



Dine in the **DARK**

Feast your imagination, not your eyes.

8 helpful tips to make your event the best it can be!

1 Choose your date and leader
Pick a date that suits you and plan your menu in advance. Pick a staff member to drive it!

2 Promote your event in advance
This pack contains posters and other promotional materials including a removable adhesive decal for your window or door. Put the event up on your website and promote it on your social media platforms. We will supply e-banners, photos and email signature – just email or phone us.

3 Use it to promote your restaurant
Use the event to market your restaurant. Let customers know it's you doing your bit to benefit people with sight loss. Offer a voucher for the person who identifies every sauce and ingredient accurately. Why not have an 'identify-the-wine' competition.

4 Engage your customers
Tell existing customers about it using the business cards included. Give one with each bill or receipt in the weeks leading up to your event.

5 Have fun building your menu
Given that your guests are blindfolded, have fun designing your menu. Involve your chef in food choices. Think taste, texture, aroma, enjoyment. Think simple but maybe add in one element that's awkward.

6 Social-ise
Allocate a staff member to take photos and videos that they can send to your diners or even to use on your own social media.

7 Tell your local media
Inform your local media and freesheets – you're providing them with a unique photo opportunity.

8 Don't forget to send back your funds
We'll then send your official display certificate thanking you for playing your part for people with sight loss.

Follow us:



#Dine4NCBI

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