

Maximizing Profits & Customer Experience

Follow channel testing procedure for DirecTV and Dish Network

Test early: signal should be available as early as noon

Why is this important? You don't want to turn on the TV at 10 p.m. ET with a bar full of people and find out that there's been a technical glitch. Joe Hand Promotions office (1-800-557-4263) is open at noon. Earlier you call, easier to get through, quicker we can fix any problem.

Channel information: For DirecTV Channel 123 for HD and 124 for standard; for Dish TV, confirmation channels are 472 for HD and 471 for standard. For the event, tune to 455 for HD and 456 for standard.

How do I know if I'm activated? ON DTV, if you see a highlight screen with no box, you are good. If you see ordering information, in a box on corner, call JHP. Examples of both screens are on our website on the [Watching UFC on DirecTV](#) page.

Look for emails: JHP will send emails on Thursday and Saturday with this information, channel updates, info on prelims.

Cable customer? Please check with your cable provider for testing procedure. Your JHP rep may have more information.

Show/advertise prelim fights on Fox Sports 1 beginning at 8 p.m. ET

Why? Gets UFC fans in the door early, bigger check sizes. Often prelim fights, especially the main event, are high quality.

Channel: Almost always on Fox Sports 1, see JHP site/emails if any change. Fox family of networks.

Advertise: mention on posters, social media that you are showing these fights.

Social Media Push on Friday and Saturday

Methods: Facebook, Twitter, Instagram

Hammer the details: time, specials, location, event hash tag

Frequency: At least 4-6 on Twitter, spread from a.m. to p.m. For Facebook, new wall post, update event invitation. Instagram: 2 posts, a.m. and p.m.

More information: For complete best practices, ask JHP for notes.

Contests: Create event hashtag and/or encourage guests to check in and share a photo.

Drink/food specials

- Pre- and post-fight to encourage a longer stay.
- Create mini happy hours for a few minutes at a time. For instance, XX minutes after a knockout or submission or at random intervals between fights. Or tied to a certain fighter, i.e. if Ronda Rousey wins by armbar
- Create or rebrand a signature drink/appetizer for UFC nights – named based, or maybe something after a fighter. For instance, Max Holloway from Hawaii – Mai Tai special.

VIP Seating

Reserve a few choice tables or bar seats with great TV views and allow them to be reserved for a fee. Doesn't have to be a club setting for this to work.

Other things to consider:

- Specials unique to these tables
- Dedicated drink service
- Different tiers of VIP service

Table Minimums

As a cover alternative/addition, set a minimum check and/or per person order. Can be by menu item or by total price.

What should it be? Unique to each place. Consider what you need to break even and whether lingering is an issue at your place.

Contact Beer Reps

- Great source of swag/giveaway items.
- They may coordinate and send over talent.
- UFC is partnered with Budweiser. Worth mentioning to them.

Event host

- Can be used to announce specials, officiate contests, hand out swag, fill down time between fights, play music, etc. Will help to facilitate promotions we will discuss next.
- Bartender with mic, etc.

Winners Pick 'Em

- Have everyone pick up a sheet and circle winners. Award points for each one (maybe 50 for main event, 30 for co-main event, 10 for opener, etc.
- Can be as easy or as elaborate as you want: extra points for method of finish, correct round, time of finish.
- Can be set up like groups with team names, points announced after each round.
- Winners get swag, discount, restaurant credit, etc.
- Can also do UFC trivia between fights.

Encourage Loyalty/Bounce Backs

- Punch or stamp card: visit for 3 UFC events (consecutive?) and earn a reward: guaranteed seating, free app or drink, swag, etc.
- Cross promote with free events: Come on UFC PPV night and get coupon to use on next free show, or vice versa