

# 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