

# ***STAR Group Guide 2011-12***

## ***Part Six***



### **6.3c Pub night**

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It should be easier for you to get a venue for free than with club nights, and you might even get the landlady/landlord to put up a special promotion on (that you can then advertise), or to donate some of their profits to you.

You still need to advertise relentlessly, and don't forget to take advantage of all of your contacts! There are a couple of things to think about:

**Run activities!** This could include combining your pub night with a pub quiz, a raffle, an auction, or an open mike night. Make it fun and don't be restricted by ideas of what people usually do in a pub! For example for Refugee Week 2008 Oxford STAR staged a hugely successful performance of the Asylum Monologues in the backroom of their favourite local. Not only was the event a huge success, it helped to reach beyond the usual suspects!

**Fundraise creatively.** People are much less likely to pay to go to a pub, so think about creative ways to raise money beyond selling tickets, e.g. through dressing up to collect voluntary donations.

**The quirkier the better!** Include something that isn't normally associated with the setting. Here are a few examples:

*Karaoke!*

You can charge people a (voluntary) fee to sing, or just have it as something to liven up the night.

*Set up a big screen and a games console, and charge people a pound a go.*

*Get people to vote on any existing competition*

Think big sports events, the Eurovision Song Contest, or anything you can show on a big screen which allows people to vote! You could combine this with your raffle and allocate people countries - the person with the winning country wins a prize!

***Top tip: don't be afraid to try out new spaces. In December 2011 Cardiff STAR put on a storytelling event in a tipi!***