

Thu, 23 Feb 2012

5:39 AM

Wristbands – Functional & Fun to Wear

Organizing a large event with a lot of people can be difficult. It can be difficult to keep track of what people have paid for entry and what people have yet to pay. If you're planning an event with a lot of guests expected, it can be helpful to use

wristbands to serve as a visual check of whether or not they've paid their way in. Event wristbands are not only a great practical way to keep tabs on your guests, but a fun way for people attending the event to have a little keepsake of their time at your event.

There are all kinds of different wristbands that you could use for these purposes. You can use cheap plastic wristbands that simply serve as an easy way to show that the wearer has paid for his or her entry to the event. You can also use more expensive rubber wristbands. This type is becoming more and more popular, and people like to keep them as mementos of the event, collecting them from various conventions, events, and concerts. The nicer you make your

event wristbands, the more likely it is that there will be some perceived value attached to it and, by association, to your event.

You might be tempted to skimp and get the cheapest possible wristbands for your event, but stop and think about it for a moment. If you use the nicer event wristbands, you can not only use it as a visual receipt of payment, but also as a marketing point. People who see others wearing them will know that they were at your event. The quality of your wristband is a reflection of the quality of your event. The nicer the wristband, the better

opinion people will have of the quality of your event. That's worth investing a little more into your wristband budget.

Wristbands are a fun, little giveaway that can come with the price of entry. People love getting "free" stuff, and they won't even think to consider that the cost of the wristband is built into the cost of the event. Sure, you may have to spend a little more to get nicer event wristbands, but it's worth it in order to please your event attendees so much with so little effort. And when they see that wristband (they won't throw a nice one away), they'll remember you the next time your event comes around.

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The Hottest Club Wristbands of 2012

Using wristbands is definitely a great strategy for keeping a nightclub running smoothly and ensuring guests are having the time of their life. When people go out to a club, they are sure to be looking their best. They may not be too excited about putting a generic wristband around their wrist, but there will be a lot of "Cool!" and "Ooh, pretty!" comments made when they put the hottest club wristbands of 2012 on their wrist.

Club

Wristbands add glamour and fun to a night out at a club. They are stretch-resistant, water-resistant and feature a locking plastic snap to prevent transfer from one person to another. Club Wristbands come in a wide variety of shimmering styles, including the following holographic designs:

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Liquid Glitter®

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Confetti

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Stars

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Rain

The Kaleidoscope® Club Wristbands come in a metallic design. It, along with all the holographic designs, come in a wide variety of colors-from silver to gold and from day glow pink to black. They are the perfect accessory for everyone ready for a night out at the city's hottest club. Because of the cool designs and fabulous colors, don't be surprised to see night clubbers holding up their wrists and checking out how their Club Wristband dances in the high tech club lighting.

In addition to looking good and feeling comfortable on the wrist,

Club

Wristbands serve some strategic advantages from a business and marketing point of view. The first is access to the club itself. If there is a bouncer at the entrance, patrons' IDs can be verified right then and there. Upon confirmation that the guest is 21 and over, or of legal drinking age, the fancy and non-transferrable Club Wristband can be applied around their wrist. Checking IDs and applying Club Wristbands immediately upon entry is an effective way to prevent so-called crashers. One

person cannot sneak their friends in by slipping them a ticket. The glittering Club Wristband secured around the wrist serves as the ticket.

Once inside, Club Wristbands really speed up service. Bartenders and cocktail waitresses can provide quicker alcohol service because they do not have to check and verify IDs. That translates to increased spending. It may be that your club has VIP lounges or is hosting a small concert with backstage passes. Access control can be challenging to enforce. There are always people trying to get into places where they are not supposed to be. By imprinting "VIP" on Club Wristbands staff can ensure that only patrons with special access are present in these designated areas.

Another way to add more fun to Club Wristbands is imprinting logos. Try imprinting the club logo and the date. For the guest, the Club Wristband becomes a cool keepsake. For the club, imprinting the current date with the logo ups the ante on security. Patrons from last Friday cannot sneak back in this Friday without paying their cover charge. They cannot reuse the Club Band because the bouncer will check the date and know the person is trying to get in for free.

Cross-promotion is another great business strategy that stylish Club Wristbands provide. By selling advertising space-imprinting logos or promotions of complementary businesses-you can cover the costs the Club Bands and build up business relationships. Maybe there's a 24-hour eatery just down the block from the club. Who doesn't like to get a little breakfast after dancing the night away? Custom Club Wristbands could have a special breakfast deal imprinted on them: "50% off any omelet!"

Maybe you want to encourage guests to come back the following week. A drink special could be imprinted the custom Club Wristbands: Free VIP cocktail next Saturday! Your guest will wear that hot Club Wristband around their wrist all week, spreading the word to all. Word of mouth advertising cannot be beat! The glittering, sparkling custom wristband is sure to catch the eyes of their friends and co-workers. That's a walking mini billboard that cannot be missed.

The cool designs and hot colors of holographic and metallic wristbands are hard not to love. They shimmer and glitter-adding a spark of fun to club night. After dancing the night away at your club, guests will likely hold onto their sparkling Club Wristband for awhile-remembering a great night with great friends. Customizing these shimmering Club Wristbands with a logo is the icing on the cake. Your club will never be forgotten!

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Identifying 21 and Over Patrons with Bar Wristbands

Bar wristbands offer several benefits to establishments that serve alcohol. The benefits appease patrons and staff, alike. Non-transferable and brightly colored, bar wristbands make it easy for bar staff to visually verify that a patron has paid the cover charge and had their ID verified. Plus, if a guest needs to leave briefly, they can return with a quick flash of their wrist to the bouncer or greeter. No worries about lost tickets or smudged stamps.

If you want to increase spending, bar wristbands

are the way to go. Whether patrons are bellied up to the bar being served by a bartender or seated at a table with an assigned server, the bar staff doesn't have to spend time checking IDs. As flattering as it is to get carded the further away people get from age 21, digging for IDs in a purse or a wallet is a time-consuming distraction. People go to bars to relax, chill out and enjoy some good conversation with their

friends. By having a bouncer or greeter check IDs at the door, and then securely fasten a wristband to the guest's wrist, the night seems to run more smoothly. All servers need to do is quickly glance at the wristband to know that the person sitting before them is a welcome guest and of legal drinking age. This saves everyone time. Guests who don't have to wait are happier and tend to spend more money.

Bar

wristbands

not only provide general admission into an establishment, but also assist with access control. Access control is especially important in a 21 and over club where there is live entertainment, like a popular band playing. Members of the band, along with their crew, can be given designated, colored wristbands for access to authorized areas, enabling them to set up and take down the stage more efficiently. With a quick glimpse, bar staff can identify and distinguish performers from guests and even attempted "party crashers."

There are two additional ways you can beef up security with bar wristbands. The first is to rotate wristband colors for different nights of the week. That way, if someone tries to get in with the wrong color wristband-especially someone under age-you can quickly "86" them. The second tactic is custom printing, which helps to prevent counterfeiting. Try custom printing the bar's logo on the wristbands, along with the date. Both of these strategies will prevent people from coasting in without having their ID verified. If you do have a cover charge, both of these strategies will also ensure that patrons do not sneak in for free by reusing a wristband from the night before or last week.

Speaking of custom printing, including the bar's logo or any promotions on a bar wristband is an excellent marketing strategy. Bar wristbands turn into walking mini-billboards for your business. If someone has a great night out at your bar, they may keep the wristband on for a few days, maybe even weeks. People they encounter at work, the gym, restaurants are sure to inquire about where they went and what the experience was like. People may approach them and request a testimonial, "I heard that place was fun and had great service. Is it really that good?" Word of

mouth can spread like wildfire! Custom printing is an excellent catalyst to get the conversation ball rolling.

If you choose to custom print a promotion, there are a couple of different ways to go about this. To increase sales for that night, print a drink special on the wristbands to promote a premium brand. Reinforce the special by having your staff remind them of the promotion that's right on their wrist. Not only will you increase sales for that night, but patrons will likely start associating your bar with that premium brand that they enjoyed and want to come back for more. A second promotional strategy is to imprint a coupon on the bar wristband. It should be a special that motivates patrons to return. A couple examples include, "buy one drink, get a second one free" or, "try our new microbrew, get a free appetizer." Bar wristbands have the ability to ignite a good memory of a good time and motivate the 21 and over crowd to return to your well-run establishment.

Also,
many bars invest in promotions and events to keep the crowds coming. Wristbands can complement the promotion with a custom printed message enticing patrons to join the event, reserve a table, or "save the date." Plus, if your bar is awarding door prizes or some other exciting promotional giveaways, then serial numbered wristbands or matching-tab wristbands can help the process. With matching-tab wristbands, simply keep the numbered, tear-off stub for the raffle box and the patrons wear the wristbands. When you hold your raffle and announce the winning number(s) the patrons are wearing their "ticket."

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