



Laid-back, casual, light-hearted approach. In 15 years as the pub quiz industry leaders, we realized that a one-size approach to trivia left a lot of establishments out! Casual hang-out bars, chill lounges, family friendly breweries, etc.—none of them were ever great fits for fast-paced, super-competitive trivia that leaves little time to catch up with friends or enjoy a meal. Enter Small Batch: All the fun parts of Geeks Who Drink, with more time for your patrons to socialize over drinks (or milk shakes) while they play.

Content, content, content. Small Batch *is* catered more toward casual players, but that doesn't mean we're cutting corners on quality of content. We've designed a two-hour trivia program, split up into six parts—four quarters with a halftime and finale—with plenty of breaks for ordering food and chatting with friends!

The first two quarters are 5-question themed rounds, then halftime is a visual round, followed by two more 5-question themed rounds, and then the All-or-Nothing Finisher. To keep the game enjoyable for even the most casual player, we built in chances for players to double their points, and make second guesses!

We use the same pool of writers and editors for all of our formats, collectively boasting more than a *century* of trivia-writing experience. Along with national features in *Wired* magazine and NPR's *All Things Considered*, our original quiz was named "Best Of" by publications in Atlanta, Austin, Boston, Dallas, Denver, Kansas City, New York, Portland, among others.

Future-proof upgrades. With our web-based scoring app, everyone can answer directly from their phones. That means our hosts can spend less time hand-scoring, and more time entertaining your guests! Plus, we're harnessing that app to survey players after each quiz, to make sure we're still providing a cutting-edge, world-class experience.

Personalized promotions. Once it's listed on our official quiz schedule, your venue will get its own sub-page, complete with team photos, final scores, and standings. We'll also make it simple to market yourself: From in-bar posters to social media - we'll design it right down to the hashtags! - we provide all the pre-launch boost you'll need. Oh, and every week we'll email your regulars directly to remind them of that night's quiz.

Expertise you can trust. With 15 years in the business and 4,000 clients served, GWD will put you in the hands of experts from the second you sign your contract. Starting with your initial AV and marketing consultation, your account manager will connect you to the powerful support of our dedicated operations, finance, and marketing departments. For more details and pricing, fill out the form at geekswhodrink.com/for-pub-owners-contact/

SmallBatchTrivia.com