based or digital format.

Setting Up Trivia Nights with TriviaMatic Is Easy. All you need to do is visit TriviaMatic website: www.TriviaMatic.com and register. Registration is FREE and can be done either on the website or using the mobile software which you can download on [Google Play Store](#) and [App Store](#).

As soon as you register you get access to our ultimate Trivia Package, which includes both Paper Based Trivia and App-Based Trivia Solutions.

Paper Based Trivia

Most of our customers requested this solution to be able to test the effectiveness of Trivia Nights. If you are more comfortable with organizing traditional pen and paper trivia, this is the option you can go with. Here is what Paper Based Trivia contains.

- **TV Slides** - Trivia Questions which you can display on TV for players
- **Score Cards** - meant for the host to record the results after each round for everyone to see how well, they are doing.
- **Players Answer Sheet** - answer sheets for each team to record the answers to the questions
- **Leaderboard** - this is for calculating the final scores for each team and finding out the leaders based on those scores
- **Host Guide** - a guide for the person who is going to run the event, MC of the event

All of these materials are available in PDF format and can be printed out on paper for use.

Equipment and Printed Materials

Wide Screen TV

The tv will serve for displaying question slides on a wide-screen TV.

Printed materials

You will need to print out the scorecards, answer sheets and leaderboard to be prepared for the game.

Microphone and Speakers

Having a handheld microphone in your possession prevents your host from shouting out during the event.

Steps Prior to the Paper Based Trivia Event

1. Log in to your account on the website

First, you should log in to your account on TriviaMatic website. In case you don't have an account you can register.

2. Purchase Coins

You can purchase coins through the website on shop.triviamatic.com page or through the app on Trivia Store.

3. Get a Quiz Package on Trivia Game store

You should use the coins for purchasing a quiz on [Trivia Game Store](#) of the website or on the app. There are a whole bunch of quizzes with different topics for holding a Trivia Quiz Night. Choose the quiz to host and then pay with the coins.

4. Download Package Materials and Print Them

You get access to a huge quiz package where you need to print answer sheets according to the number of teams playing, scorecards for recording round scores, one sample of a leaderboard for defining the places of leaders.

5. Read the HOST guide

Inside the package, you will see a guide for the game host. Make sure you read it before starting the game if you are running it as a host for the first time, or hand it out to the person who is running the game.

App Based Trivia

If you want to go digital and use modern day technologies for your event this solution will work for you. In this case, you save the money on printed materials as everything can be operated with smartphones and most of the work is done automatically, e.g. scores are calculated by the system and leaderboard is generated based on those scores. Everyone stays engaged because the game flows and players always know how they are doing, so the competition really heats up.

Please note that you won't need any fancy computers or gadgets for organizing a more advanced digital Trivia event. Check out the listed below to see the equipment you need for hosting and app-based Trivia.

Equipment

Wide Screen TV	Wifi Router	Microphone and Speakers	Mobile Devices
You can enhance the experience of the players by displaying the questions of the game on a widescreen TV.	We use the internet to get all of your game players connected to the game with their mobile devices	Having a handheld microphone in your possession prevents your host from shouting out during the event.	The host needs a smartphone to run the game. And your visitors will use their smartphones to join and start playing.

Steps Prior to the App-Based Trivia Event

1. Download TriviaMatic app

Go to [Google Play Store](#) or [App Store](#) and download the TriviaMatic app. It will be your most important tool to run trivia events at your establishment.

2. Get a Host Account

As soon as you sign up as a player, you gain a host role. Now you are ready to try out trivia games at your place. The demo game will help you see how it flows and get acquainted with some of our content.

3. Register Your Place as a Trivia Night Venue FOR FREE

It is free to upgrade to a business account. By doing so you basically register your bar or restaurant as a trivia night venue inside the app. You fill in information to your business profile and gain an Admin role to start running your trivia business with us!

4. Buy coins and get games at TriviaMatic Game Store

[Trivia Game Store](#) provides you with best pub quiz questions. To shop at TriviaMatic Game Store you need to go and buy coins for your account balance. Use your business account credentials to shop at shop.triviamatic.com.

Trivia Store

You want to set up a successful Trivia Quiz and have no idea how? No worries, Trivia Store is designed for saving you the trouble of making quiz questions. You will find a huge amount of quiz packages covering a wide variety of topics, designed to meet the interests of as many people as possible.

Trust our content writers to make your event fun and informative. Trivia quiz questions get updated every week, making new games and tournaments available to you anytime. You will just need to purchase the quiz and give it a start.

Get Returning Customer with Pot of Gold Subscription

Consistency is the key to gaining a loyal customer. It's unlikely that trivia night will magically fill your venue within the first few weeks, but running a great product week after week will grow your audience organically. If you want to hold trivia events regularly Pot of Gold Monthly Subscription Plan is what you are looking for. With a monthly subscription, you get the following:

- Unlimited use of all trivia games at TriviaMatic Game Store
- Opportunity to play in the regional and national tournaments
- In-app advertising
- Business reports and full analytics

Host & Quiz Master

This is the person who Introduces the quiz, reads out the questions and announces the winners. While some people hire a professional trivia company and host to run their nights you can do it yourself quite successfully with TriviaMatic.

Prizes

Giving out prizes is one of the best ways to make your event a success. Having worthwhile prizes will help promote the event and full your teams. Offer a free round of drinks or a number of beer tokens (coupons redeemable at the bar for drinks), a free dessert, an appetizer. Or make it even more fun and bring the groups together having a dance contest or costume contest. If you cannot afford any prizes take the picture of the winning team and add it to the wall of winners.

You can give out small prizes at the end of each round to keep everyone interested and not just the leaders, this way you give everyone a chance of winning the next round.

Start looking and asking for prizes early on in your planning and have it done way before the event. Local businesses, resorts, spas, etc. should be happy to sponsor prizes as it will promote their businesses.

Make sure you don't include extravagant prizes, you want to keep it relatively simple. Simple giveaways will make the competitive atmosphere light and fun.

Find sponsors for prizes. Every business is happy to promote its products which may serve as a prize for your event. Contact supermarkets, wine merchants, hotels, spas, jewelers for sponsorship. Suggest 'what' you might like from them.

How to Play with Teams

A quiz night is a great sociable activity to enjoy time with your friends, family and work colleagues who can test what they know and what they might learn. That is why it works best when organized with teams.

Before the event you can decide the number of participants in each team, a good size is around five to eight people to create a good atmosphere around each table and in the room. Try to get as many people involved as possible.

The teams that are friends, colleagues or fellow students will keep coming back to play with each other. Those who already know each other attend each week. It is rare for individuals to simply turn up and join a team. The quizmaster can set the maximum number of players in a team to create a relatively balanced atmosphere.

If you are playing with TriviaMatic app, make sure you explain how to join the game first as a team. So how TriviaMatic works for teams?

- Before starting the game you will need to make sure each team possesses a smartphone and is able to download the mobile application from [Google Play Store](#) or [App Store](#).
- After they download the app, they need to register the team like they would do if that was an individual player profile.
- Waiting on the host to provide the instructions on how to join the game.
- The host provides the PIN code which allows the team to immediately join that specific game

It's All About the Trivia Questions... and Answers

TriviaMatic team is dedicated to regularly providing numerous trivia questions. There are Trivia Quizzes in our Game Store both on the website and on the app.

Our packages include questions may be in the form of a true or false question (where the statement is either correct or incorrect), multiple choice questions (where four answers are given and only one is correct), picture questions (where the options for the answers are images).

The game is broken into 5 themed rounds. Each round consists of 8 questions ranging from the general knowledge round, the entertainment round to the sports. There is always one round which is based only on true or false statements.

An example of a 48-question quiz could be as follows: Round 1 – All About Sports (8 questions) Round 2 – Fun History Quiz (8 questions) Round 3 – Let's Find Out (8 questions) Round 4 General Geography Facts – (16 questions), Round 5 Movie Quiz – (8 questions)

Other common themes could be along the lines of politics, technology, astrology, cartoons, geography, flags and countries, food and drink.

Besides the topic related questions, TriviaMatic team regularly launches annual Tournament quizzes related to general knowledge and sports. It means that besides the usual quizzes 2 new games will be available every week for every 4 seasons around the year.

What to do Before the Trivia Night

- First of all, decide the date for the event and make sure the date doesn't clash with other events taking place in the local area. Then choose the type of trivia you want to go with.
- If you are doing a Paper-based Trivia event, you need to prepare for it carefully not to miss anything. Print out a copy of the questions and answers for the host, and copies of the player answer sheets for each team. You will also need to provide pens and pencils for the players to tick their answers on the sheet.
- If you are doing an app based trivia event. It means we have already taken care of a lot of things for you. There is no need to print anything just setup the devices mentioned previously and go with it.
- It is nice to have some snacks on the table for when people arrive – nothing too much but maybe a few packets of chips.
- Do a final call out to confirm the participants of the team a week before the event. Try and make them as even as possible in terms of numbers and ability. Make sure they know you're making teams so this is their last chance to join.
- Prepare to provide enough seats for everyone and have a few extras in case you people show up at the last minute.
- If the event is themed, include some music or scenes from the movie or TV show. You can also encourage people to dress up.

- Don't leave details down to the last minute. Get a microphone for your quizmaster before the event in case you don't possess one.
- Decide on the topic of the event and look for the appropriate quiz on the Game Store. Try to link the topics to big events if there are important upcoming events like sports events, music events etc. In a themeless trivia night, you can have a game related to general knowledge that has a mix of simple and obscure questions from a range of categories.
- Create a set of rules for the night, and make sure to stick with them.
- Spread the word on social media, create invitations and send them out. Think about having prizes. You'll find there are a lot of places that will help with prizes, like your local cinema and sporting teams.

How to Promote Your Event

Start advertising the quiz at least two weeks prior to the event and keep sending out reminders after that. People can't show up to an event they do not know about. Once you have the date confirmed, get the word out! To properly market your event to customers use both offline and online marketing options.

- We supply flyers in every quiz package to print out and put up at your venue and other places.
- Besides flyers, you can use online marketing to reach a wider audience. Start by sending an email about the event to your supporter and email list. We provide multiple email marketing templates to use for spreading out the word.
- Don't forget to create your Venue profile on TriviaMatic platform. It will allow fans of TriviaMatic that are not yet your customers discover your location when searching for their next Trivia Night location. This is a really huge opportunity that TriviaMatic provides: bringing in new players and converting them into regular customers.
- Start promoting it on your Website, Facebook Page, and Twitter account (plus any other online platforms that you use). If you use Facebook set up an event on your page or even your own profile
- A Press Release is a great way of getting the media involved offline, but you can also submit your Press Release online. Ask your local newspaper, radio or TV station to run a feature on your activities.
- Identify specific people and contact them directly on the phone, asking them to help out by putting a team together for the Trivia Event. That way you can get commitments from people to enter full teams.
- Post after event images on your social pages

CHECKLIST

- Decide on the date and time

- Download the software (free) onto your mobile device

- Purchase questions on our Trivia Store
- Print player answer sheets, scorecards and leaderboard, if the event is paper based
- Organize any logistics, such as tables, chairs, PA system
- Source prizes
- Setup an event on your venue's a Facebook page
- Send out invitations via email
- Find an MC -- or do it yourself
- Print the questions and answers for the host as well
- Confirm the teams
- Arrange the tables so there is plenty of room to move around
- If you have prizes display items on a separate table for easy viewing

On the Day

- Ensure that every team has chosen a name and they have everything they need, pens and answer sheets for example.
- Once everyone's ready to start, the quizmaster takes over by introducing the quiz and giving clear instructions. It helps to repeat instructions to avoid interruptions later in the quiz.
- Have one person from each team write down the answers. At the end of each round collect those answer sheets so you can calculate scores. After the last round take a small break to confirm the final scores and then announce the winners.
- Don't forget about breaks that give people a chance to go to the bar and order a few drinks.
- You can provide table numbers or if you know the names of teams beforehand, print and place 'team names' on the tables so people can see where they are sitting on arrival.
- If you are using a PA system, do a sound check so you know how the equipment works and is the right volume.
- Make sure the room has clear signs for exits and toilets. Otherwise, the host can mention it during the introduction of the game.
- Discourage cheating, and disqualify any team or person caught cheating. During paper trivia, you can prohibit using phones not to catch anyone consulting a smartphone for answers. In the case of app-based trivia, the host can control the timing manually or play in auto mode which is fast enough so the players will not manage to cheat.

How the Game Goes For the Quizmaster

First of all the quiz master should acquire the quiz. He can print it to have it at hand or The quizmaster must introduce the rules of the game to the players before play begins.

App-Based Trivia - explain that the players need to download the mobile application to their mobile devices using the venue's internet connection and register their teams. Then give instructions on how to join the game. To join the game players need to login, enter the PIN code and click Play.

Paper-based Trivia - explain the rules of the game and pass out the answer sheets and pens to each team. Ask each team to write their names at the top of the answer sheet. The goal of every team is to correctly answer as many questions as possible and have the highest score when the game ends. Teams will write their answers on the sheets of paper provided by the quiz master.

Then the quiz master will ask the question which will be also displayed on the TV screen. For app-based trivia, the questions with answer options will appear on the mobile device as well. Better to read each question twice. Turn the timer on and give teams a few minutes to answer. Players should discuss the answer with their teammates and decide on the best answer to write on the paper or choose on their mobile device. For each round, the play will continue like this until all 8 questions have been asked and answered.

At the end of each round the quiz master should collect answer sheets and reveal correct answers and determine which teams answered the questions correctly. When the scores are calculated, they should be recorded on the scorecard.

At the end of the game, the quiz master determines the winners and puts them on the leaderboard, the team with the most points is the winner.

What to do After the Trivia night

Make sure you always follow up after the event and thank people for joining the event. Try to keep in touch with constant emails and send invitations to the next quiz. Publish images of the event and announce winners on social media as well.

Establish a recurring pub quiz to boost sales on those early weeknights. Promote your trivia night on Twitter, Facebook, Instagram and any other social media platform.