

# Guides et al

Find a guide for trainers, a guide for theme nights, a guide for using the TM PA, and probably more guides as we find more ways to provide guidance.

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# Trainer Guide

## Showing a New Hire the Hosting Ropes

**Thank you for being a Trivia Mafia Host Trainer!** Your experience and skill in presenting Trivia Mafia trivia are invaluable, and we hope this guide will assist you in teaching new hosts how to be a good ambassador of our brand, and demonstrating the fun of running a trivia event. Thanks!

### Week 1

#### Before:

Make sure you are familiar with all the updated policies and procedures and be prepared to update the new host with changes that have occurred since the last formal manual update. Technically, using the Answer App is optional, but we ask all hosts to be trained to use it.

You'll be introduced to the new host via email by Brenna or Mary Kate; check that they have received all of their materials, reviewed the Host Guide, and joined the Host Slack. Encourage them to take notes.

#### On Site:

Trainer and new host are expected to arrive 30 minutes before trivia begins.

Introduce yourself to the staff and find out where to set up and how to use the sound equipment. If it is a Trivia Mafia PA, go slowly through the set up to teach the new host how everything fits together, and find out if it will be stored onsite after trivia. If it is an in-house system, the staff should be prepared to train you both on how to use it.

When you introduce yourself to the new host, let them know your experience and a little about yourself. Use this introduction time to find out what experience your new host has. Are they comfortable with public speaking, do they have experience talking into a microphone, are they familiar with sound equipment, what concerns do they have? Do they learn best by doing and getting notes after, or observing and then trying it themselves? Use this information to guide your training.

You should start on the mic, and introduce the game as well as the new host. You should present the first round and let the new host present the second. Alternate presenting rounds, and score the first half together, and you will read the answers. Talk about the best ways to keep track of time. Take a picture of them hosting to share on Slack, and find out if we can share it on socials! For the second half of trivia, have the new host start with round five and alternate reading rounds, with them giving the answers for the second half of trivia. Have them do the scoring and help navigate half points and leniency in general; update the leaderboard, give time for any discrepancies to be raised, announce the winners and end the night as usual making sure to let the teams know that there will be trivia every week on the same day and time. Have the new host take

the team photos.

Emphasize the importance of fair and accurate scoring, and the pitfalls of giving unearned points (and the balance of giving half points for humor or nearly-correct answers). Explain how to address a contested answer. Explain what to do if/when there is a tie. Remind them about the Questions email thread, and show them which channels to use in Slack if they need to ask for support/clarification/share stories.

## After:

Make sure they understand how to set up and take down the equipment. Encourage them to take pictures and notes of the setup for reference, and for their ICOE. Review the ICOE together if you can!

Show them how to access the Host Feedback and walk them through filling it in. Let them know they will be running Trivia the following week and you will be there to assist them with anything that may come up.

Ask them what they felt best about, and which elements are causing discomfort/challenges. Let them know you are available for any questions, and the best way to get a hold of you.

## Week Two

### Before:

Nudge them to review the ICOE form and review the Host Guide prior to arriving for week two. Let them know that you will be working with them to collect information to complete their ICOE.

Let them know when you expect to arrive. The second week may not need the full 30 minutes ahead of start, but never arrive less than 15 minutes before trivia should begin.

Make sure to communicate with the staff regarding any changes or updates since the prior week.

**Encourage them!** Share your confidence that they'll do great. Let them know to laugh it off if they mispronounce a word or accidentally skip a question - everyone is there to have fun and we all make mistakes!

### During:

This is the new host's time to shine! They get to kick off the game. Before they hop on the mic, you might have them practice the introduction. They need to say:

- their name
- they are with Trivia Mafia
- it's going to be so fun OMG
- trivia has eight rounds, four in each half
- the rules are simple: no shouting, no cheating, no teams over eight
- use your noodle, not your Google
- let's gooooooooooooo

It may be more helpful for the host to get in the mindset of running trivia on their own if you don't stay near them as they are presenting, so feel free to move about the cabin and sit in various

places to listen. It is very rare that a host can make a mistake that cannot be addressed during a pause between questions or rounds (e.g., speak up/slow down; remember to describe prizes/thank staff/explain Mega Round, etc.) Resist the urge to interrupt them or take over! However, you can offer to run one round or read answers; leave the choice to the trainee.

If they are struggling, try to give just one or two specific notes, and encourage them to sort things out on their own. Successfully navigating the night will be great for a new host's confidence in presenting solo!

Take notes and be ready to provide constructive feedback at the end of the night. Check in with teams during the game to see if they have any feedback on delivery/pacing/vibes. Have the new host end the night on the mic, and present prizes and take pictures.

## After:

Debrief on what you observed they did well that night, and ask them where they felt a little shaky. Mention any areas for improvement they didn't touch on and offer tips on how to deal with those in the future.

For example, if they struggled with pronunciation, encourage them to read all the questions aloud before trivia - whether that be at home before they come out or in their car right before they go in, that often helps. If they struggled with pacing, encourage them to set a timer on their phone, find a good clock in the space, or use their playlist to track time (i.e. if you start a new song after each question, you should read the next question by the time the chorus starts.)

They can also refer back to the Host Guide and the Cheat Sheet for other support. Have them complete the Host Feedback Form and make sure they have all the information they need to prepare their ICOE. They'll get a reminder email automatically around three weeks after their hire date.

Once they become comfortable hosting, they can learn by subbing at other sites, and subbing is greatly appreciated by everyone! Ideally they'll have been a host for six weeks (four weeks solo) before picking up sub shifts, but that's not a hard rule. Share with them the Sub Form and best practices for getting subs. Make sure they have joined the Host Slack, and encourage them to search Slack and ask questions as everyone is willing to help them out. Point out the channels for subs, answer app, job opportunities, and announcements (but also note the channels for playlists and kickball and stuff).

Most importantly, make sure they are comfortable and have enough confidence to run trivia on their own. If you or the new host have concerns about running trivia solo, that is OK, and you should reach out to Mary Kate and make a plan for the new host's success.

**Thanks for being an awesome guide for a new host!**

# Theme Trivia Guide

## Big Fans, Small Focus

Theme trivia events can be incredibly fun! You do not need to be a fan to host successfully, but it helps. ;)

Plan to arrive 20-30 min prior to the start, and to begin exactly on time.

**You are likely to have more first-time players than usual**, so allow time to navigate the app with them during the first round.

## Hot Tips

- If it is not your regular venue, **read the ICOE**. If there is anything you have a question about, contact the regular host.
- Teams are often new to the site, and to Trivia Mafia, so **go over the basic order of operations** so they know what to expect (eight rounds, image round(s), when is there a sound round, etc.) - and be sure to tell everyone when the location runs regular trivia. *"Come back Sundays at 7pm for regular trivia!"*
- **Always read through the content before you arrive.** If you have the subject knowledge, **drop as many references, inside jokes, and innuendo about the theme as you can** - but make sure none of those are actual questions for the night (for example, don't lead everyone in a recital of the Konomi cheat code for Nintendo trivia - because it is, in fact, a question!).
- There will be teams that are SUPER into the theme and will likely do very well. But probably only a few. **Most of the teams will really like the theme, but not actually do that well.** Keep mentioning that these are really hard questions and they should not be discouraged if they only get some of the questions right. Be strict but fair on scoring, and always generous in spirit!
- **Be ready for a very obscure objection to an answer.** Since some of the teams are super into the theme, they know nuances that might cause some issues. (Looking at you, Star Wars fans.) All of our content is vetted and fact-checked to the best of our ability! You always have the right to Google the info (if you have the time and inclination). You can also put it to a vote - say the alternate answer into the mic and ask the crowd to raise hands if they think credit should be given. Or, be prepared to say that the answer you have is the right answer tonight, and you will forward that concern on to the Editorial team, but you can't change it right now.
- **Dress in costume**, or along with the theme, if that suits your vibe/existing wardrobe. (You will not be reimbursed if you purchase a gallon of body glitter for hosting "Twilight" trivia, but we will happily post pictures of you wearing it.)
- **Give the site's theme posters to the winners** (or anyone really) when you take their pictures - the customer was likely to toss them anyway!

- Teams usually have pretty good team names. **The third prize would be good to give to the best of the team names.** At the very least, take a moment before you start the second half to acknowledge the many clever names on the mic! **People love to hear their team name read out loud.**
- **Note the funny wrong answers**, and share them on the mic when going over all the questions.

## Team Size Limits

We recommend a team limit of six people for themes, but it's really up to you to determine whether to keep it at eight people! Sometimes the site will specifically request the lower limit; this is usually the case if they've arranged special prizes. You are also more likely to see kids at theme nights, so just use your best judgment as to whether they count against a team total.

# Photo Guide

## Photo Best Practices

By Brianna Liestman

The below guide will help you take the coolest team photos after trivia is over, no matter your photography skill set! Reach out to me if you have any questions.

### TL;DR - The Most Important Bits

- Take Landscape (that means sideways) images, not Portrait (that's the up-and-down)
- Bonus points if you leave some space on the sides for me to crop to a square
- If the photo is blurry and you can re-take, please do
- If anyone in the photo has an unintentionally off face (i.e. they blinked and didn't mean to), please retake
- If the team doesn't want a photo, please take a photo that is relevant to the trivia site
- Cool signage, the exterior aglow at night, a glass with their logo, pets with gift cards, a photo of the prize pack, a selfie with your favorite server, or your own stock photo of their coasters. Basically, nothing unrelated to the event you just hosted, or that might be embarrassing to have uploaded on our Facebook page
- If you have an iPhone 11 or later, [please update your settings!](#)

Read on for more detail on the exact Whys and Hows of the Important Bits, alongside examples.

# Team photo purposes

We post these in a slideshow in the location's landing page **on our website as well as on Facebook**, in weekly albums under our company profile.

Sharing pictures of people playing trivia is fun! It shows people what a good time trivia nights are, and hopefully encourages them to give us a try too.

Team photos are also really enjoyed by the players! We get requests in our social media DMs and emails requesting team photos, if the website hasn't updated when the team looks for their photo. You remember how it felt to find yourself when you got your copy of your school yearbook, right? Our trivia players are looking for that same rush of endorphins.

Plus, they usually share those photos with friends, which circle back to the earlier-listed reason we take photos!

## Asking for consent

Everyone's digital boundaries are different, and we as a company want to always respect those boundaries! Before you put them in frame, follow these steps:

1. Let the team know you would like to take their photo and why;
2. Inform the team this photo will be uploaded to the Trivia Mafia website, on the location page for this venue, and then uploaded to Facebook; and
3. Ask them if they consent to having their photo taken and used for this purpose.

If they say yes, groovy! Hit that shutter button.

If they say no, congratulate them on the win, and let them go on their merry way.

## Photo best practices

There are several elements to consider when taking a good trivia team photo!

### Photo orientation

We ask that hosts take photos turning their device sideways, so the final product uses landscape orientation. This creates a more consistent and well-designed slideshow for each of our location pages. There are also usually more people visible!

I am personally requesting that you try to stand far enough back that there is some extra room on the sides of the trivia team. When we post photos on socials, particularly for our [weekly top-scoring teams roundup](#), the post looks best when we can use a square crop. We want to avoid cropping people out with the square, so if one photo in the post can't use that crop we use the horizontal option instead. It's doable, but it doesn't

[look quite as pretty or fill the space](#) as much as the square crop. (This is a Nice To Have, not a Need To Do.)

## Photo quality

Bars, restaurants, breweries, the endless void...they are all spaces that aren't as brightly lit as we'd like them to be. We are working with what we've got, so we know there are times when photos won't turn out perfectly.

That said, we should always strive to take an image that is as in-focus as possible. If the first photo looks pretty blurry, take another one for safety. Consider using a flash. Sometimes the lighting is working against us and that can't be helped, and sometimes we accidentally bump an elbow against something when we click the button and the second shot turns out better!

## Model quality

When taking a team photo, it's important to represent the players in the best way possible. If you've ever seen a photo of yourself with your eyes half-closed and thought "oof, don't like that" as you hit the delete button, I can promise there are trivia players who feel the same way!

When I am taking a photo, I always say out loud, "Let me quick give it a look to make sure I can see everyone..." and either I let them know we need a redo, or I say something like "I see eight out of eight eyeballs, we're good!" You'll find teams appreciate the extra couple seconds that a photo review and second photo takes.

## File specs for iPhone 11 and later

If you have an iPhone 11 or later, your photos are defaulted to .heic. This makes them hard to upload in a lot of spaces! Luckily, it's not permanent.

[Please update your settings](#) before taking your photos. Your friendly neighborhood marketing colleague will be so grateful they don't have to convert every photo file, and you'll guarantee the photo will upload no matter what application it is used for!

## What to do if a team doesn't want a photo

Not everyone wants to be photographed, or to have their images shared on our website and/or social media. And that is a very valid boundary we want to respect!

It's still important to **use a photo that makes sense** and satisfies the reasons we take and share these photos. We don't want anything that is too embarrassing or will be trolled in the comments ending up on our Facebook.

A few **great options** include:

- A photo of the prize
-

An adorable pet that is at your location (with as much detail about said pet as possible, particularly whether or not that pet knows I love them)

- A bar vibe photo: A cool sign, the wait staff, the front entrance, etc.

- A photo of you hosting (we like your mug, too!)

A few examples **we'd rather not see** include:

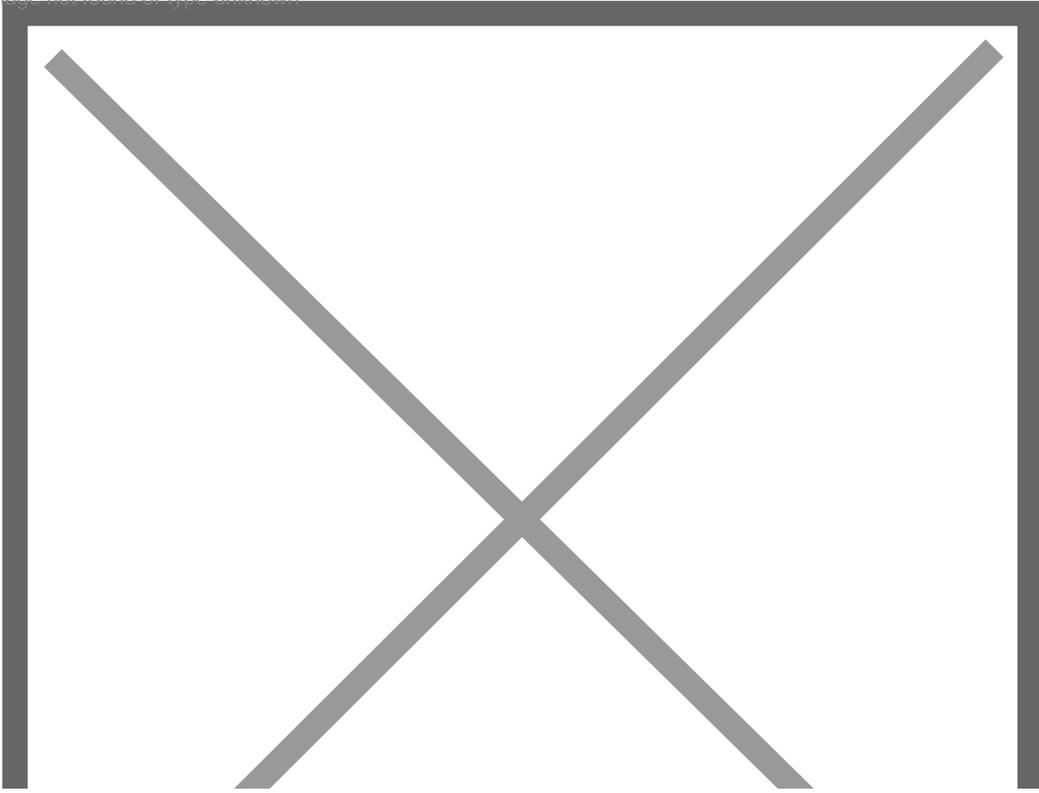
- Clip art from Google
- A photo of your cat (unless it was at trivia, which would be rad)
- A photo of your car (unless you host trivia out of your trunk, in which case we have several questions)
- An empty bar/restaurant

“You want some examples?!” “I think they want some examples, Pierce!”

Below are team photos that really understood the assignment, and team photos that have some opportunities for improvement.

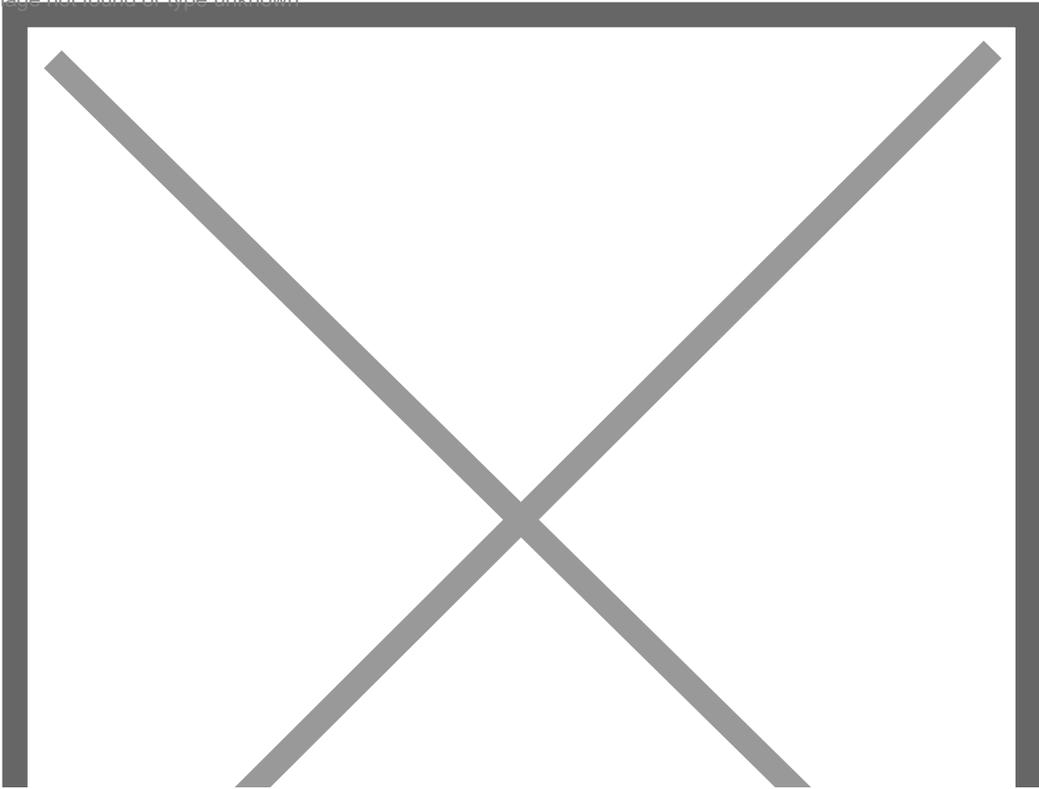
Great team photos

Image not found or type unknown



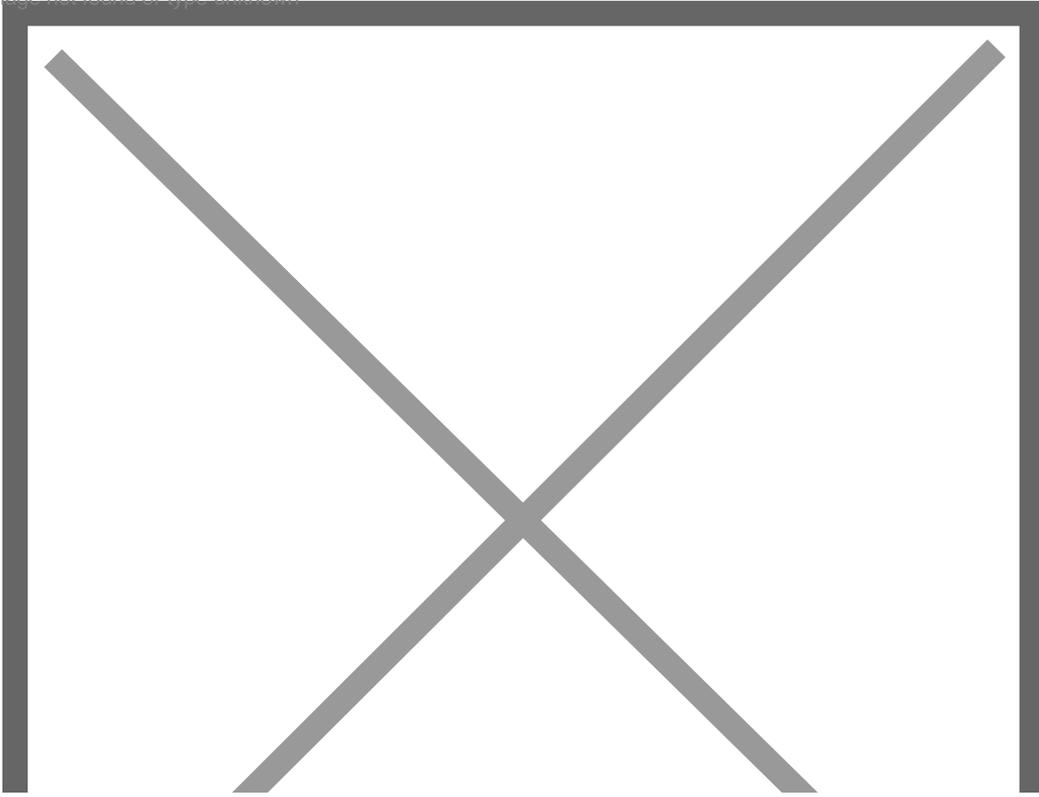
Look how happy they all are!

Image not found or type unknown



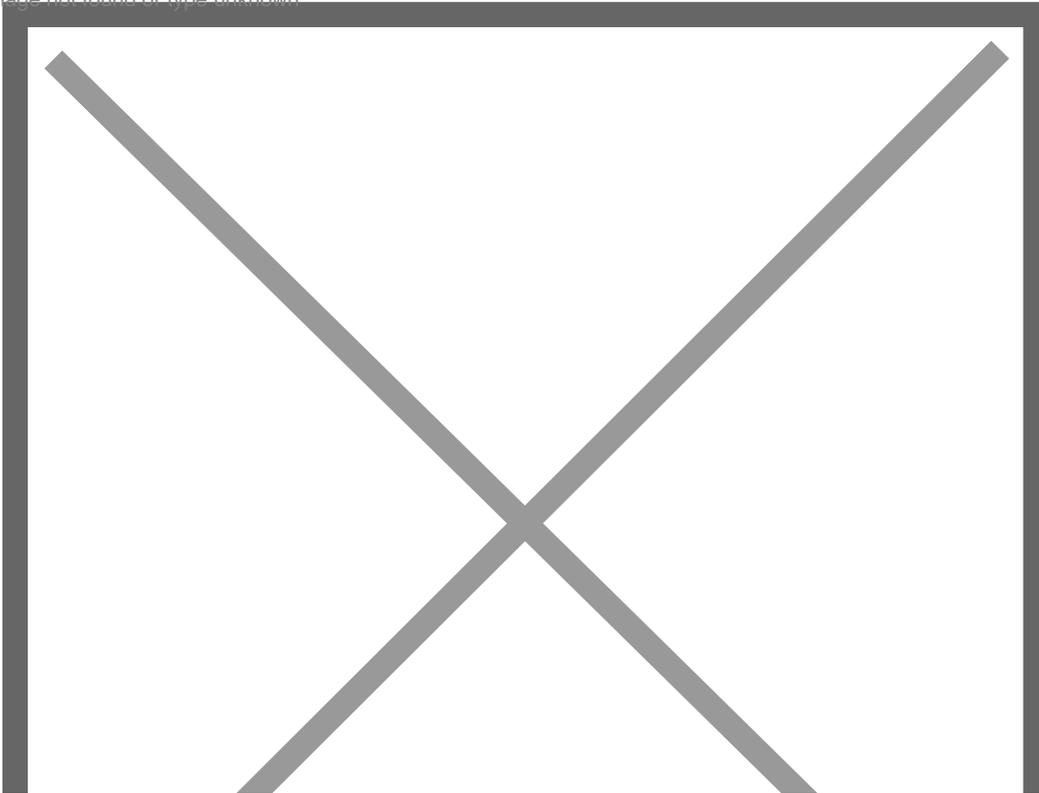
Lots of nice empty space on the sides of the image

Image not found or type unknown



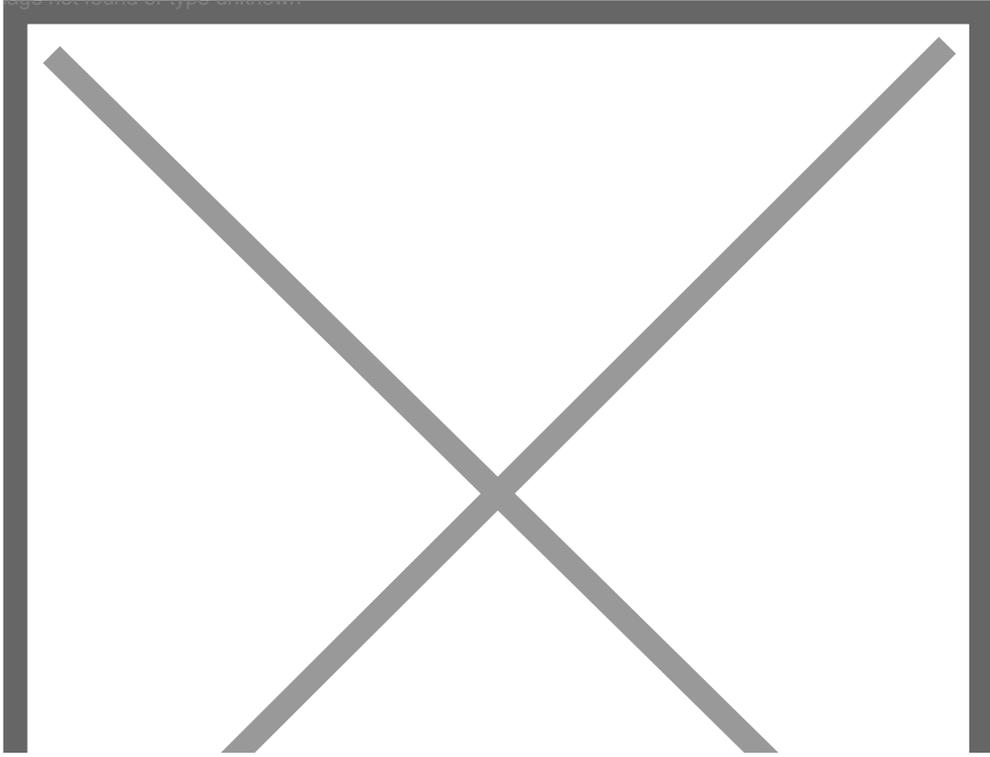
While one person is covering their face, they are clearly doing it on purpose — as is their right!

Image not found or type unknown



Cutie patooties

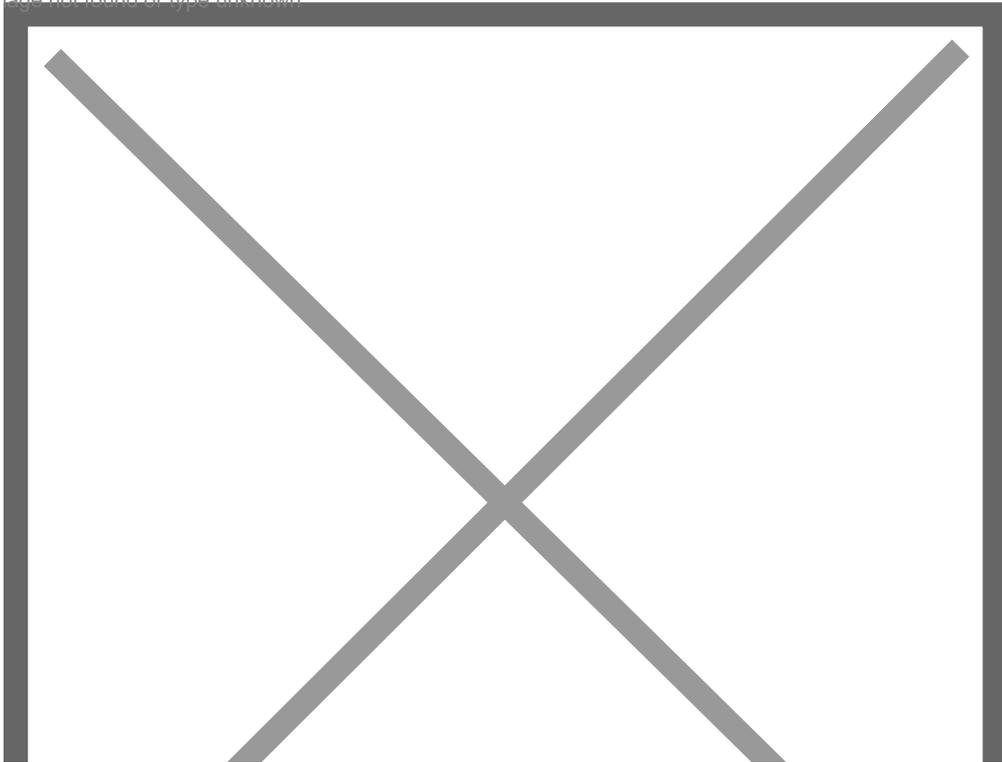
Image not found or type unknown



Good dogs!

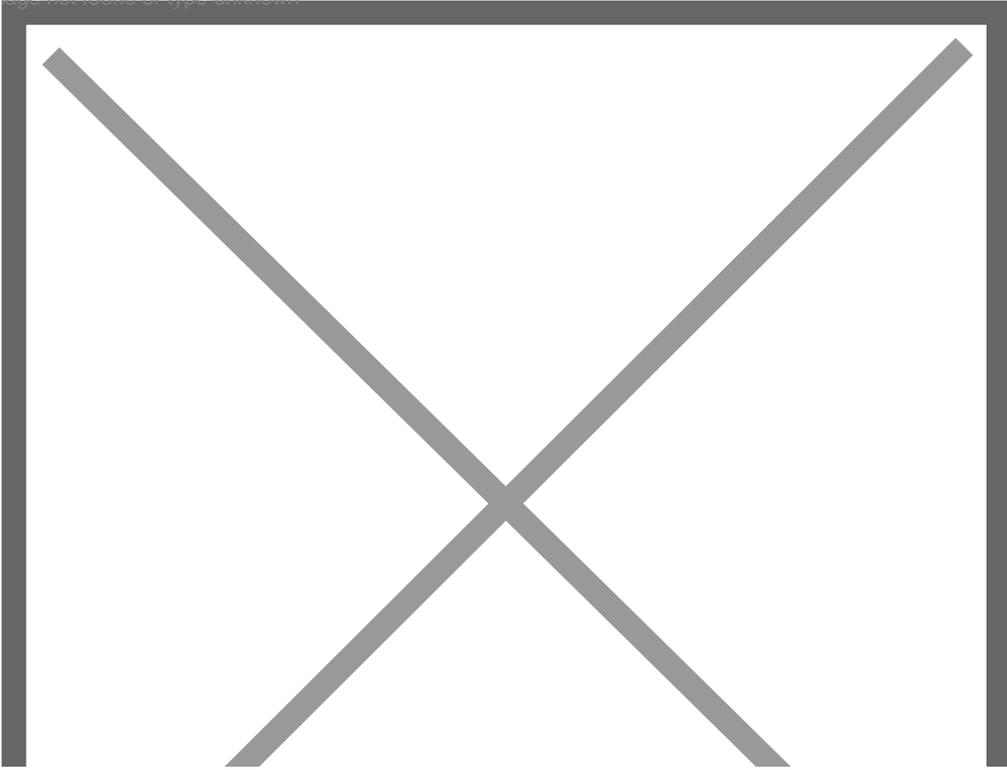
## Team photos that warrant a reshoot

Image not found or type unknown



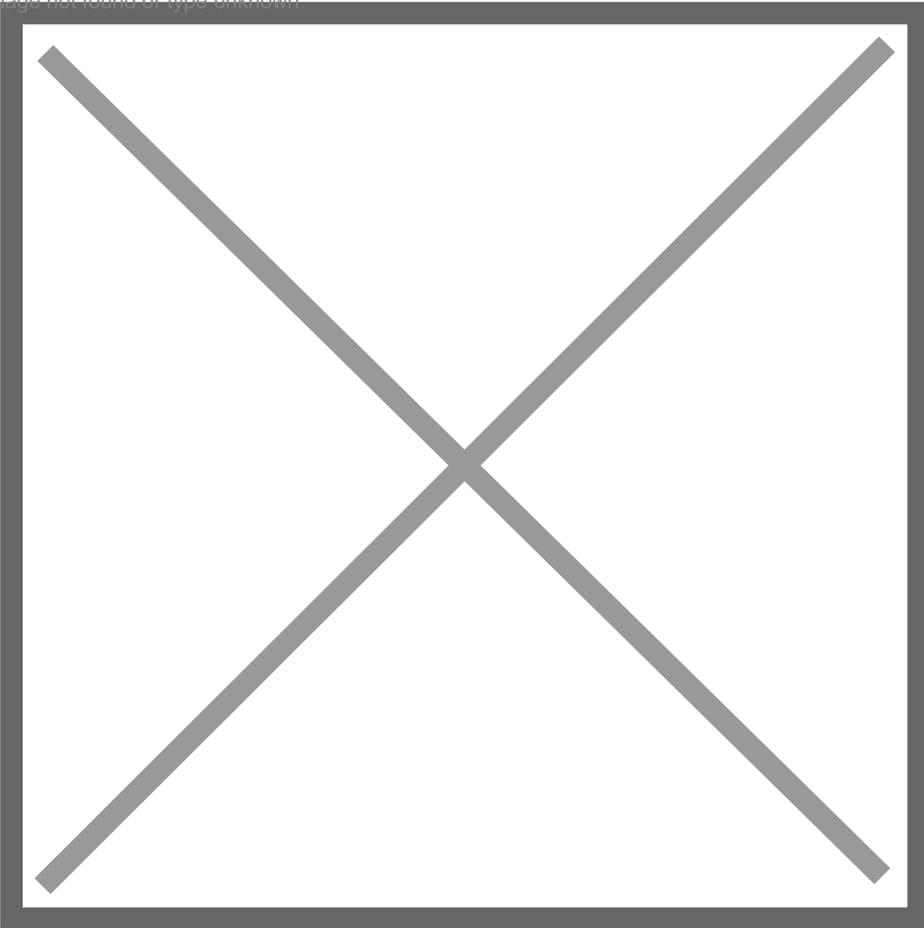
Blinking is such a functional need for our eyes and often poorly timed, but we can always take a second pic

Image not found or type unknown



Did you know some animals, like [tortoises](#) and [hamsters](#), blink one eye at a time? A real downer to know that hamster wasn't flirting with me, TBH.

Image not found or type unknown



...no. Just no.

## But...where do those photos live?

Maybe you keep every team photo you've ever taken. Maybe you delete it immediately after you submit host feedback so your phone has more space for photos of your dog. The question at hand is, what do we a Trivia Mafia do with that photo?

Your photos go to a database, along with your feedback, where the admin team can find it! We can pull them from there as needed and see what the team's name and score was. This is where I look every time I get a DM from someone saying "I forgot to ask my host for the photo they took of us, do you have a copy?" I can download it from there and send it to them with congratulations on their smarty pants-ness. If you ever delete team photos and want them back, feel free to email me and I can do the same for you!

## First through third places photos

The winner photos are uploaded to the location's page on our website. This happens roughly once a day, hence why your photos might not always be there when a team looks. There are also going to be times where upload takes longer, because the Internet.

### RECENT WINNERS



Finally, those photos are uploaded about once per day to our Facebook page, in a monthly album of winner photos. Facebook is also on the internet, so that frequency can change too!

## Miscellaneous photos

Currently, the miscellaneous photos are not uploaded to the website or to Facebook. It is on the to-do list for the app and website updates to have them added to the location page slideshows and Facebook eventually!

I do occasionally use these photos for various trivia promotion opportunities on social media and our newsletters. This is a great section to add a submission for [our Pup Quiz](#), which is a weekly post

showcasing doggos playing at our trivia nights, and the Pets & Plants section of the Morning Rounds!