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Vault 1, Valletta Waterfront

T: 21 223018
E: info@qbar.com.mt
W: www.qbar.com.mt

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Running an Entertainment Business

Rachel Balzan Demajo

From the typical corner bar, to the popular wine bar, the themed venue, the disco, the outer club and of course the more refined lounge bar concept, Malta's night life scene has evolved and steered its course through various phases. The latter type defines a stylish environment, with quality interiors, offering an upmarket array of beverages and cocktails as well as an original selection of platter mezés. It is the 'concept' which drives the brand for a lounge bar or upmarket club; the overall presentation of style and content that enables a particular marketing approach, targeting those that are looking for a more refined clubbing or nightlife experience.

This style is also synonymous with foreign trends. As one looks at the international party scene, efforts to glamorise and style any party setting into a more luxurious one are noted. People like to surround themselves with good things ... and the idea of branded partying in unusual surroundings is very much in demand with today's generation.

DELIGHT THE PATRON.

Such a concept also brings about the essence of quality food and drink. Teaming up with renowned caterers helps to foster a strong loyalty amongst the clientele. Passers-by also pick up on this, and through word of mouth, reputation develops. A good experience is something that everyone wants to leave with, so whether you're out for a quiet night, having a few drinks with some friends or whether you're attending a full-on party, the club's aim must simply be to please.

Customers need to feel privileged, entertained, served and well treated. Furthermore, customers are wanting to be thrilled. Such high-level objectives are the underlying goals of promotion nights, where such clubs team up with popular promoters, to host a variety of evenings. Rock nights, high impact DJ's, popular live bands, jazz bands, blues nights and various other themed nights, have the possibility of drawing in large crowds, looking for a particular kind of fun. The combination of the marketing effort, the crowd turn-out, the DJ's or band, a free-flowing bar, indoor and outdoor flow, spacious surroundings, and

great food, is what constitutes a great evening. And nights such as these keep patrons coming back for more. Which brings us to the concept of loyalty.

FOSTER LOYALTY.

In Malta the concept of privilege cards and VIP status is now commonplace. This fosters a sense of community with fellow party goers, and it is through marketing efforts of such privilege cards, special email announcements to members, a unique Facebook page and other such efforts, that a membership system can be applied. Particular events and offers can thus be uniquely tailored to specific member groups' enjoyment.

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- TEAMING UP WITH RENOWNED CATERERS HELPS TO FOSTER A STRONG LOYALTY AMONGST THE CLIENTELE.
- ROCK NIGHTS, HIGH IMPACT DJ'S, POPULAR LIVE BANDS, JAZZ BANDS, BLUES NIGHTS AND VARIOUS OTHER THEMED NIGHTS, HAVE THE POSSIBILITY OF DRAWING IN LARGE CROWDS,

WHAT MAKES THE WHEEL GO ROUND?

Like all businesses, a good business drive and an on-the-ball approach is mandatory. The people at both front and back-ends of the scene are what keep the wheel turned. Front-liners represent the organisation. The concept of continuous staff training for customer service and approach, is a sure way to win over clients. Nothing beats a generous smile whilst being escorted to a well laid-out

lounge area that boasts of unique comfort and style, with an appetizing menu to tempt you with its delicacies.

Approach and presentation go hand in hand. An effective team would be nothing without a well-groomed venue. Soft lighting, effect lighting, designated select areas, plasma screens, convenient restrooms, bistro tables, and an adequate seating area are all ingredients for the perfect mix. Such are the ways in which today's successful lounge bars and clubs keep their customers coming back for more.

entertainment, and catering; this crowd does expect a quality-focused, fashionably-presented delightful mixture of food served within a creative and stylish ambience. When two experienced players team together for the perfect mix, the results are incomparable and consistent. As the crowd changes, and people's tastes mature, the importance of serving a blend of entertaining sophistication, good quality beverages and catering, and well-marketed and promoted events remains immutable.



QBar's waterfront sofa and lounge set-up pays tribute to today's evolved seekers of fun.

COMPETITION RISES.

As each new bar or each new outlet opens, the competition gets fiercer. Owners get wiser and the crowd gets thinner. This is where experience plays a very big part. And nothing should undermine the value of an experienced partner in today's entertainment industry.

The two primary components of such a provision are quite separate - quality

Rachel Balzan Demajo is Group Marketing Director of the M. Demajo Group of Companies, which runs QBar, as a joint venture with John Tanti. Since its inception in 2007, QBar's partnership with Zest Flavours has proved to be a winning formula. As the summer unfolds, Q Bar and Zest can offer you a great option for outdoor entertaining, as the sofa and lounge set up on the Valletta waterfront quay makes for a very enticing summer evening. Consider Q Bar and Zest Flavours for your next event, and be sure to sign up early this year for festive events, so as not to miss out on all the action! To learn more about QBar please visit www.qbar.com.mt and Zest Flavours - www.zestflavours.com or simply join us at Q Bar, Vault 1, Valletta Waterfront.